

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting ⚡ Mar 13



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58th Year 1989

The Mega Merger
Time-Warner deal stuns
communications world
Whither DBS?
The hopes are high
than the reality

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As media budgets get tighter and advertisers press you for more focused demographics, there's one audience that's the hardest to deliver—young, trend-setting adults. But, starting fall '89, there's "College Mad House," a suréfire, custom-crafted way to attract the audience that advertisers want.

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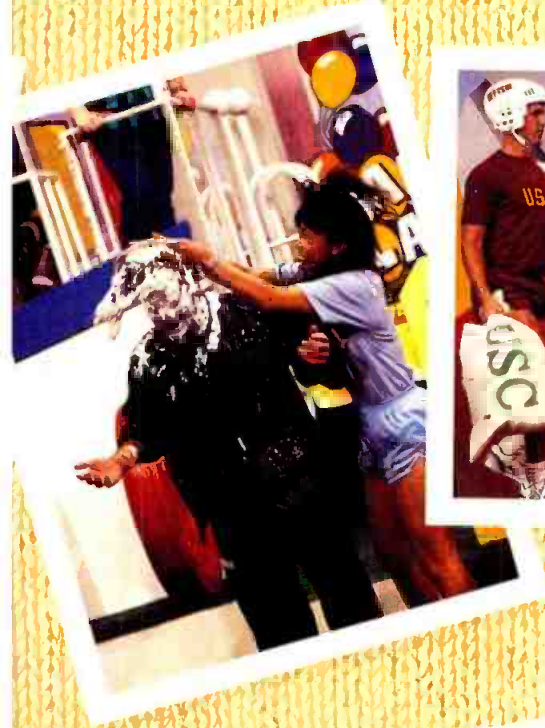
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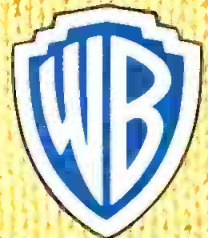


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MILLION
A MONTH.**



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Big!... Time Inc. and Warner Communications Inc.'s agreement to swap stock and merge into what would be world's largest media

Time Inc.



WARNER COMMUNICATIONS

and entertainment company, fuels speculation about deals to come and reaction from across Fifth Estate. **PAGE 27.**

DBS: Over there, but not here...

Although satellite broadcasting has begun to make its mark in Europe and Japan, it is still struggling to gain U.S. foothold. BROADCASTING's special report on direct broadcast satellite begins on **PAGE 42.**

Taking the lead on HDTV...

President Bush assigns high-definition television priority status, commerce secretary tells House hearing. **PAGE 33.**

35/FIGHTING EROSION

Group W looks to its new



show, *This Evening*, to regain access strength.

41/NONCOMMERCIAL FILM COUP

Academy Award-nominated "Stand and Deliver" is latest in number of theatrical film releases skipping usual pay cable first window to air on Public Broadcasting Service.

45/REVIEWING CAMPAIGN

Participants of Center for Communications-sponsored seminar in New York debate role of press in 1988 presidential campaign.

46/NEW FROM NEWS CORP.

Rupert Murdoch's new venture, Media Partners International, will be structured to expand media interests and to help reduce parent company News Corp.'s debt.

49/RISING PHOENIX

New York media conglomerate, Hearst Corp.,

acquires Phoenix Entertainment with plans to produce shows for networks, cable and first-run syndication.

51/PENNEY INVESTMENT

J.C. Penney Co. acquires full control of Shop Television Network cable service, which it will use to sell Penney brands.

52/FCC FURLOUGH?

Commission may shut down for three-and-half days by end of FY '89 (October) unless it receives \$1.4 million supplemental funding it is seeking.

58/COUNTRY COOL

Country Radio Broadcasters meet in Nashville for 20th Annual



Country Radio Seminar, where some say country music format has grown to point that it needs to subdivide.

54/REDUCING FOREIGN INTERESTS

House Telecommunications Subcommittee Chairman Ed Markey says he will introduce legislation prohibiting foreign ownership of U.S. cable systems.

56/GONE TO BAT

CBS Radio signs four-year contract with Major League Baseball valued at about \$50 million.

61/RE-REGULATION DEBATE

Hearing in New York focuses on issues of pricing and service since cable industry was deregulated, with some participants calling for

consumer protection from cable "monopoly."

65/NAB PREVIEW

As Fifth Estate prepares for NAB convention, BROADCASTING looks at various technological offerings slated for display. This week: transmitters.

87/INTERNATIONAL CONNECTION

Donald Wear, formerly CBS's Washington vice president, now oversees network's international business, its link to burgeoning world TV industry.

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Suitors

Betting line on Wall Street last week had it that Warner wasn't only company talking with Time Inc. about stock swap. Gannett, according to one informed source, had also been discussing combination. Obscure accounting rule that surfaced in Time Warner merger may in fact provide some clues to question. Rule allows favorable "pooling" of two companies' financial statements following stock merger only if neither has recently attempted to shrink equity through major share repurchases. Thus it may not be just coincidence that several large media companies have recently slowed such repurchases; among recently parsimonious are said to be Gannett, Washington Post Co., McGraw-Hill, Times Mirror and Capcities/ABC. Last named company, after announcing one million share repurchase plan more than six months ago, had by last week bought in less than 50,000 shares.

On block in Des Moines

Des Moines, Iowa-based Palmer Communications has put kwoc-TV, its VHF NBC affiliate in Davenport, Iowa (79th market), on block through broker Howard Stark. Asking price: \$45 million-\$50 million. Word has it that Palmer is already in negotiations for sale of station to veteran broadcasters starting new station group. Palmer signed definitive agreement two weeks ago to purchase VHF NBC affiliate KTVY-TV Oklahoma City (39th market) from Knight-Ridder for estimated \$50 million (BROADCASTING, March 6).

Second time around

Some who have been close to HDTV program production over past several years disputed claim made by Commerce Secretary Robert Mosbacher during House Telecommunications Subcommittee hearing (see page 33) that sending cameras and VTR's built according to 1.125/60 format to Soviet Union for planned tests of equipment in Moscow would provide Soviets with opportunity to study Western high-technology not available to them before. They point to 1982 taping of Kirov Ballet in Leningrad with 1.125/60 equipment from Japan. Although American and Japanese advisers were present, production was completed by Soviet director, cameramen and support crew. Soviets had ample opportunity to examine equipment, but equipment had been cleared for transport through international COCOM committee at that time, according to sources familiar with Leningrad project. One year following

taping, Soviet production—ballet version of "Sleeping Beauty," was one of several HDTV shows presented during International Television Symposium in Montreaux, Switzerland (BROADCASTING, June 6, 1983).

Still working on dance card

With White House showing less than sure touch for personnel work—number of top jobs throughout administration remain to be filled—there was no indication last week that decisions would be made soon on nominees for two long-vacant posts at FCC. White House continues to interview hopefuls: number, according to one report last week, was 15. But there are those who speculate entire process could have been stalled by enormous and ultimately futile effort to secure Senate confirmation of John Tower as secretary of defense. As process drags on, some candidates leave list, others are added to it. In latter category is Sherrie Marshall. One-time partner in Wiley, Rein & Fielding who served at FCC as congressional liaison before going to White House to help Tower through nomination process, Marshall had been considered front runner for FCC seat, until speculation turned to job as general counsel at Pentagon. With Tower defeat, she is seen as back in running for FCC spot—although not with great deal of confidence, at least that offer would come soon. She accepted invitation to return to Wiley firm, and begins working there today (Monday).

Meanwhile, there is new candidate to report for job as head of National Telecommunications and Information Administration. Ray Strassburger, one-time minority counsel on Senate Commerce Committee who also served as special assistant to then-FCC Chairman Mark Fowler, is being supported for NTIA job by Senators Bob Packwood (R-Ore.) and John Danforth (R-Mo.) Strassburger has Bush loyalist credentials; he served in campaign and on transition. But Janice Obuchowsky, another former aide to Fowler and now executive with NYNEX, still seems to have inside track ("Closed Circuit," Feb. 13).

Cable's lobbyist

Pamela J. Turner, deputy assistant for legislative affairs (Senate) in Reagan White House, has accepted job of vice president-government affairs at National Cable Television Association. NCTA spokesman would not confirm report, but said announcement concerning post would be made this week. It has been vacant since departure of Ed Merlis in November 1987.

Keeping tabs

Results of General Accounting Office's survey on cable rates may be released in preliminary form about time National Cable Television Association convenes its annual conference in Dallas May 21-24. GAO says it is aiming to have something ready for convention as requested by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who originally asked for rates study last spring. So far some 900 of 1,950 cable systems that GAO selected have returned surveys. Second mailing of 14-page questionnaire went out Feb. 13 to those who failed to reply. GAO spokesman expects eventual response rate of about 80%. Besides collecting data on rates, survey also queries operators as to whether their cable system ownership has changed since Dec. 29, 1986.

Flip-flop

In reversal of international program co-production patterns, major overseas producer is looking for U.S. co-production base. Italian media giant Silvio Berlusconi, who has extensive broadcast and studio operations throughout Europe, had his top TV-film production strategist Ricardo Tozzi in Los Angeles at recent American Film Market talking with producers to determine ways to co-produce TV movies, as well as theatrical projects, stateside.

New shingle

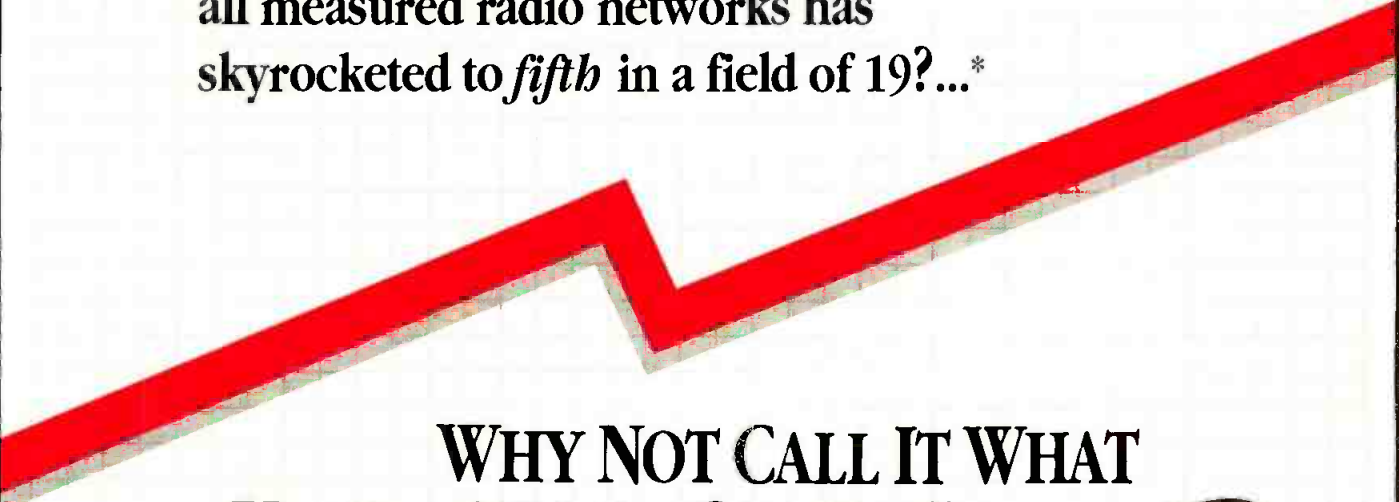
Ivan Braiker, Seattle-based radio entrepreneur who founded successful Olympia Broadcasting but left company last January over differences with management (BROADCASTING, Jan. 23), is set to announce major new radio deal: formation of Braiker Radio Services Co., well-financed operation expected to offer 24-hour satellite-delivered programming. Live programming to differ from most existing services in that network commercials will not be included.

Scene of the crime

Delegation of independent broadcasters will see firsthand how fiber technology works this week when they visit GTE's Cerritos, Calif., showcase center for fiber-to-home experiment it plans to undertake. About nine INTV board members will get tour of facility, which displays GTE's state-of-art telecommunications test of fiber-delivered voice and video services, including video on demand, home-to-home video transmission and conventional cable services.

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- Whose affiliate relations staff has signed 164 new stations in the past 14 months...
- And whose Adult 18+ ranking among all measured radio networks has skyrocketed to *fifth* in a field of 19?...*



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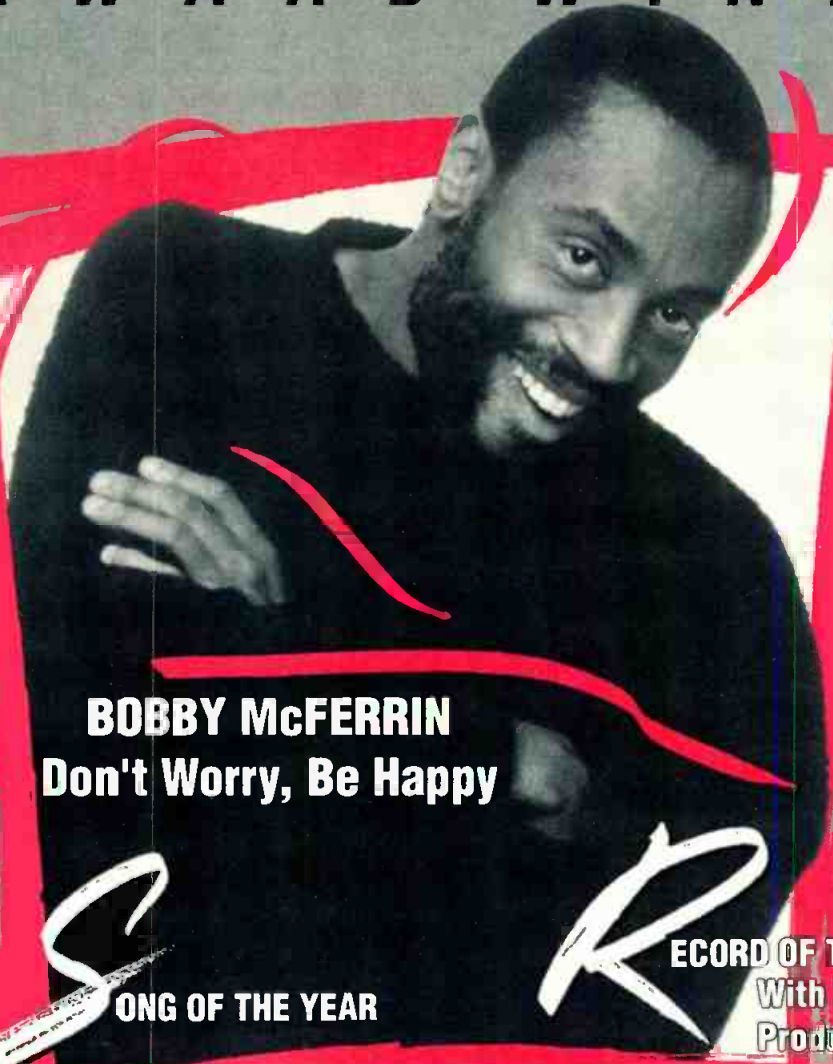
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Don't Worry, Be Happy

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ONG OF THE YEAR

R
CORD OF THE YEAR
With Linda Goldstein,
Producer

**BEST MALE POP VOCAL
PERFORMANCE**

**BEST MALE JAZZ VOCAL
PERFORMANCE**
Brothers

MIKE POST
Best Instrumental
Composition
THE THEME FROM L.A. LAW

ANITA BAKER
SKIP SCARBOROUGH
Best Rhythm & Blues Song
**GIVING YOU THE BEST
THAT I GOT**

DAVID SANBORN
Best Pop Instrumental
CLOSE-UP (Album)

CARLOS SANTANA
Best Rock Instrumental
Performance
BLUES FOR SALVADOR (Album)

ANITA BAKER
Best Female R&B Vocal
Performance
**GIVING YOU THE BEST
THAT I GOT (Single)**

TERENCE TRENT D'ARBY (PRS)
Best Male R&B Vocal
Performance
**INTRODUCING THE HARDLINE
ACCORDING TO
TERENCE TRENT D'ARBY (Album)**

CHICK COREA
Best R&B Instrumental
Performance
LIGHT YEARS

SHADOWFAX
Best New Age Performance
**FOLKSONGS FOR A
NUCLEAR VILLAGE (Album)**

YELLOWJACKETS
Best Jazz Fusion Performance
POLITICS (Album)

BETTY CARTER
Best Female Jazz Vocal
Performance
LOOK WHAT I GOT! (Album)

TAKE 6
Best Jazz Duo or Group
Vocal Performance
SPREAD LOVE (Single)
Best Soul Gospel Duo, Group,
Choir or Chorus
Performance
TAKE 6 (Album)

MICHAEL BRECKER
Best Jazz Instrumental
Performance, Soloist
DON'T TRY THIS AT HOME (Album)

RYUICHI SAKAMOTO
(JASRAC)

CONG SU (GEMA)
Best Album Of Original
Instrumental Background Score
Written For A Motion Picture
Or Television
THE LAST EMPEROR

MCCOY TYNER
PHAROAH SANDERS
DAVID MURRAY
ROY HAYNES
Best Jazz Instrumental
Performance, Group
**BLUES FOR COLTRANE: A TRIBUTE
TO JOHN COLTRANE (Album)**

**GIL EVANS & THE MONDAY
NIGHT ORCHESTRA**
Best Jazz Instrumental
Performance, Big Band
BUD & BIRD (Album)

THE JUDDS
Best Country Performance
By Duo Or Group With Vocal
GIVE A LITTLE LOVE

ROY ORBISON
Best Country Vocal
Collaboration
CRYING (Single)

ASLEEP AT THE WHEEL
Best Country Instrumental
Performance
SUGARFOOT RAG

BILL MONROE
Best Bluegrass Recording
SOUTHERN FLAVOR (Album)

LARNELLE HARRIS
Best Male Gospel
Performance
CHRISTMAS (Album)

ARETHA FRANKLIN
Best Female Soul Gospel
Performance
**ONE LORD, ONE FAITH,
ONE BAPTISM (Album)**

PHIL COLLINS (PRS)
LAMONT DOZIER
Best Song Written Specifically
For A Motion Picture
Or Television
TWO HEARTS (Track from Buster)

JOHN ADAMS
Best Contemporary
Composition
NIXON IN CHINA

BEBE WINANS
Best Male Soul Gospel
Performance
ABUNDANT LIFE

ROBERTO CARLOS
Best Latin Pop Performance
ROBERTO CARLOS (Album)

LINDA RONSTADT
Best Mexican/American
Performance
CANCIONES DE MI PADRE (Album)

WILLIE DIXON
Best Traditional Blues
Recording
HIDDEN CHARMS (Album)

THE ROBERT CRAY BAND
Best Contemporary Blues
Recording
**DON'T BE AFRAID
OF THE DARK (Single)**

JIMMY STURR & HIS ORCHESTRA
Best Polka Recording
BORN TO POLKA (Album)

ROBIN WILLIAMS
RY COODER
Best Recording For Children
PECOS BILL (Album)

ROBIN WILLIAMS
Best Comedy Recording
GOOD MORNING VIETNAM (Album)

"WEIRD AL" YANKOVIC
Best Concept Music Video
FAT

ROGER KELLAWAY
Best Arrangement On
An Instrumental
MEMOS FROM PARADISE

BMI

Where Things Stand

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

AM-FM Allocations

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

Also expected in early 1989 is proposal on implementing expanded AM band. Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

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

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

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

Antitrafficking

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

Cable Regulation

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

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ble rates.

Also in Senate, Communications Subcommittee plans to convene series of hearings on concentration of ownership. Although hearings will not focus solely on cable (diversity within broadcast and motion picture industries will be explored too), issue of vertical and horizontal integration in cable is expected to draw congressional attention.

Cities are unhappy with developments within industry, approving 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 opportunity 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.

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.

Hill action on revived version of legislation is anticipated during first 100 days of session. Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "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.

Comparative Licensing

FCC may adopt order reforming comparative renewal process at one of two scheduled March meetings. Proceeding is aimed at discouraging groups from using renewal process and policy of allowing groups to petition FCC to deny renewal to "extort" money from broadcasters. To deter possible abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of renewal proceedings and in exchange for withdrawal of petitions to deny.

In addition, agency 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.

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 comments on proceeding, broadcasters, led by NAB and INTV, argued that past programming performance should be basis for renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis

Sold in
88 Markets!

**FOR THOSE
STATIONS THAT ARE
FED UP WITH
WHAT'S HAPPENING
IN ACCESS.**



3rd Degree

The Fresh Alternative For Access.

*Kline's
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PRODUCTIONS



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3-Way Lounger

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BTS did not invent the three-way lounge chair. Barcalounger® did.

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We introduced the first CCD film scanner, for instance. The first Plumbicon camera tube. The first software-based character generator. The B format for videotape recording. The modular routing switcher. And of course, the first 3-D computer animation system, for which we won one of our three Emmies.

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3-D Computer Animation

Major changes in the way TV is not invented by BTS.

switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we're as dedicated to better product service and support as we are to better products.

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Including Barcalounger.

BTS
The name behind
what's ahead.

comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Direct Broadcast Satellites

Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-

GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by \$35 million—third of original value. HBO already provides Ku-band feeds of its programming via Satcom K-1, K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has 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. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "time-frame." It believes 200-watt DBS birds will enable reception of video programming by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-

year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

House Telecommunications Subcommittee heard from government and industry witnesses at hearings last week (see "Top of the Week"). Commerce Secretary Robert Mosbacher told lawmakers he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Major difference of opinion exists between Electronics Industries Association, which emphasized reduction of federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing.

Opinion was split in comments to NTIA over whether U.S. government should continue to support establishment of 1,125/60 HDTV production system as worldwide standard. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Over 80 proposals for grants were received by Feb. 27 deadline, including proposals from Zenith, Sony and North American Philips.

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

International

Phone company US West has made joint bid for Hong Kong cable system, franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

West German TV industry made news at February Monte Carlo TV market, first with signing of MCA TV International's largest sin-

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	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	11,653
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	1,397	290	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	460	1,434	1,889
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration‡	54.8%
Pay cable penetration	32%

* Includes off-air licenses † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit. † Instructional TV fixed service. ‡ Studio-transmitter link.

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gle deal ever, selling programs and movies to commercial TV service RTL Plus, then with word Capital Cities/ABC has taken substantial minority share in Munich TV company, Tele-Munchen, majority owner of RTL Plus rival satellite service Tele5. CBS Broadcast International also signed program distribution and \$1.5 million production funding deal with European Co-production Association, program consortium including West Germany's ZDF, Britain's Channel Four and others.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing, but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe, WH Smith sports and lifestyle services, as well as Scandinavian programmers, are also on Astra.

Agreement appears close on new European media law that would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. European Commission and Council of Europe are now working to close narrowing gap between distinct proposals for new regulation.

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. PanAmSat saw its first satellite, PAS 1, go into orbit June 15, 1988, aboard Arianespace rocket launched

from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Heavy and often negative response has greeted British Conservative government-proposed massive overhaul of UK broadcasting system. Proposed changes, to be debated in Parliament during 1989, include opening of new fifth terrestrial TV channel, auctioning of regional commercial TV franchises, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

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

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

■ MSO's United Cable Television Corp. and United Artists Communications Inc., said Feb. 9 that they had reached an agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September, 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in the future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own majority of newly formed UAE.

Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to

subsidiary of Houston, Tex.-based utility, Houston Industries, Inc. (HI). Price was \$1.265 billion for the systems serving roughly 525,000 subscribers in Laredo and San Antonio, Tex.; Minneapolis; Portland, Ore., and Orange County, Calif. In raising money for acquisition, Houston Industries expects \$320 million from HI stock offering and from sale of oil and gas reserves. Company is raising additional \$1 billion in various forms of debt. Sale was expected to close Tuesday (Mar. 14).

Jack Kent Cooke signed letter of intent in January to sell 700,000-subscriber Cooke Cable Vision to consortium of seven operators for estimated \$1.47 billion. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, will split up among themselves systems spread out over 19 states. Purchasing group includes Robin Cable TV, partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; Hawk Cable, joint venture of Goshawk Corp. and Adelphia Communications Corp.; Falcon Cable; Chambers Communications, and Rock Associates.

Must Carry

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

Since then, Mooney and National Association of Broadcasters President Eddie Fritts have been trying to hammer out deal on must-carry language they would then take to Congress, but parties may be at impasse. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and are demanding that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must-carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Impact lack of must-carry rules is having is growing. NCTA released survey Sept. 13, 1988, that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, 1988, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

National Association of Broadcasters' sur-

Data Data / March 13

News from Data Express March 13, 1989

WAMO AM/FM, Pittsburgh is publishing a monthly sales newsletter through the Data Express Newsletter Service.* We look forward to working with Roger Fairfax and Judy Northrup. WAMO's first newsletter was mailed March 1.

WLTE-FM, Minneapolis is happy with our Newsletter Service. "Our Data Express-produced newsletter is an integral part of our grass-roots marketing effort and a timely means to communicate with our clients," says VP/GM Rand Gottlieb.

WHWB AM/FM, Rutland Vermont also has good things to say. "I'm very happy with the Newsletter Service," says President Ed Pickett. "If anyone at Data Express wants to drive up to Vermont, I'll put them up in an inn and give them ski passes!" *We just may take you up on it. Ed.*

DATA EXPRESS

* Data Express is the America's Newsletter Publishing Service. Our all-inclusive service gives a firm a fully-produced sales newsletter, published monthly. We handle all editing, layout, printing, and mailing of the newsletter — you supply your information and a mailing list of your clients and prospects. The process takes just six working days. Cost: 38.4¢ to \$1 per piece (which includes postage). For details call Sharon Kennedy at 904-386-3282.

vey found that of 259 television stations responding, some 50 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

Network Rules

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

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

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating that it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network and it granted waivers of PTAR and dual network rule to Home Shopping Network.

rule to Home Shopping Network.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

In petitions for reconsideration, cable industry had asked that effective date be put off for up to three years and that host of other changes be made to rules to mitigate impact to cable systems and viewers. It found three-and-a-half-month postponement insufficient.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

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

Wireless Cable

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

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

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

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

Advertisement

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WILL NBC REPORT THIS?

Michael Gartner, the president of NBC News, has said that it was good for The Wall Street Journal to have a socialist reporter. He was commenting on Kent MacDougall, a former Journal reporter, who boasts that he was a closet Marxist who sneaked his leftist ideas into that paper. Apparently Gartner, who was MacDougall's editor at the Journal, regards Marxism as a respectable doctrine which deserves to be promoted in our media.

Gartner made his statement at about the same time a devastating report on the Marxist system in Eastern Europe was published in the theoretical journal of the Communist Party of Hungary. Written by four members of the central committee of the party, the report said that the whole system was rotten to the core. It said Eastern Europe had been muddling through with the Marxist system imposed by the Soviet Union for 40 years, lurching from one crisis to another. It said that "post-Stalinism" was merely a milder version of what had gone before.

The report said that Lenin himself was

responsible for this tragic disaster, since he had committed the fatal error of imposing communism on a semi-feudal Russia in 1917. It said that since Russia was not ripe for such a system, it was necessary to run the country with a "conspiratorial, quasi-military, hierarchic and elitist party." This became the perfect vehicle for Josef Stalin's megalomania.

The report states that under Stalin, the idea of international communism was turned into a merciless imperial program. A system based on "bloody dictatorship, bureaucratic centralism, fear and retribution," with all kinds of special privileges for the ruling elite class was developed. This "became the compulsory model for the social, economic and political transformation" of the countries of Eastern Europe that fell under Soviet domination during and after World War II.

This report, prepared by key figures in the Hungarian Communist Party, says that the "entire socialist world is in crisis." The London Sunday Times, which is the only place we have seen it discussed, describes the report as "a withering demolition of all the sacred tenets of the Soviet bloc." It not only appeared in the party's theoretical journal, but it was warmly endorsed by Imre Pozsgay, the most popular member of

the Politburo of Hungary, who is pressing for a multi-party system.

Hungarians promptly bought out the entire 200,000 issue press run of the magazine, a normally dull journal said to be the most boring periodical in the country. It suddenly became more popular than Playboy. The Hungarians particularly liked the report's recognition that the unsuccessful 1956 revolt in Hungary was not a counter-revolution, but a justified "popular uprising" against a discredited communist system imposed by the Soviet Union. The Hungarians knew in 1956 that Marxism was a terrible fraud, but they are pleased to see the Communist leaders finally admitting it. They might be shocked if they knew what the president of NBC News said about a defender of that system secretly using his position as a Wall Street Journal reporter to push this discredited fraud.

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Datebook

■ indicates new listing

This week

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

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

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

March 13-14—"Telecommunications Policy and the Public Interest: New Directions for the Bush Years," conference sponsored by *Markle Foundation*. Keynote speaker: Richard Wiley, former FCC chairman, now with Washington law firm, Wiley, Rein & Fielding. Clarion Harvest House, Boulder, Colo. (303) 492-6431.

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

March 14—"Directing Live News," first in four-part series of seminars examining "work and achievements of television directors in New York," sponsored

by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

March 14—*Southern California Cable Association* meeting. Speaker: Stuart Blair, president/CEO, United Cable Communications. Billmore hotel, Los Angeles. Information: (213) 463-2186.

■ **March 14**—"Arts on Television," produced by Nathan Kroll, seminar sponsored by *Museum of Broadcasting*. Museum, 1 East 53rd Street, New York. Information: (212) 752-7684.

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

March 15—Deadline for Video Awards Program, sponsored by *Silent Network*. Information: (213) 464-7446.

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

March 16—*American Women in Radio and Television*. *Southern California chapter*, meeting featuring Dr. Irene Kassorla, radio and TV personality. Hyatt on Sunset, Los Angeles.

■ **March 16**—"An Evening with Ted Turner," informal interview followed by question and answer session, sponsored by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 763-2975.

March 17—Deadline for entries in 12th annual

Hometown USA Video Festival, recognizing "outstanding local programs produced for or by local origination and public, educational and governmental access operations," sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

March 17-18—*Radio-Television News Directors Association* regional conference. Boston. Information: (202) 659-6510.

Also in March

March 19-20—*National Academy of Cable Programming* local programing seminar. Radisson Park Terrace hotel, Washington. Information: (202) 775-3611.

March 20—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Howard Stringer, president, CBS/Broadcast Group. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

■ **March 20-21**—"Media Technology: The Next Generation," seminar for "middle-level newsroom managers," sponsored by *Gannett Center for Media Studies*. Gannett Center, campus of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

March 21—*American Advertising Federation* spring government affairs conference. Speakers include Andrea Mitchell, NBC chief congressional correspondent; Representative Tom Tauke (Iowa), and Federal Trade Commissioner Terry Calvani. Willard hotel, Washington. Information: (202) 898-0089.

Major Meetings

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

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

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

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

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

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

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

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

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

May 20-23—*NBC-TV* annual affiliates conven-

tion. Hyatt Embarcadero, San Francisco.

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

June 3-6—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 12-15—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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. Cobo Center, Detroit.

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

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

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

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

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Con-

vention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. 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 hotel, 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. 18-21, 1990—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

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.

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officer, Hubbard Broadcasting Inc., St. Paul.

EDITOR: Best wishes on the new international BROADCASTING. I have a hunch you are hitting it right.—Paul Sisco, bureau chief, Worldwide Television News, Washington.

Editor's note: Interested readers may obtain a complimentary copy of the new monthly publication by writing to BROADCASTING at 1705 DeSales Street, N.W., Washington, D.C. 20036.

Digital direction

EDITOR: In your Feb. 20 editorial entitled "Forward thinking," you praise National Association of Broadcasters President Eddie Fritts in his conclusion that the "mega-issue" facing broadcasting today is "the general structure of how we will be 10, 15, 25 years down the road."

Radio broadcasters need to be technically competitive with the telcos, cable audio services and TV systems of tomorrow. By the time digital radio is commercially available, the new buzzword will be "optical," and we'll still be fighting for perceived value.

With the upcoming reallocations of spectrum in the UHF and VHF TV bands, I feel that now is the time for the radio industry to support the need for digital modulation on radio. This new type of modulation (which I suggest we call DM) could be transmitted on unused TV channels.

For the sake of argument, let's suppose that each 6 mhz TV channel could hold 10 DM stations. A small market might only need a single TV channel, a medium market could use two channels and a large market could require three or more TV channels.

Because of environmental concerns and to ensure equal coverage with TV, each group of 10 DM stations could be multiplexed on a single broadband transmitter located at the best TV transmitter site in the market.

Current technology will allow DM receivers to scan for the specific frequencies allocated to each area, allowing the DM stations to use unallocated TV frequencies which would not necessarily have to be contiguous.

Each receiver could also have programming for auto EBS tuning to a spare channel in the system. That channel could be regulated to allow only public service programming such as time, weather and emergency announcements.

Home DM receiving antennas and cable TV head-end DM antennas are already installed. Since the DM transmitters would be co-located with the market's TV transmitters, home antennas would already be pointed at the broadcast towers and reception would be equal and predictable. Car radio antennas in existence would also work without modification.

Audio-only broadcast services have not had a major technical improvement since FM stereo was introduced 28 years ago in

1961. We should seize this opportunity to make a quantum leap in technology for the broadcasters who are already prepared to do battle locally with new forms of entertainment—radio stations. If we don't do something about this now, radio won't be competitive at all in 25 years.—Chip Morgan, Chip Morgan Broadcast Engineering, Sacramento, Calif.

Not tasteful

EDITOR: I was absolutely shocked to read the comment of Kim LeMasters, President of CBS's network entertainment division (BROADCASTING, Feb. 13).

Even in a joking context, to imply that rape can be "tasteful" is absolutely inexcusable.

I look at the television medium as a public trust, not only to entertain, but to help communicate to people of all walks of life social injustices, plights of the needy and disabled, and the horrors of crime. This is not done only through nightly newscasts, but in well-written and well-produced programs.

I think a man in as high a position as Mr. LeMasters ought to think more carefully in his public statements.

(By the way, I watched *Lonesome Dove* and enjoyed it; but I certainly didn't consider the brutal gang-rape of one of the main characters as "tasteful rape.")—Elaine Burks, assistant program director, KARK-TV Little Rock, Ark.



Funnel Facts

"Funnel Facts and Fables" is a 10-minute program on video that sorts the facts about tornados from the myths.

Produced by the National Coordinating Council on Emergency Management, it clears up misconceptions about what people should do and when they should do it when tornados threaten.

There's also a 30-second PSA from NCCEM that makes similar points. State Farm Insurance funded production of the programs and is offering copies to NCCEM offices and the media throughout the country.

To order, tell us whether you want the program or the PSA, or both, and specify 1/2 or 3/4 inch cassettes. They're free. Write:



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A tax commentary by Thomas Buono (l), Broadcast Investment Analysts, and J. Michael Hines, Dow, Lohnes & Albertson

One of the most unusual opportunities for tax savings ever applied to communications properties is currently available to both new buyers and many who acquired stations in the last 10 years. Under Section 1253 of the tax code, many broadcasters and cable operators are taking the position that they can write off the cost associated with a network affiliation agreement, FCC license or municipality franchise ("Closed Circuit," Feb. 20). Existing owners with open tax years on previous acquisitions can claim the deduction by amending prior tax returns. The result may be very substantial tax savings.

In communications properties, the bulk of value resides in the intangible assets. Two of the most significant intangible assets at a broadcasting, cable or other communications property are the FCC license (or municipality franchise agreement) and any affiliation agreements. In some cases these two assets can account for well over 50% of the purchase price.

In order to qualify as an amortizable asset, the value and the useful life of the asset must be determined. Historically, the problem with licenses and affiliation agreements has been related to determination of the useful life. Given the very high probability of renewals of FCC licenses and network affiliation agreements, it was difficult to establish a definitive useful life. However, under Section 1253 of the IRS code, it is not necessary to establish a specific limited life.

Congress enacted Section 1253 in 1970 to resolve uncertainty associated with the treatment of franchise payments. This enabled purchasers of franchises to amortize the cost of the acquired franchise over the length of the franchise or 10 years, whichever is shorter, provided the transferor of the franchise (in our example, the network, FCC or municipality) retains "significant power, right or continued interest" in the franchise. Although many taxpayers thought that Section 1253 applied only to two-party exchanges, beginning in 1986 the IRS determined that Section 1253 was also applicable to three-party exchanges, in which franchiser A's franchise is transferred from franchisee B to franchisee C.

For purpose of Section 1253, "franchise" is defined as an agreement giving one of the parties the right to distribute, sell or provide goods, services or facilities within a specific area. "Significant power" includes the right to terminate the interest, the right to prescribe standards of quality, the right to limit advertising of other products or services, or the right to require that the transferee sell or purchase only certain products.

In applying this section to the communications industry, one should consider network affiliation agreements, FCC licenses



"The opportunity for buyers and existing owners to write off these intangible assets may represent a significant reduction in tax liability and a substantial improvement in return on equity."

and cable franchises in the context of the previous definitions. In each case, a party is given the right to distribute a product (network programming) or a service (radio or television broadcasting or cable service) within a specific area. Also, the franchiser in each case can disapprove the assignment of the franchise or prescribe standards of quality or restrictive policies. The FCC, a local municipality or a network does continue to exert "significant power" over the franchisee even after a transfer between unrelated parties.

Although specific guidelines on the communications assets have not been issued by the IRS, the case for these assets being amortizable "franchises" within the meaning of Section 1253 appears to be consistent with the stated guidelines. In fact, in a private letter ruling issued in 1987, the IRS concluded that a cable television franchise was amortizable under Section 1253. A private letter ruling, however, is not a general statement of IRS policy and can be relied upon only by the party to whom it was

issued. A number of other private letter rulings related to communications assets are pending.

Generally, in order to amortize a franchise, its value must be determined. For FCC licenses or cable franchises this can be accomplished by conducting a discounted cash flow analysis of the license as a start-up, without an established audience, subscriber or advertiser base. The future performance of the station or system is projected based on the technical authorization, service area or market, and the competition. For network affiliation agreements, one should conduct two valuation scenarios: one as an affiliate and a second as an independent operation. The difference in value is attributable to the affiliation agreement.

Given the magnitude of intangibles in the communications industry and, in particular, the value of the affiliation agreement, license or franchise, the financial consequences of amortization are definitely significant. For example, in a representative appraisal on a \$50 million acquisition, \$16 million (32%) was assigned to the network affiliation and another \$4 million (8%) was assigned to the FCC license. Applying a 34% federal tax rate plus an assumed 10% state tax rate, the buyer could save up to \$8.8 million in taxes over the first 10 years of ownership.

Current buyers of communications properties obviously may be the primary beneficiaries of the 1253 amortization. However, what is less obvious is that companies that acquired communications properties in prior years may be able to take this position retroactively. Assuming that they didn't initially claim amortization for these franchises and any tax year is still open for amended tax returns, the owner can determine the franchise value and file an amended tax return instituting the Section 1253 election for every open tax year all the way back to the year of acquisition. The impact from such an application can be immediate and substantial.

One concern that owners must be made aware of is that the opportunity to utilize Section 1253 may be short lived. On two occasions, legislative attempts have been made to limit Section 1253.

Although a private IRS revenue ruling or a court decision on this matter has not been issued, the case for the amortization of a communications property's license or affiliation agreement under Section 1253 is strong. The opportunity for buyers and existing owners to write off these intangible assets may represent a significant reduction in tax liability and a substantial improvement in return on equity. Existing owners should move quickly to become informed on Section 1253 issues and to make their decisions on claiming these deductions. ■

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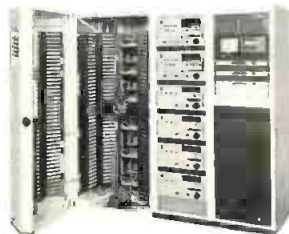
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Time-Warner and the shrinking media world

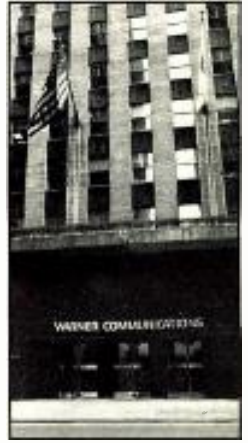
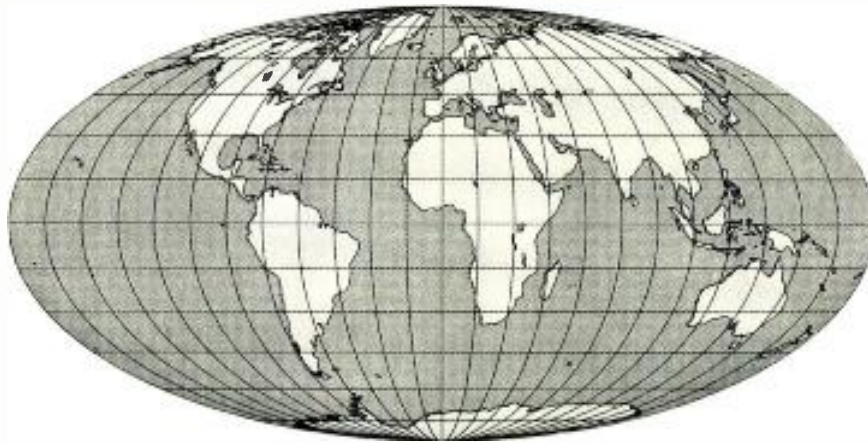
Time and Warner as a "vertically integrated media and entertainment mega-company?" That mega-mantle was most recently donned just six days before the two companies announced their proposed merger last week. In a magazine interview, Time Inc. Chairman J. Richard Munro and President N.J. Nicholas discussed "worldwide distribution systems" in the hands of a half-dozen companies, a prophecy that was last week echoed in a paroxysm of merger-related prose.

These predictions of media moguls astride the globe seem vaguely familiar. In the late 1960's the talk was of "multi-national corporations" taking over the world. Twenty years later, most multi-national giants are still struggling to expand against foreign competitors and new technologies.

It is not necessary to wait another 20 years to speculate that domination of world media and entertainment by a handful of

those characteristics would include being international in scope, with businesses similar enough to share in product development and marketing. The mega-corporation may obtain strength through franchises (as in cable television), through relationships (as in the theatrical film business) and, above all, through better distribution systems producing more consistent profits.

But are all such mega-company qualities profit-enhancing? Perhaps not, according to a recent study of the top 30 communications and information companies, including Time, in North America, Europe and Australia. A company's revenue tended to be inversely related to its operating margin, said the study by Morgan Stanley's London-based media securities analyst, Carla Bakker. "Size is easy to acquire by accumulating companies, but...the real challenge is creating size while sustaining the quality of earnings," said Bakker.



companies will not be a walkover. After several years of feverish merger activity, today's domestic and foreign mega-companies still occupy only a sliver of the world revenue total.

There are few if any reliable worldwide revenue figures for the marketplace, assuming that there is a consensus on what businesses the relevant marketplace includes. Veronis Suhler & Associates, in its study of the U.S. communications industry, includes business activity in advertising, books, business information, film production, distribution and theatrical exhibition, home video, magazines, newspapers, radio, records and TV production, distribution and exhibition.

An initial calculation of world revenue for that marketplace would certainly include most of the \$240 billion in worldwide advertising that McCann-Erickson's Robert Coen suggests occurred in 1988. Observers say one could easily add half again that amount for books, records and other nonadvertising revenue. This total might or might not include an extensive black market that the U.S. alleges exists in the "intellectual property" industry.

With a more moderate estimate of \$250 billion in total worldwide industry revenue—a number Merrill Lynch entertainment analyst and author Hal Vogel said he could live with—the top-10 list, including companies such as West Germany's Bertelsmann (\$6.3 billion in 1988 revenue), Rupert Murdoch's News Corp. (\$4.4 billion); France's Hachette (\$4.1 billion), and Time and Warner, would, if combined, draw 18% of total revenue, or roughly \$45 billion. If all 10 were to grow at twice the rate of the worldwide marketplace for each of the next 20 years, combined they would still have less than half of total revenue.

Dollar listings may be beside the point. The recognition of being a mega-corporation comes from diverse characteristics—not all of them necessarily compatible. According to Munro and Nicholas,

The foreign "invasion" has been going on for at least a decade, but a revenue analysis for the five most recent years for which foreign revenue information is available does not indicate much response from U.S. entertainment corporations. Warner in 1987 received roughly one-fifth of its revenue from abroad, 12% from Europe and 9% from the rest of the world. Both percentages are the same as in 1983, even though the 1987 average exchange-rate value of those foreign revenues, as measured by the Federal Reserve Board's trade-weighted index, is up by 30%.

For MCA, the 19% foreign share of revenue was actually 2% lower than five years before. Many other large media and entertainment companies, including Disney and Time, don't break out foreign revenue, presumably because such operations account for less than the minimum 10% of revenue that Securities and Exchange Commission rules say trigger foreign-segment reporting.

A full discussion of the mega-corporation concept has to include the idea of vertical integration, such as Time Inc. producing *Sports Illustrated*; *The Making of a Swimsuit Issue* as a made-for-HBO movie and HBO home videocassette. Juergen Kraemer, president of Bertelsmann Inc., told BROADCASTING that cooperative projects between the company's six operating divisions were rare, and added that exports from a division's operation in one country to operations elsewhere were not significant. News Corp., a company often associated with vertically integrated operations, probably obtains from them no more than 5%-10% of its total revenue, according to Don Galletly, director of investor relations.

The mega-corporation thus is probably most important not as a fully realized business operation but as an ideal, helping to challenge, intrigue and provide grist for stories such as this and congressional hearings. It is an idea whose Time Warner has come. □

Time Inc. + WARNER COMMUNICATIONS

Media giants strike merger deal



Time Inc. and Warner Communications Inc. agreed to swap stock and merge into what would be the largest media and entertainment company in the world. While stock market rumblings early last week sounded the possible arrival of another bidder, the market subsequently staged a restrained retreat, indicating that an unwelcome intrusion in the transaction was viewed as less and less likely.

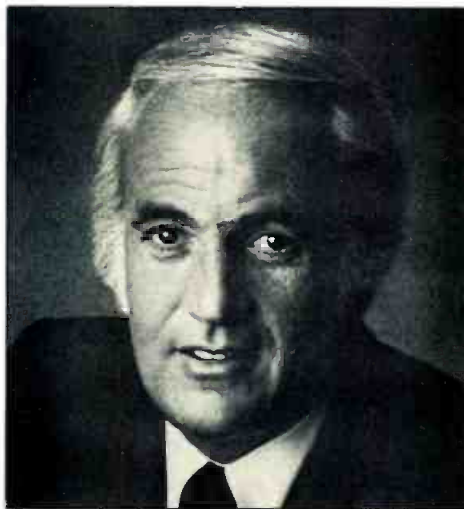
The company that would result from the merger, Time Warner Inc., would be a vertically integrated leader in several fields. With revenue in the neighborhood of \$10 billion for 1989, Time Warner would include Warner Bros., one of the top three Hollywood film studios; Warner Bros. Television, along with its recently acquired Lorimar Telepictures, the largest worldwide producer of television product; the largest magazine publisher in the U.S.; the largest record company in the U.S.; the second-largest cable operator in the U.S.; the largest pay TV programmer in the U.S., and a \$900-million-per-year book operation including the largest direct marketer of books in the U.S.

The companies indicated that the future of Time Warner would be built less on efficiencies and streamlining of operations and more on the opportunities open to the new venture. Emphasizing the unleveraged nature of the transaction—no cash or borrowing would be involved—Time's chairman and chief executive officer, J. Richard Munro, told employees that the merger would not require staff reductions or sale of any parts of the company. Some regulatory problems, however, may require a spin-off of cable systems (see page 31).

Under the terms of the definitive agreement approved by both companies' boards of directors, Warner shareholders will exchange each of their shares, in a tax-free transaction, for 0.465 shares of Time stock. Time Inc. has approximately 56.6 million common shares outstanding, and Warner has 177.2 million common shares outstanding on a fully diluted basis. While the transaction is actually Time's acquisition of Warner, current Warner shareholders would end up with approximately 60% of the shares of the new company.

Equal numbers of directors from both companies will join Time Warner's 24-member board of directors, and senior management will be drawn evenly from Time and Warner. Thus the new company appears to be a partnership in which the two managements, no matter how the companies balance out economically, are attempting to set themselves up on equal footing.

Serving as co-chief executive officers



Ross



Munro



Nicholas

and co-chairmen of the new company will be Munro and Warner Chairman-Chief Executive Officer Steven J. Ross. The Time Warner president will be current Time President N.J. Nicholas. Upon Munro's expected retirement in two years, he will become chairman of Time Warner's executive committee. Nicholas will succeed him as co-CEO with Ross, who would also be serving as sole chairman of the board. Five years from now, it is planned that Ross will retire as CEO and remain as board chairman, leaving Nicholas as sole CEO and president.

Along with the roles of Ross, Munro and Nicholas, the companies announced a slate of senior executives drawn from the two companies. Time Vice Chairman Gerald Levin and Warner general counsel Martin Payson will serve as co-vice chairmen of the new company. Warner chief financial officer Bert Wasserman will become CFO of Time Warner, while Time CFO Glenn Britt will become senior vice president and treasurer of the new company.

A foreshadowing of the merger appeared in a speech by Munro last fall: "[W]e believe that by the mid-1990's the media and entertainment industry will be composed of a limited number of global giants," he said. "These companies will be vertically integrated. They will be large enough to produce, market and disseminate on a worldwide scale, and smart enough to amortize the costs of doing so on as broad a distribution network as possible. Time Inc. intends to be one of these companies."

In addition to the fulfillment of this vision, observers pointed to other reasons for the merger. John Reidy of Drexel Burnham Lambert pointed out that Ross, who founded Warner 27 years ago, was nearing retirement age and had to work out a succession: "This situation had to be dealt with some day at Warner," he said.

Observers also said that the merger, if consummated, would reduce the threat, however unlikely, of a hostile takeover. Dennis McAlpine of Oppenheimer & Co. called the formation of Time Warner a "whale defense," explaining, "somebody's got to have a real big mouth to swallow it." One arbitrageur, calling the new company a "monster," said while the new company's size is not an absolute bar to a takeover, "it is not true that size is irrelevant." The two companies estimated the public market value of the new company at \$18 billion. Time Warner would have pro forma revenue of \$9.6 billion, estimated Lisa Donneson of County NatWest USA.

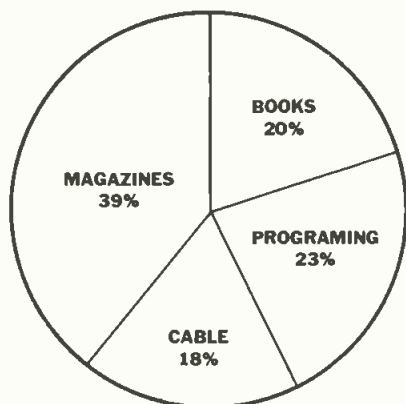
But before the new company forms, both

What They Bring to the Party

1988 Product, Revenue Breakdowns

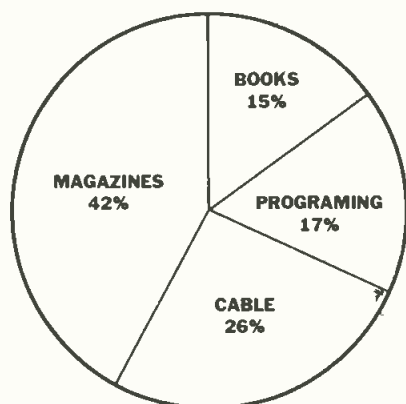
Time Revenue

\$4,507,000,000



Time Operating Income

\$653,000,000



Cable:

American Television and Communications (82% owned), 3,305,000 subscribers, and Paragon Communications (50% owned), 735,000 subscribers*.

Programing:

Home Box Office, 16,500,000 subscribers*; Cinemax, 6,500,000 subscribers*, and HBO Video.

Magazines:

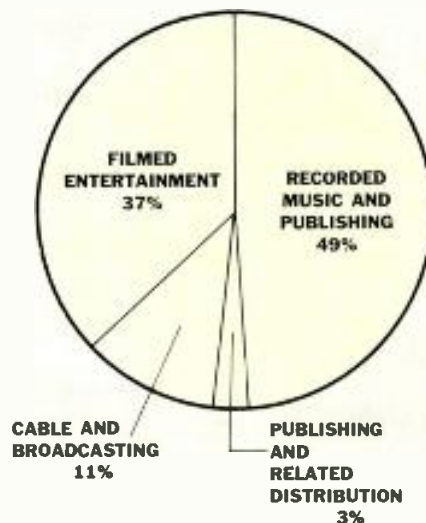
Including Time, Sports Illustrated, People, Fortune, Money, Life, etc. Majority owned magazines: Including McCall's, Parenting, Working Woman, etc. Whittle Communications and other joint ventures (50%).

Books:

Time-Life Books; Scott, Foresman & Co.; Book-of-the-Month Club, and Little Brown and Co., etc.

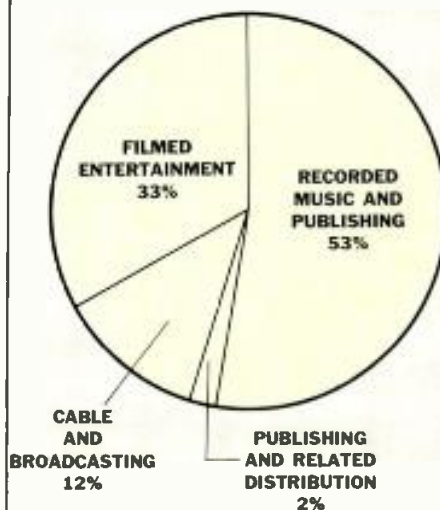
Warner Revenue

\$4,206,100,000**



Warner Operating Income

\$607,500,000**



Cable and Broadcasting:

Cable: Warner Cable Communications, 1,500,000 subscribers. Broadcasting***: 42% owner of BHC (which owns 100% of KCOP-TV Los Angeles and KPTV-TV Portland, Ore., and 50% of group owner United Television).

Filmed Entertainment:

Warner Bros. Theatrical Production and Distribution; Warner Bros. Television Production and Distribution; Lorimar Television Production; Licensing Corp. of America, etc.

Recorded Music and Publishing:

Warner Bros. Records, Atlantic Records, Elektra Entertainment, Warner Chappel Music, etc.

Publishing and Related Distribution:

Warner Books, DC Comic; Mad Magazine, etc.

parties are prone to other bids and to the speculation that another company will interrupt the agreement. In heavy trading last Tuesday (March 7), Time's stock leapt up \$9.25 in heavy trading to close at \$116.25 on rumors—all unconfirmed—that various third parties, including global competitors Bertelsmann A.G. and Rupert Murdoch's News Corp., were close to announcing a bid.

One reason for the spotlight on Time is the substantial discount at which it trades compared to its estimated private-market asset value. In the past 52 weeks, the company has traded as low as \$84.125 per share and—on takeover speculation last October—as high as \$122.50. Analysts value the company's assets as high as \$230 per share.

But observers were doubtful that the companies are in play. McAlpine distinguished the current situation from the case of RJR Nabisco, which was purchased by KKR in a leveraged buyout after the management of the company tried to take it private. "That was a case where the company put itself up for sale," McAlpine said. "Both companies have said here that they're not for sale." If a company in the publishing business tried to buy Time, he said, that company would have a difficult time getting antitrust approval. If a corporate raider attempted a leveraged buyout of Time, said the arbitrageur, Time would use its status as an "American icon" to fight the attack "as viciously as possible."

By last Friday, Time's stock had retreated from its Tuesday levels, and then surged forward again. On Friday, the company was trading at \$115.625, while Warner's stock was trading at \$48.50, or 41.9% of Time's price. The Friday before the merger announcement was made, Time's stock price closed at \$109.125, while Warner's stock closed at \$45.875, or 41.9% of Time's price.

In what a Warner spokesman called a "statement of intent," Time and Warner have a definitive agreement to exchange blocks of their stock before the merger is completed. Time Inc. would exchange 7.1 million shares, or 12.5% of its outstanding common stock, for 17.3 million shares of Warner, or 12% of its common stock outstanding.

Chris-Craft Industries, which holds 17% of Warner stock and is Warner's largest shareholder, gave no indication last week of whether it found provisions of the proposed merger objectionable. Chris-Craft delayed the merger of Warner and Lorimar Telepictures for several months through a shareholder suit. Both Time and Warner have already been targeted by other shareholders with lawsuits protesting the merger.

Of Time and Warner's total of 25 board members, Chris-Craft Chairman Herbert Siegel was the only one who did not approve the merger; he abstained. In the formation of Time Warner's 24-member board of directors, it has been speculated that Siegel would not be included among Warner's nominees.

The Warner spokesman said that the amount of stock that would be transferred

*Estimate. **Lorimar results not yet included. *** Broadcasting operations not reflected in revenue and have only minor impact on operating income.

to Time in the preliminary exchange of stock would not trigger the terms of the Warner-Chris-Craft shareholder agreement in which Warner would lose its right of first refusal to repurchase the Warner shares held by Chris-Craft. Warner owns 42.5% of BHC Inc., Chris-Craft's broadcasting subsidiary.

Once the merger takes place, onlookers wonder how well the two companies will be able to integrate. While Time has a conservative corporate image, Warner, with its involvement in the movie and music industries, has a flashier, more aggressive image. The two corporate cultures "couldn't be

more different," Donneson said.

It was expected that the merger would be completed within five months.

The two companies formally notified the government of the proposed merger last Tuesday. Under the Hart-Scott-Rodino Act of 1976, the Justice Department and the Federal Trade Commission have from 30 to 50 days to examine the transaction for possible antitrust violations. The two companies will not execute their preliminary exchange of stock until the waiting period has passed, said a Time spokesman.

The two companies will have to secure

FCC approvals related to the merger and local government approvals related to the change in ownership of their cable systems.

The merger also requires shareholder approval at both companies. Time and Warner were expected to file the necessary proxy materials at the Securities and Exchange Commission this week.

Wasserstein Perella & Co. and Shearson Lehman Hutton are acting as financial advisers to Time in connection with the merger. Lazard, Freres & Co. and Alpine Capital Group are financial advisers to Warner. □

Time Warner: King of TV program suppliers

With one stroke of the pen, assuming its acquisition of Warner Communications Inc. goes through, Time Inc. will overnight become the largest supplier of programs to the television industry. Most of that product comes from Warner's recent acquisition of Lorimar Telepictures, which had been the number-one provider of network programming and among the top suppliers of first-run and off-network syndicated programs.

Currently, Warner's two network production units, Lorimar Television and Warner Bros. Television, account for about 17% of the total 66 hours of weekly network prime time programming. Lorimar programs include *ALF*, *The Hogan Family*, *Midnight Caller*, *Paradise*, *Knots Landing*, *Perfect Strangers*, *Full House*, *Dallas* and *Falcon Crest*. Current Warner Bros. Television programs include *Murphy Brown*, *Growing Pains*, *Head of the Class*, *China Beach*, *Night Court*, *Just the Ten of Us* and *A Man Called Hawk*.

Network hits such as *ALF*, *Growing Pains* and *Night Court* have already generated hundreds of millions of dollars in off-network syndication rights. Other shows such as *Perfect Strangers* and *Head of the Class* are also gaining momentum in syndication.

The company's future program strength would appear sound from its slate of development projects, including eight network pilot commitments, more than any other production company has this year. And that's just for Lorimar (see box, below)—Warner Bros. is expected to announce its development slate in the next few weeks.

Warner Bros. Television Distribution is also one of the top distributors of first-run programming, with 14 current first-run shows on the air. The company is also launching two new series for the fall—*Third Degree*, the game show, and *College Mad House*. In addition, the company has allied itself with Steven Spielberg to produce a new animated children's series, *Tiny Tunes*, scheduled for fall 1990 premiere. Warner also distributes 44 movie packages.

Warner, through its film studio, is also a key supplier of product to the cable industry. And Time Inc.'s HBO has been, and will continue to be, the prime beneficiary of that pipeline. HBO is in the third year of a five-year pay cable license deal for Warner Bros. film product. The deal is de facto exclusive, given Showtime/The Movie Channel's policy against airing films not exclusive to it.

While recent mergers and acquisitions

have led to waves of layoffs, Time and Warner officials insisted last week the separate operating units at the companies would remain as they are. Indeed, a spokesman at Warner suggested that not only would there not be consolidation, there would be expansion.

In the programming realm, there is really just one area of overlap—home video. Warner Home Video is the industry's largest supplier, but Time Inc.'s HBO Video is expected to remain a separate entity. "I don't think there are going to be any changes in the operations themselves," said Warner Senior Vice President Geoff Holmes. "I don't think there is going to be any consolidation."

In fact, Holmes added, "if we are successful in our intent, we'll be creating jobs, not eliminating them." He declined to elaborate on possible expansion plans.

But reports have emerged in the past two weeks, which Time and Warner officials refuse to confirm or deny, that Quantum Media President Robert Pittman is in the process of dissolving his ties with MCA to rejoin Warner to develop new cable programs and/or networks ("In Brief," March 6).

Both Time and Warner have minority ownership interests in other major programmers. Both companies bought into Turner Broadcasting System several years ago, when the latter had trouble digesting parts of MGM/UA, Combined. Time-Warner will hold 7.5% of TBS and have two members on the TBS board. In addition, Warner holds a "small percentage" of Viacom International stock, which it retained when it sold its interest in the MTV Networks to Viacom.

Warner's Holmes said last week that the company had sold off some of its Viacom stock in the past 12 months but that the merger would have no bearing on future plans to change those holdings. "It's an investment," said Holmes. "You react to the marketplace."

Last week, TBS Chairman Ted Turner said he did not see the merger having any impact on the makeup of the TBS board. Turner gave the deal his blessing, adding that he could do little else with both companies represented on his board.

Viacom declined to comment on the merger. □

Lorimar's fall lineup

As the entertainment industry last week pondered long and hard the implications of the Time-Warner merger, Warner's Lorimar Television signaled its intent to continue to set the pace in network program production, announcing eight pilot commitments for shows that will be considered for pickup in the 1989-90 season. The company also announced two series commitments for next fall. Three of the pilots have been commissioned by CBS, a Lorimar spokesman confirmed, while ABC has ordered two, NBC, one, and Fox Broadcasting Co., two.

The two new series commitments are from CBS, including a one-hour vehicle starring Richard Chamberlain and a half-hour series with comedian George Carlin. Chamberlain will star as a doctor in Hawaii, while Carlin will play the owner of a "rent a wreck" dealership. The CBS pilots include two fantasy-based projects, *The People Next Door* and *Wildest Dreams*, as well as a detective drama set in New Orleans, *11 Rue Royale*.

At ABC, the pilots include a one-hour drama, *The Brotherhood*, about two brothers, one a mobster, one a district attorney; and a *Perfect Strangers* spinoff, *Family Matters*.

NBC has ordered a comedy pilot, *Wally and the Diamonds*, about a singing group and its uptight manager.

FBC has ordered an animated series, *Hollywood Dog*, and a reality series based on Malcolm Forbes's bestselling book, "They Went That-a-Way."

Cable impact: changes likely in systems, management

Time Warner Inc. (TWI), if it comes together as planned, may have to spin off cable systems in Los Angeles and Austin, Tex., serving as many as 210,000 homes to comply with a federal law prohibiting common ownership of cable systems and television stations in the same market.

A more immediate impact of the merger of Time and Warner Communications on their cable operations will be that Warner Cable Communications will get a new boss. The merging companies have tapped Joseph Collins, chairman and chief executive officer, American Television & Communications, Time's 82%-owned cable arm, to head both cable companies. James Gray, president of Warner Cable, will report to Collins. Collins was not available for comment last week.

Today, ATC is the country's second-largest cable operator with 4,040,000 basic subscribers (including 735,000 through its 50-50 partnership with Houston Industries Inc. in Paragon Communications); Warner Cable is the fifth-largest with 1,529,000 basic subscribers.

The operation resulting from the merger with some 5.6 million subscribers (5.4 million less the prohibited Los Angeles and Austin systems) will still only be the second largest. Tele-Communications Inc. will maintain its leadership with 7.7 million subscribers.

Because of its size, TCI has been a lightning rod in Washington for concerns about consolidation within the cable industry and about rising subscriber fees in the wake of deregulation. Asked whether a larger number-two cable operation would attract more of the heat, Robert Thomson, vice president, government affairs, TCI, said: "We are not looking at it like that, but who knows how it will play out."

The crossownership problem stems from the fact that Chris-Craft Industries Inc., which now has a 15.5% stake in Warner Communications through its broadcasting subsidiaries, will have more than a 10% interest in TWI under terms of the merger as now planned.

The FCC crossownership rules, which were codified by the Cable Communications Policy Act of 1984, prohibit a company from simultaneously holding "attributable interest"—more than 5% of the stock—in cable systems and in any television station whose Grade B signal covers the systems.

Chris-Craft's broadcasting units own seven television stations, including KCOP-TV Los Angeles and KMOL-TV San Antonio, Tex. KCOP's signal covers four small ATC systems serving 43,000 subscribers and a Paragon (50% owned by ATC) cluster of systems based in Torrance, Calif., serving 51,000 homes. KMOL-TV's signal overlaps some, if not all, of the ATC systems serving 120,000 subscribers in and around Austin, Tex. Based on a valuation of \$2,500 per subscriber, the systems are worth \$461 million.

John Wilner, of Bryan Cave McPheeters & McRoberts, who represents Time before

the FCC, said Time plans to ask the FCC for a temporary—possibly 18-month—waiver of the crossownership rule "to allow for an orderly disposition of the cable systems."

Precedent for such a waiver exists, said Wilner, citing the FCC's 1985 grant of an 18-month waiver of the cable-broadcasting crossownership ban to Tribune so it could by KTLA(TV) Los Angeles.



Collins

The FCC may also be called on to review and approve the transfer of hundreds of microwave, private radio and earth station licenses now held by Warner Cable and ATC. Filing applications for transfer of such licenses is standard procedure in most cable transactions, but it was unclear last week whether the Time-Warner merger would trigger the obligation.

Critics of the companies and the merger could try to derail the merger or at least delay consummation of it by petitioning the FCC to deny the waiver or the transfer of the systems' licenses. "We don't anticipate any petitions," said Wilner.

J. Richard Munro, Time chairman and chief executive officer, and Steven Ross, chairman-CEO of Warner Communications, were scheduled to meet with FCC Chairman Dennis Patrick tomorrow (March 14) to discuss the merger and, it is likely, their need for a crossownership waiver.

Another potential trouble area is the municipalities that granted Warner and ATC their cable franchise and regulate them. Franchise agreements give many municipalities the right to review transfers of ownership. Spokesmen for the companies said they were reviewing franchise agreements to ascertain where municipal approval was needed.

The spokesmen had differing views on the merger. Notwithstanding the fact that Gray would report to Collins, Andy Holgate of Warner Cable said: "We anticipate that there will not be any changes at [Warner Cable] and in the way the current operating structure exists in the foreseeable future."

Jim Duffy, at ATC, was not certain of anything. "What the exact form of ATC and Warner will be after the merger no one knows," he said. It is possible that Warner will operate independently as a "sister cable company," he said. But it is also possible the operations will be merged. "It's anyone's guess right now," Duffy said.

Collins, 44, joined ACI in 1972 as marketing director in Orlando, Fla. He rose through the ranks, becoming president in March 1982. To help cement relations between Time's HBO and its cable affiliates, Time named Collins president of the pay programmer in 1985. When Trygve Myhren stepped down as chairman and chief executive officer of ATC last summer when the company's headquarters was moved from Denver to Connecticut, Collins rejoined ATC to succeed Myhren. □

TWI deal to come under Washington scrutiny

One of the questions raised by the proposed merger of Time Inc. and Warner Communications—which would result in the largest media organization in the world—involves the antitrust law implications. True, the Justice Department's antitrust division in recent years has not been regarded as a tiger sniffing out and tearing up proposed mergers wholesale, no matter the size of the companies involved. And the Time-Warner deal has a patriotic gloss: Some say it would create the kind of enterprise needed to compete against foreign companies already vertically integrated in the media and entertainment fields. Still, some powerful voices are expressing concern, raising the banner of antitrust.

In Washington, for instance, Senator Howard M. Metzenbaum (D-Ohio), chairman of the Senate Subcommittee on anti-

trust, monopolies and business rights, lost no time in writing to the Justice Department's antitrust division on March 6 asking it "to begin a prompt and thorough investigation of this proposed merger, with a particular focus on the steady trend toward harmful monopoly power by cable television at the local level." He noted that Time and Warner are among "the largest media and entertainment companies in the world," with interests that include "premium cable programming" and the second- and fifth-largest chains of cable systems.

Indeed, he sees anticompetitive problems in the cable programming market under present conditions, with wireless cable operators the victims. "Wireless cable operators report that the single biggest difficulty they have in competing with cable is gaining programming," Metzenbaum said. "And the

single most important programming service to enable them to compete is highly popular premium programming such as HBO and Cinemax, both of which are owned by Time Inc." He also said the ability to control both the delivery system and the content of programming—as TWI could—"poses the greatest threat to consumers": They would have "no protection against unrestrained rate hikes."

While Metzbaum was writing to the Justice Department, Representative Jack Brooks (D-Tex.), chairman of the House Judiciary Committee, was preparing a hearing by his subcommittee on economic and commercial law on the proposed merger. He said the hearing—to be held March 14—is not to prejudge the competitive aspects of the proposed merger. Rather, he suggested it was a function made necessary by what he saw as an "enforcement vacuum" left by the antitrust agencies over the past eight years. "I am determined to ensure that Congress and the enforcement agencies consider mergers at something less than ticker-tape speed," Brooks said.

But to analysts on Wall Street, at least, the merger is viewed sympathetically. Lisa Donneson of County NatWest, for instance, noted that the Justice Department has shown interest primarily in horizontal mergers, and that the only activity Time and Warner have in common is cable television. And even in combination, she said, the total number of Time (or American Television & Communications) and Warner subscribers—some 5.5 million—is less than the 7.7 million attributed to the number-one multiple system owner, Tele-Communications Inc. As for the fact the proposed TWI would be a wholly vertically integrated operation—from the business of creating and producing entertainment and magazines to the finished products of television programs and motion pictures and the likes of *Time* and *People*—Donneson noted that foreign companies are free to move into the U.S. and fill out vertically integrated operations with the purchase of American companies. Preventing American companies from engaging in similar activities, she said, "would put the U.S. at a disadvantage."

The reaction of citizen groups has not been as kind. But neither has it been, at least initially, particularly angry or hostile. If Andrew Schwartzman of Media Access Project is any guide, the citizen groups could have heard worse news. "The trend toward conglomerates is unfortunate," Schwartzman said. "It reduces the number and vibrancy of the marketplace of ideas." But the Time-Warner merger, he said, will not reduce competition "in particular areas," except cable. "Some think that's not bad," he said. Like Congressman Brooks, he expresses doubt that either the Justice Department or the Federal Trade Commission "will give this a meaningful review." So, he said, "if you accept the idea the merger will be approved, this is not the worst that could be imagined." Call his feeling, he said, one of "resigned acceptance."

The proposal may not be without anti-

trust problems. As Donneson noted, the government has been interested principally in horizontal mergers. And while TWI would not be the dominant MSO in terms of cable subscribers, antitrust authorities in and out of the government say the merged company could raise barriers to entry into the programming market. As an MSO grows, one antitrust lawyer in the Justice Department said, it acquires "leverage" over program producers interested in selling to the MSO's cable systems. Vertical integration could also pose a problem. Brooks, in the announcement of the subcommittee hearing, said: "The integration of the production and distribution of such products as television programming and movies could create a chilling atmosphere for new competitors to enter any of the market segments affected."

Then, too, the last major proposal involving a combination of programmers came a cropper. In 1980, Getty Oil Co. and four major Hollywood motion picture studios—MCA Inc., Columbia Pictures Industries, Paramount Pictures Corp. and 20th Century Fox Film Corp.—organized themselves into Premiere. It was to be a joint satellite venture, offering about 150 movies a year to cable systems. But Premiere had problems not yet evident with the proposed Time-Warner merger. It was to deny the films of the four studios to competing satel-

lite services for nine months after they became available to the consortium. And those competing services, like Home Box Office, as well as cable systems were outraged; they said the arrangement violated the antitrust laws. The Justice Department—more aggressive then, in the waning days of the Carter administration, than it has seemed since—agreed. It persuaded a U.S. District Judge in New York to issue a preliminary injunction barring the launch of Premiere that had been scheduled for Jan. 2, 1981. Premiere has since faded away.

□

On Capitol Hill, news of the merger was being given a careful review. At least two hearings will be held (one this week and another in April) that will examine the mega-media merger. By week's end, however, there was no evidence that any one member was prepared to sink it; rather, the lawmakers were taking a wait-and-see approach.

Time and Warner executives J. Richard Munro and Steve Ross, respectively, were obviously aware of the sensitivity of their business deal and spent last Wednesday (March 8) making the rounds on Capitol Hill. Together they called on key House and Senate leaders including Democratic Senator Howard Metzbaum of Ohio, who has written the Justice Department asking

Fin-syn talks out in the open

Last week's merger of Time Inc. and Warner Communications reignited the debate between Hollywood and the networks over the FCC's financial interest and syndication rules. The broadcast networks, which are prohibited under those rules from investing in most of the programming they air and from getting into the syndication business, see the union as giving impetus to their campaign to remove those fin-syn barriers.

Talks between network and Hollywood executives on fin-syn have been ongoing since last year but little progress has been reported although both sides say they want to stick with the negotiations.

But last week the networks (especially NBC and CBS) went public with their case by talking with the press. Generally, they argued that the rules are seriously outdated and that they put the networks at an awesome disadvantage.

As NBC's Corydon B. Dunham, executive vice president and general counsel, told BROADCASTING last week, the merger is a reflection of what is going on in the media world. "What we see, what we are looking at, is global and vertically integrated," said Dunham. "If you can not be in that global and vertically-integrated business you're really not going to be successful. If we can't participate and compete with the foreign companies that are global and vertically integrated and the domestic companies that are global and vertically integrated then troubles are going to increase."

The three networks, Dunham worries, "can get lost in the dust here." People think of the three networks as a unit when "we are more than competitors. We all spend a fortune just to become number one." Moreover, the NBC executive believes the negotiations with the studios have to be expanded to look at some of these issues.

Like Dunham, CBS Washington Vice President Martin Franks feels the merger "adds urgency" to the fin-syn debate. He fears too, that unless there is some relief, the networks will "become almost irrelevant."

But Jack Valenti, president of the Motion Picture Association of America, held a different point of view. The merger has no effect on the power of the networks in prime time, he argued. He said their power remains undiluted. And even if there was only one media company, Valenti said, it would have to go through the networks. Only the networks have the authority to say yes or no about prime time on the networks, argued the MPAA chief.

The networks are bargaining in "good faith," according to Valenti. "But we are not near an accord. The networks want too much." Those demands, he said, "send shivers through independent stations and the independent production community."

for a "careful and thorough" review of the deal. Metzenbaum chairs the Senate antitrust subcommittee and is convening a hearing April 6 that will examine "competition within the cable industry." Since the merger combines the second- and fifth-ranked cable operations in the country, it is bound to be a key item at the hearing.

The issue of concentration of ownership within the media is already of some concern to Senator Ernest Hollings (D-S.C.), whose Commerce Committee is holding a series of hearings on the subject later this year. As one Commerce Committee aide said of the Time-Warner merger: "This is what our

hearings are all about." Hollings had no specific comment on the merger, according to his aides. Munro and Ross also met with the South Carolina Senator. And they called on Senate Majority Leader George Mitchell (D-Me.).

In the House, the Time-Warner deal caught the attention of Texas Democrat Jack Brooks, who chairs the Judiciary Committee and scheduled a hearing for tomorrow, March 14. Both Munro and Ross are slated to testify before Brooks's subcommittee on economic and commercial law.

Brooks was also on the Time-Warner

itinerary last week along with House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

Warner lobbyist Tim Boggs described the Hill's reaction as "enthusiastic." Members recognize that foreign competition "has entered the media entertainment business in full force...this deal is an American deal," he said. Furthermore, Boggs continued, "this merger went down without any of the merger tactics so in vogue in the 80's. There were no leveraged buyouts, no jobs lost, no disruption of business." □

White House says HDTV is on front burner

At hearings, Commerce secretary tells House telecommunications subcommittee of administration's interest in issue

President Bush has assigned high-definition television priority status within his administration, Commerce Secretary Robert Mosbacher told a House panel last week. Mosbacher said the president has asked him to "take the lead" on the issue and to form an Economic Policy Council working group on HDTV.

The House Telecommunications Subcommittee devoted two days to the subject and is holding more hearings in the spring as part of Chairman Ed Markey's (D-Mass.) plan to devise a national strategy that will enable U.S. companies to become active participants in the HDTV marketplace, which some estimate will be a \$250 billion business.

HDTV has become the centerpiece of a broader debate concerning the competitiveness of the American electronics industry in general. It was clear the lawmakers were looking for a commitment from the executive branch to work with Congress in fostering such new technologies as HDTV.

The secretary appeared to share their concerns. "I am committed to using the full resources of the Commerce Department, including NTIA [National Telecommunications and Information Administration], the Technology Administration, the International Trade Administration, the Patent and Trademark Office and all of my various data collection and analysis resources to

focus on this issue."

Markey asked Mosbacher to keep the subcommittee informed on a quarterly basis as to where the executive branch is headed on the issue. And he wants Commerce to report back on July 1st with specific recommendations on how industry and government can work together on HDTV. Commerce's advisory committee on HDTV will likely handle that assignment.

Said Markey: "We must have a focused national strategy for HDTV development. We cannot permit it to be derailed by intramural squabbling among the key players in both the public and private sectors. I want to create a 'safe harbor' for the HDTV debate so that our national effort transcends turf fights and triumphs over attempts to gain private competitive advantage."

Mosbacher did not endorse any specific legislative remedy although he said that removing antitrust barriers to pave the way for joint industry ventures has come up in discussions with Attorney General Richard Thornburgh.

Moreover, Mosbacher said that President Bush "strongly supports federal funding for science and technology," and that he favors making the research and experimentation tax credit permanent. Mosbacher, however, resisted the idea of establishing a government-industry consortium. "In my view the private sector has to take the lead," the secretary told the congressmen.

Last week, NTIA, a branch of Commerce, released an analysis of the state of HDTV technology and U.S. ability to compete in the electronics market. The report

accepts the view of the American Electronics Association and other groups that claim that a U.S. consumer electronics industry must be restored through HDTV equipment production in order to hold the current market shares in the international semiconductor and computer markets. But like Mosbacher, the report concludes that "the principal responsibility for meeting that challenge resides clearly and irrevocably within the private sector. Any government initiatives should be tailored to specific needs arising from specific private sector initiatives. The expenditure of federal tax dollars in support of vaguely conceived or poorly designed individual or joint private sector ventures would be not only ill-advised, but quite likely counter-productive."

Testifying on the first day with Mosbacher were FCC Chairman Dennis Patrick; Ambassador Sonia Landau, U.S. coordinator and director for the State Department's Bureau of International Communications and Information Policy; Dr. Craig Fields, deputy director for research with the Defense Department's Department of Advanced Research Project Agency (DARPA), and Robert Shafer, director of NASA's television development division.

The hearing also served as a backdrop for DARPA's Fields to announce that 82 organizations have submitted proposals in applying for the \$30 million in grants the agency plans to award for the research and development of HDTV. At the same time, he released the list of companies that will be participating. As announced earlier, Zenith Electronics is on the list, seeking fund-



Markey



Mosbacher



Fields



Landau

ing for development of its "flat-tension mask" video screen and, in partnership with AT&T, the semiconductors that would allow TV receivers to decode transmissions of its proposed Spectrum Compatible HDTV system.

Major corporations also seeking funding are 3M, General Electric, Harris Corp., Honeywell Inc., Hughes Aircraft, IBM, ITT, Texas Instruments and Westinghouse.

Also seeking funds are American subsidiaries of foreign-owned companies, including Sony Corp. and Philips Laboratories. Lawmakers frowned upon the idea that DARPA money might go to foreign companies, especially Sony. Mosbacher told Markey "he tended to agree" with them. "I personally believe that U.S. government research and development dollars should be spent building American industry," he said.

Fields said DARPA intends this "to be an American program." But he noted some necessary technology may not be available domestically and that subsidies of foreign-owned companies might be near-term possibilities. Also, "it's impossible to find a [U.S.] company" that does not have substantial business contacts with foreign firms.

Yet another sensitive subject surfaced at the hearing. Markey and others appeared disturbed about reports that the Soviet Union is establishing an HDTV test center. "If HDTV does, in fact, have military applications, and I believe it does, why would we or should we or other western nations permit the technology to be exported to the Eastern Bloc, much less establish an HDTV testing center in the Soviet Union?" Markey asked the witnesses.

At issue is an initiative begun by the Soviet Union last year to begin side-by-side tests of the 1,125/60 HDTV production system and other proposed production systems, including the proposal from the European Eureka consortium. They have plans to start evaluation this month of 1,125/60 equipment provided by Sony Corp. to the Soviets.

Markey and his colleagues think the provision of equipment could violate the COCOM treaty, which is an international agreement between the U.S. and its Western trading partners that prohibits them from sending high-tech equipment to the Soviets and Eastern bloc nations.

There seemed to be some confusion as to whether the treaty was being violated. Mosbacher, when asked if the equipment passed COCOM, replied, "No." And when Representative John Bryant (D-Tex.) asked, "Is this the type of technology that should be imported to the Soviet Union?" the secretary again said, "No."

But Landau said it was the State Department's understanding that the equipment does not violate COCOM. Fields said Sony officials had described the equipment to him and that based on their information, he did not think it broke the treaty, although he admitted there was no mechanism for verifying what equipment was sent.

Later, Markey said he would write to the government agency that monitors transfer of technology to determine if the Japanese have violated the treaty.

There was also some discussion about the

State Department's support for the 1,125/60 production standard. For the most part Landau defended the system, but said it is continually under reevaluation.

Representative Rick Boucher (D-Va.) queried Patrick about whether the 1,125/60 standard would be incompatible with NTSC television sets. The chairman replied that transmission and production standards

should be considered separately. He pointed out that the 1,125/60 system could be used with any NTSC-compatible transmission system; however, it would be more costly to use with some transmission systems, such as NBC's proposed ACTV, than others that have been built to receive 1,125/60, such as NHK's MUSE-6 and MUSE-9 systems, he said. □

"Broadcasting/Cable Interface III" readies June 5 agenda

In their third annual joint venture, the Federal Communications Bar Association and BROADCASTING magazine will collaborate in presenting "Broadcasting/Cable Interface III," a broad spectrum telecommunications seminar designed to define the policy/business/programming issues of today's electronic communications universe. The one-day event will be held June 5 in Washington's Hyatt Regency Hotel; a partial list of speakers and panelists already confirmed is being announced today (March 13).

Among the principal speakers will be Senator Daniel Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee; Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and Chairman Dennis Patrick and Commissioner James Quello of the FCC. Opening remarks will be made by FCBA President William J. Potts Jr. of Haley Bader & Potts.

One panel with a Washington focus will present James Mooney, president of the National Cable Television Association; Preston Padden, president of the Association of Independent Television Stations; Jack Valenti, president of the Motion Picture Association of America; John Sodolski, president of the U.S. Telephone Association, and Steve Effros, president of the Community Antenna Television Association.

Programming will be the focus for another panel featuring Michael Fuchs, president



Inouye



Markey



Patrick

of HBO; Rich Frank, president of Walt Disney Studios; Roger King, president of King World, and Lucie Salhany, president, domestic television and video productions of Paramount.

The competitive media marketplace will command the attention of a panel comprising broadcasters James Dowdle, president and chief executive officer of Tribune Broadcasting; George Castrucci, chief operating officer of Great American; Burt Staniar, chairman and chief executive officer of Group W Broadcasting, and cablecasters Chuck Dolan, chief executive officer of Cablevision; Glenn Jones, chief executive officer of Jones Intercable, and Stewart Blair, chief executive officer of United Artists Cablesystems Corp.

Among other panelists: Steven Rattner of Morgan Stanley & Co.; Dennis Leibowitz of Donaldson, Lufkin & Jenrette; Martin Pompadour of ML Media Partners and Multivision Cable; Paul Finnegan of First Chicago Venture Capital; Martin Malarkey of Malarkey-Taylor Associates, Richard A. Friedman of Goldman Sachs (all appearing on a financial panel examining the fiscal state of the art of both broadcasting and cable), and Antoinette Cook of the Senate Committee on Commerce, Science and Transportation; David Donovan, legal assistant to Commissioner James Quello; Noel Gunther, senior legal adviser to Commissioner Patricia Diaz Dennis; Terry Haines, minority counsel to the House Committee on Energy and Commerce; Lisa Hook, legal assistant to FCC Chairman Patrick, and FCBA President-elect Richard Zaragoza of Fisher, Wayland, Cooper & Leader (all appearing on a panel examining regulatory and legal issues).

Panels will be moderated by Richard E. Wiley of Wiley, Rein & Fielding (representing the FCBA) and BROADCASTING Managing Editor Don West. The complete list of speakers and panelists will be announced March 31. Registration (\$425 for the general audience, \$375 for FCBA members) may be arranged through Patricia A. Vance, corporate relations director, BROADCASTING, 1705 DeSales Street N.W., Washington, D.C. 20036.

Group W looks to recapture past access glory

Company hopes 'This Evening,' national version of veteran 'Evening/P.M. Magazine,' will invigorate flagging cooperative

A pioneering program effort and a ratings leader in prime access, Group W's 12-year-old *Evening/P.M. Magazine* cooperative has fallen victim to industrywide belt tightening and eroding audience. The program's station roster has decreased from a high of 95 stations in the mid-1980's to just 22 stations at present.

But Group W wants to continue the cooperative. The company's solution is a new program, launched six weeks ago, called *This Evening*, which Group W Productions is syndicating as a national-only version of *Evening/P.M. Magazine*. The new show, produced in San Francisco, packages the national stories produced by members of the cooperative and the national production office there.

Group W Productions' goal is to clear *This Evening*, hosted by Nancy Glass, former co-anchor of *Evening Magazine* at KYW-TV Philadelphia, on as many stations as possible in order to sell barter time in the program next fall. Barter time was sold in the *Evening/P.M.* cooperative until national coverage fell below 50% several years ago.

So far, *This Evening* has been cleared in nine markets, including CBS owned and operated stations in New York and Miami, and WXYZ(TV) Detroit. Those stations, coupled with the five Group W stations producing *Evening Magazine*, and the 17 other stations around the country producing similar programs under the *P.M. Magazine* banner, cover about 40% of the country overall.

According to Derk Zimmerman, president of Group W Productions, one of the selling points for the national show is that stations don't require the high costs of staffing and equipping a unit to produce local segments—costs that can run as high as \$3 million. That was one reason so many former cooperative members left the program. Station ownership changes over the past five years created billions in debt, and new managers zeroed in quickly on what were



perceived as unessential local *P.M. Magazine* operations.

But costs aside, many markets simply witnessed ratings erosion in the face of such prime time access strength as the original *Family Feud*, and later, *Wheel of Fortune* and *Jeopardy*. "We had it for 10-and-a-half years," said Barry Barth, vice president and general manager, WFSB-TV Hartford, Conn. "We just had a declining audience acceptance. Very few programs run in access that long. I'm still a really big fan [of the program]."

WFSB-TV replaced *P.M. Magazine* with King World's *Inside Edition*, which, in a block with *Entertainment Tonight*, is running a "very competitive second" from 7 p.m. to 8 p.m. against *Wheel of Fortune* and *Jeopardy*, Barth said.

Those selling barrier shows say that 70% coverage or better is usually required to bring in premium advertisers. But Group W

Productions' Zimmerman noted last week that the company's *Couch Potatoes* has barter time in it with only 55% coverage.

Zimmerman stated last week that the company's goal with *This Evening* is to get "more bang for the buck" out of the story material produced by and for the *Evening/P.M.* program cooperative.

But as importantly, *This Evening* signals an effort to keep the *Evening/P.M.* franchise contemporary and in tune with viewers' tastes. Company officials talk of their efforts to give the show a "harder edge," or stories with more impact that evoke a more emotional response.

Marion Meginnis, program director, WBT(TV) Charlotte, N.C., said she has "begged them [Group W] for years" to keep the program content more current. Up until last fall, most stories supplied to stations from the national office were delivered three weeks in advance of air, she said.

Starting last fall, Group W reacted to station input for more timely pieces, delivering stories just three days in advance of the scheduled air date. And *This Evening*, the national show, feeds stories day and date, according to the show's executive producer, Barry Schulman.

"We have made a dramatic leap forward," said Schulman, who continues as program director at WBZ(TV) Boston, although he is currently on full-time assignment in San Francisco as executive producer of *This Evening*. The mix of national stories, he said, is getting broader. "We are

The game's afoot

The Fox Stations group has completed development of a new midday game show block it intends to put in place next fall. The block includes *Jackpot*, from Palladium; *Talkabout*, from D.L. Taffner; *Celebrity Secrets*, from Casablanca/AMG, and *The Last Word*, from Turner Program Services. The Fox group decided to try that strategy shortly after NBC said it was getting out of the game show business in midday. Its low-rated *Super Password* and *Sale of the Century* are slated to leave the schedule. Fox Stations programming vice president Steve Leblang said last week Fox will have some creative control of the four games within the block, expected to start production in the summer. Fox will run the block between 11 a.m. and 3 p.m., depending on the market. The Fox stations, which cover 25% of the country, virtually assured the game shows of their "go" status for next fall.



New look. Today (March 13) marks the start of a new graphic on-air look (including logo, opening animation, graphics and new theme music) for ABC's *Good Morning, America*. Six months in development, the new image is designed to project a "cleaner, warmer, and more contemporary look," explained Jack Reilly, executive producer, GMA. The design was created by Marks Communications, Los Angeles. The new theme music was arranged by Frank Gari Productions, also of Los Angeles.

trying to create a magazine reality-based show that has greater depth than some other magazine programs, with stories that touch the heart, people challenging their world, as well as stories from the front pages of newspapers." Among those stories: a follow up to a *Penthouse* magazine story on the sex life of preacher Jim-

my Swaggart; a story on Elizabeth Taylor's weight and drug problems, and a story on gigolos.

Such stories prompted one observer to suggest that former Group W Broadcasting chairman, the late Don McGannon, "must be turning over in his grave." Tom Goodgame, president of the company's owned

stations division, responded to that: "On some days you would think we were tabloid. I've said to myself: 'Why are we doing that? That is not us.'"

According to Goodgame, the national program was launched "in order to protect the franchise. It's a huge problem trying to keep it alive," although he added that those who have been willing to invest the necessary resources locally have benefited the most. Meginnis, who used to produce the program at WBTV, agreed, noting that the program continues to win its access time period in Charlotte.

"There is a definite dichotomy here," said Goodgame. "We're trying to produce a national show for some, versus a local show for others. There has been a sea change in what the show is and I'm not sure we are where we want to be [yet]."

According to Richard Kurlander, vice president, Petry Television, if Group W had moved sooner to keep the show contemporary, it would now be in position to continue to set the pace in access instead of trying to catch up. "It was the one program that fulfilled the promise of the prime time access rule," which prohibits top-50 market affiliates from using network or off-network entertainment programming between 7 p.m. and 8 p.m., said Kurlander. "It provided the best of both local and syndication programming."

Kurlander said that *Evening/P.M.* had an edge early on because it took advantage of then state-of-the-art technology—the minicam. Part of the show's success was its ability to intrigue viewers each night with

Week 24: CBS, ABC tie for second; CBS wins news

NBC won the prime time week (ended March 5) with a 16.0 rating and a 25.7 share. ABC and CBS tied for second place with a 12.6 rating. The share difference for the latter two networks was a slim 0.2 points, with CBS's 12.6/20.4 just ahead of ABC's 12.6/20.2.

Combined, the three networks delivered a 41.2 rating, which translates to 37.2 million households. Last year for week 24, the big three delivered a combined 44.1 rating, or 39.1 million households. This year's week 24 share was a 66.3, down from last season's 71.0 share for the same period.

In the evening news race for week 24, CBS came out the winner with an 11.5/20 over ABC's 11.2/20 and NBC's 10.5/19. Last season, the news numbers for the same period were CBS 11.3/21, ABC

11.2/20 and NBC 9.6/17.

■ In the Arbitron markets, ABC's *Roseanne* wound up in first place in six of the 14 metered markets. NBC's *Cosby Show* took first place in four markets. *Cheers* (also NBC) came out on top in two markets, Boston and San Francisco. NBC's *Golden Girls* was first in New York, while ABC's *Who's the Boss?* was first in Dallas.

■ In other time periods for week 24, NBC's *Today Show* won the early morning race with a 4.6/21 over ABC's *Good Morning America*, which had a 4.2/18. CBS's *This Morning* posted a 2.6/12. CBS won the daytime race with a 6.0/22 over ABC's 5.5/19 and NBC's 4.3/16.

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show			
1	26.2/41	N	Cosby Show	28.	15.3/27	N	227	55.	11.4/20	N	Hunter special
2	25.0/39	N	Different World	29	15.2/24	C	CBS Sunday Movie	56.	11.2/20	C	Wiseguy
3	24.8/36	A	Roseanne	30	15.1/24	A	Full House	57.	10.8/16	F	America's Most Wanted
4	24.3/37	N	Cheers	31.	15.0/22	A	MacGyver	58.	10.7/19	A	China Beach
5	23.2/39	N	Golden Girls	32.	14.8/24	C	David Copperfield special	59.	10.6/17	C	48 Hours
6	23.0/36	C	60 Minutes	33.	14.7/25	N	L.A. Law	60.	10.4/16	C	Paradise
7	21.6/33	A	Who's the Boss?	34.	14.6/22	C	Designing Women	61.	10.0/15	A	Dynasty
8	20.6/30	A	Wonder Years	35.	14.5/24	A	Perfect Strangers	62.	10.0/16	N	Miami Vice
9	19.8/34	N	Empty Nest	36.	14.4/22	N	NBC Tuesday Movie	63.	9.8/16	C	Equalizer
10	19.5/30	N	Dear John	37.	14.3/22	C	Miss USA Beauty Pageant	64.	9.3/16	A	Man Called Hawk
11	19.1/29	A	Coach special	38.	14.3/21	C	Murphy Brown	65.	9.0/14	C	Hard Time on Planet Earth
12	19.0/28	N	Matlock	39.	14.3/22	N	NBC Monday Movie	66.	8.7/15	A	Mission: Impossible
13	18.5/29	N	Night Court	40	14.2/25	A	20/20	67.	8.4/16	C	West 57th
14	18.5/29	N	Unsolved Mysteries	41.	14.0/25	N	Nightingales	68.	7.9/12	A	Debbie Allen special
15	17.9/31	N	Amen	42.	13.8/23	A	Mr. Belvedere	69.	7.8/12	C	Best Catches
16	17.6/28	A	Growing Pains	43	13.4/21	A	ABC Sunday Movie	70.	7.3/12	A	Great Circuses of the World
17	17.6/26	N	ALF	44.	13.1/22	A	Just the Ten of Us	71.	7.3/13	C	Dolphin Cove
18	17.5/27	A	ABC Monday Movie	45.	13.0/20	A	Coach	72.	7.1/11	F	21 Jump Street
19	17.3/27	A	Head of the Class	46	13.0/21	A	thirtysomething	73.	6.9/13	A	Murphy's Law
20	17.3/25	N	Hogan Family	47.	12.8/20	C	Newhart	74.	6.2/9	F	Gary Shandling's Show
21	17.2/30	C	Knots Landing	48	12.8/19	C	What's Alan Watching?	75.	6.1/10	C	TV 101
22	16.8/25	N	Family Ties	49	12.2/20	N	Father Dowling Mysteries	76.	5.8/10	A	Heartbeat
23	16.0/24	N	Day by Day	50.	11.9/19	N	Magical World of Disney	77.	5.0/9	F	Reporters
24	15.8/25	N	My Two Dads	51.	11.8/19	A	Hoopstrman	78.	4.9/8	F	Tracey Ullman Show
25	15.7/26	N	NBC Sunday Movie	52.	11.8/21	C	Falcon Crest	79.	4.7/7	A	Fine Romance
26	15.6/26	C	Dallas	53	11.6/20	C	Kate and Allie	80.	4.1/7	F	Duet
27	15.3/29	N	Unsub special	54	11.4/17	F	Married...With Children	81.	3.5/6	F	Beyond Tomorrow

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**Ratings don't
grow on trees...**

...unless you plant



©1988 Walter Lantz Productions, Inc.

The Woody Woodpecker Show

Newly formatted
theatrical-grade half-hours.

- Top 10 last two years.



©1988 Hanna-Barbera Productions, Inc.

The Flintstones

A Hanna-Barbera classic.

- Top 10 last two years.

evergreens.



© 1988 Hanna-Barbera Productions, Inc.

Scooby-Doo

Longest running animated series produced for television.

- Top 10 last two years.



© 1988 Hank Ketcham Enterprises, Inc.

Dennis the Menace

Animated strip introduced just two years ago.

- Top 10 last two years.



A division of Search & Search, DFS, Inc.

Evergreens are always in season.

ability to intrigue viewers each night with different remote segments. Such segments over time became old hat, however, taking the edge off such standard *Evening/P.M.* fare as hot air balloon races, white water rafting and three-legged animals.

"What's hurt it is the fact that it never grew," said Kurlander. "Group W kept it a 'gee whiz' show driven by technology and never gave it an edge. Now it will be difficult to find a niche because if they go too tabloid they'll be perceived as another copycat *Current Affair*, and if they go too soft they'll be perceived as another *USA Today*. It's their own fault. They could have been setting the pace."

It's too early to tell how *This Evening* will fare nationally. In New York, where it

debuted two weeks ago, the show was fifth in the market on WCBS-TV with a 6 rating, about a full point less than *Win, Lose or Draw*, which it replaced. In Detroit, where the show debuted last week, early numbers showed little improvement in the time period.

What effect it has on the *Evening/P.M.* cooperative also remains to be seen. Some concern has been expressed by some at Group W stations that the company would go solely with the more cost-efficient national show, if it takes off. But Goodgame downplayed that concern, stating that "we will do the local show until it's economically infeasible to do it." And so far, at all five Group W-owned stations, he added, "it is profitable." □

Access: moving and shaking begin

Station executives ponder post-sweeps fate of flock of access competitors

For months, station managers have been waiting for the February ratings books to be released in order to make decisions on what shows will remain on their schedules. Access shows thought to be under the gun include *USA Today*, *Family Feud*, *Win, Lose or Draw*, and King World's *Inside Edition*, which was launched in January. Other shows, such as *Entertainment Tonight* and *A Current Affair*, have withstood challenges from competing shows and continue to grow.

USA Today—the show that some thought would bring about the demise of *Entertainment Tonight*—after losing some access time slots when stations put *Inside Edition* in their schedules, could lose more of those time periods after the February books have been analyzed. *Inside Edition*, however, just two months after its launch, finds itself in a similar position, with stations looking at it for possible downgrading from its access time periods.

David Finney, program director, WMAQ-TV Chicago, said, "We're looking at it [*Inside Edition*] very closely. We have some serious questions about whether it will be back in the fall." Finney said the station, which airs the show at 6 p.m., has acquired Paramount's *Tabloid* for the fall, and that will be looked at as a possible replacement. The station has also moved *USA Today* to 3:30 p.m. from the 6:30-7

slot. In its place, the station has brought back *Family Feud*, which started in the 6:30 time slot in the fall.

WCAU-TV, the CBS affiliate in Philadelphia, currently airs *Family Feud* at 7 p.m. and *Inside Edition* at 7:30. Stephen Cohen, vice president and general manager, said the station will renew *Family Feud* for the fall, but said "*Inside Edition* is a more difficult choice. We'll have to look at the demos to make a decision." The show has been "doing between a 10-12 share, about 3-5 share points below what we hoped for in that time period," he said.

On KATU-TV Portland, Oregon, *Inside Edition* airs at 7 p.m. and *USA Today* follows at 7:30. According to Skip Hinman, vice president and general manager, "whichever of the shows performs poorest [in the February books] will be pulled from access, probably to late night." Hinman said the station has *A Current Affair* "waiting in the wings" and will make the switch at the beginning of April.

On WNBC-TV New York, *Inside Edition* airs at 7:30 p.m. According to Karen Copeland, program director, no decision has been made on the show's future, although "we're not pleased with the numbers so far." Copeland said the station has until April 1 to make a decision on the show.

Fred Allen's quote that "Imitation is the sincerest form of television" is no more evident than in the tabloid format, where a series of shows have followed Fox's *A Current Affair*, but none have done as well. Paramount's *Tabloid*, scheduled to launch

in the fall, is the latest show of that genre to try to overtake *A Current Affair*.

"Paramount is hanging there waiting for *Inside Edition* to fail, hoping to pick up some access spots," said Dick Kurlander, vice president, director of programming, Petry Television. "But if *Inside Edition* does fail, then maybe the public is saying that it will only support *A Current Affair*, the best and the first of these types of shows," he said.

"All of these shows [tabloid] are starting to look alike," said WMAQ-TV's David Finney. "None of the shows has a compelling characteristic to separate it from the others and I think the public is starting to notice," he said.

To no one's surprise, both *Wheel of Fortune* and *Jeopardy!* remained the top game shows and the top shows overall in the access time period. While continuing to post strong numbers for February in the metered markets, the two King World series continued to show erosion from last year, losing almost two share points from February 1988.

Both *Family Feud* and *Win, Lose or Draw* find themselves under scrutiny from stations for possible replacement, although *Feud* showed minimal share point growth from February 1988, while *Win, Lose or Draw* was down at least two share points from last year.

On WCAU-TV Philadelphia, *Win, Lose or Draw* ran at 7 p.m. in the fall, was downgraded to 4 p.m., "and will now be replaced by *Love Connection*," said Stephen Cohen.

On WJBK-TV Detroit, *Family Feud* runs at 7 p.m. and *Win, Lose or Draw* airs at 7:30. "*Family Feud* replaced *USA Today* and is doing about twice what *USA* was doing," said Steve Antoniotti, president and general manager. "*Win, Lose or Draw*," he said, "is doing about what *Feud* is doing." However, Antoniotti said that one of the two shows will be replaced when the station begins airing *A Current Affair* on April 3. "We'll look at the demos from the February books in order to make the determination," he said.

One of the biggest stories coming out of the sweeps period is Paramount's *Entertainment Tonight*. The show, now in its eighth season, improved to a 7.5 rating in February among metered markets, compared to the 6.8 it scored in November, a 10% increase.

"We're calling *ET* the comeback story of the year," said Janeen Bjork, vice president, director of programming, Seltel. "Last year, people were saying that it would be *Entertainment Tonight*'s last, then they made some changes in the show and it's a player again," she said.

In New York, on WABC-TV, *Entertainment Tonight* ranks second in the 7:30 p.m. time period, behind *Wheel of Fortune*. For February, *ET* scored a 12 rating and 20 share, putting it one rating point behind *Wheel*.

In Los Angeles, on KNBC-TV, the show's 9/15 for February put it second behind *Wheel* at 7 p.m. The show's numbers for February mark its highest ever in Los Angeles, and represent a 25% increase from its performance a year ago. □

Downey but not out.

Morton Downey Jr. and WWOR-TV are filing criminal charges against Mark Kostabi, a New York artist who allegedly attacked Downey during the taping of his March 3 on "Art vs. Garbage." Downey's suit accuses Kostabi of personal assault, while the station is filing on behalf of a cameraman who inadvertently became involved in the incident.

A show spokesman said that early in the taping before a live audience, Kostabi jokingly wrapped a telephone cord around Downey's neck, pretending to strangle him, and then "attacked Mort. It started as a joke and went too far." During the fracas, the spokesman said, Kostabi dumped an ashtray over Downey's head as he lay on the ground. He also grabbed some yellow paint and tried to throw it at Downey, but hit the camera and cameraman. The station is asking for at least \$8,000 in "malicious damages."

Other guests, including Jerry Tallmer of the New York Post, were present, but were not involved in the struggle. The show will be retaped in the near future without Kostabi's participation, and footage of the incident is not planned to be broadcast.

'Stand and Deliver': PBS night at movies

Film is latest in number of theatrical releases to eschew usual pay cable window for PBS

With the national television debut of the Academy Award-nominated feature film, "Stand and Deliver", March 15 on the Public Broadcasting Service, American Playhouse further solidifies a stream of dramatic theatrical release movies that have skipped the usual pay cable first window, moving directly from theaters through home video release to noncommercial television.



Funding from the Corporation for Public Broadcasting and the American Playhouse consortium (made up of KCET(TV) Los Angeles, South Carolina Educational Television, WGBH-TV Boston and WNET(TV) Newark, N.J.), totaling \$666,000, helped seed and develop "Stand and Deliver" in 1987. The TV premiere, which constitutes perhaps the brightest star in PBS's March 3-19 pledge drive programming, is also proving an occasion for unusual promotional efforts.

Although three noncommercial television-funded documentaries—"Who Killed Vincent Chin?," "Promises to Keep and Family Gathering"—have also been nominated for Oscars in 1989, "Stand and Deliver" is a dramatic American Playhouse film. Starring Oscar-nominated Edward James Olmos, the movie is based on the true story of a Hispanic mathematics teacher who motivated 18 remedial, mostly Hispanic high school students in East Los Angeles to take and pass a National Advanced Placement Calculus examination that only 2% of U.S. high school students normally attempt.

Warner Bros. eventually released "Stand and Deliver" to theaters in March 1988, but initially, said American Playhouse President David Davis, the idea for the film "was turned down by everyone in Hollywood, all of whom said, 'Hispanic calculus. Who needs this?'" American Playhouse provided the original funding to producers Ramon Menendez and Tom Musca. That seed drew other funding from the National Endowment for the Arts, National Science Foundation, The Ford Foundation and the Chubb Group of Insurance Companies.

Working with \$3.5 million in CPB seed

Parting ways

David Frost has left King World's *Inside Edition*. Word came just three weeks after Frost was removed from the program's anchor seat because the program's ratings had been so disappointing. Correspondent Bill O'Reilly took the anchor slot and Frost was assigned to do a series of major field interviews—one of which came to fruition. That was a three-part interview with Sirhan Sirhan, convicted killer of Robert F. Kennedy. Various reports had Frost settling for a minimum \$2 million severance payment, tied into his original contract with King World. The company described the parting as "mutual" and "amicable." Since O'Reilly took over the anchor position, there has been no significant improvement in the show's national rating, which has hovered close to a 5.0.

money for 18 projects each year, American Playhouse has sought and found dollar-for-dollar matching funds in the private sector, producing up to six theatrical releases a year, said Davis. The list of successes has lengthened since the Paramount Pictures release of "Testament" in December 1983. Jane Alexander was nominated for best actress for her portrayal of a mother's struggle to help her family survive the aftermath of a nuclear attack. Other Playhouse theatrical releases include last year's murder trial docu-drama, "The Thin Blue Line"; the 1987 release, "Smooth Talk," a drama starring Treat Williams and Laura Dern, and "El Norte," about two Guatemalan teenagers' move to California, released theatrically in 1984.

From an American Playhouse season-long promotion set-aside fund provided by six-year Playhouse underwriter, The Chubb Group, New York-based Herman Associates applied \$106,330 to a national "Stand and Deliver" campaign "with heavy emphasis on Hispanic markets," said Paula Herman, president of the public rela-

tions company, which launched a similar campaign, targeted at black audiences, in February for another Playhouse production, *A Raisin in the Sun*. "PBS has wonderful programming, but often nobody knows it," she said, noting that Chubb's commitment of promotional funds to the *American Playhouse* series has risen from \$200,000 six years ago to \$750,000 this season.

Combined with another \$58,000 from Arco, the Chubb promotion money has been used to promote the PBS debut through ads in *USA Today*, *TV Guide*, *The New York Times* national edition, *The Washington Post*, *The Los Angeles Times* and other southern California newspapers. In targeted markets, said Herman, syndicated newspaper TV listings, such as *TV Log*, were also used. A \$50,000 co-op fund has matched individual stations' funds and provided ad slicks in English and Spanish. KCET is running radio spots in Los Angeles, and KTNQ(AM) Los Angeles will provide a radio simulcast in Spanish. In New York, WNET TV will broadcast the movie in Spanish March 16. □

FIFTH ANNUAL PROGRAM

Gannett Center for Media Studies

Leadership Institute for Journalism and Mass Communication Education

June 19-23, 1989

The Gannett Center for Media Studies will hold its fifth annual Leadership Institute this summer. During the week-long Institute, journalism and mass communication educators and media professionals from across the country share insights and ideas on intellectual, academic and professional leadership in journalism communication, journalism and media studies. Academic leaders and media professionals who have spoken at past Leadership Institutes include:

James David Barber
Ernest Boyer
James W. Carey
Lois DeFléur
Robert Giles

Thomas Goodgame
Jeff Greenfield
Stephen Hess
William Hilliard
Shirley Strum Kenny

C. Peter Magrath
Donna Shalala
Arthur M. Schlesinger Jr.
Arnold Weber
Abraham Zaleznik

Administrators and aspiring administrators in journalism or mass communication education as well as media professionals are invited to apply. Applicants should send a letter of application, curriculum vita and two letters of reference to the Gannett Center. Deadline for application is March 31, 1989. Travel and accommodations in New York are paid for by the Center.

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GE Astro Space, the satellite manufacturing arm of General Electric, sold Japan Broadcasting Corp. (NHK) a three-channel direct broadcast satellite for \$14 million that the Japanese network plans to use as a backup for another satellite that is already beaming programming directly to the homes of the Japanese archipelagoes.

Meanwhile, GE Astro and Home Box Office are negotiating a deal to sell their jointly owned 16-channel Satcom K-3 satellite to Astra, the Luxembourg-based satellite operator. If the deal goes through, Astra plans to pair the satellite with a similar one already in orbit and double the number of channels it is making available to programmers intent on broadcasting via satellite to homes in Western Europe.

Although little noticed in the United States, the NHK deal and the Astra negotiations are two more sad footnotes in the country's history of high-power and medium-power satellite broadcasting. And they illustrate clearly how far the U.S. satellite broadcasting ambitions have fallen behind those in other industrialized countries. The satellites were built to bring satellite broadcasting service to Americans: they now seem destined to bring it to Japanese and Europeans.

Nonetheless, high-power satellite broadcasting still has its believers, and the medium-power variety is still enticing to some. Hughes Communications and Hubbard Broadcasting continue to expend considerable amounts of time and money in efforts to put their planned high-power systems in orbit. And thanks, in part, to changes last year in federal copyright law, several companies have revisited the idea of offering a medium-power service.

Even if high-power and medium-power services fail to get off the ground, millions of homes will have the option of receiving

their programming directly from satellites. Low-power service—built as an afterthought on the back of the cable industry's satellite program distribution system—seems to be righting itself after a shaky two or three years and is becoming an accepted part of the media mix. Today, it is the only form of satellite broadcasting actually providing a service and generating revenue for hardware suppliers and programmers. According to industry estimates, over 2.2 million homes tune into the satellites.

What distinguishes the three types of satellite broadcasting from one another is not so much the power of the satellite as it is the size of the receive antenna, which traditionally took the form of a parabolic dish, but which may soon be available as flat squares and rectangles.

Proposed high-power Ku-band satellites, or, as they are best known, direct broadcast satellites, have transponders with enough power (as much as 200 w each) to deliver television to two-foot dishes. Medium-power Ku-band satellites, such as Satcom K-1 and K-3, have less power (typically 20-60 w per transponder) but enough to reach one-meter antennas. Low-power C-band satellites (less than 20 w per transponder) require antennas 10-12 feet across.

Antenna size is a critical variable in the evolving satellite broadcasting equation. One of the axioms of the business is the smaller the antenna, the larger the potential market. Put another way, the larger the antenna, the fewer people willing to install it.

It was 10 years ago this August that Comsat sent shudders through the established TV industry with its announcement to bypass earth-bound media such as broadcasting and cable and deliver via satellite pay programming directly to homes.

To implement the plans, Satellite Television Corp., Comsat's

satellite broadcasting subsidiary, ordered two three-channel direct broadcast satellites from GE Astro (then RCA Astro). But the planned pay television service was not to be. Unable to find a partner to share the enormous costs of the project and having second thoughts about their approach, Comsat pulled out of the venture in 1984, forfeiting the more than \$100 million they had invested in the project and allowing ownership of the two satellites to revert to GE Astro, which has been looking for buyers ever since.

Many others have explored the DBS business. CBS, RCA and Western Union were among the early applicants for DBS permits at the FCC. (CBS came close to becoming the partner that was so vital to Comsat's business plan.) But today, only a handful of companies are vigorously pursuing the venture. Chief among them, simply because of its size and current position in the satellite communications industry, is Hughes Communications.

Like other would-be DBS operators past and present, Hughes Communications is trying to assemble the financial, operational and technical pieces necessary to support the launch of a DBS system in 1992 and the subsequent business. Its most immediate need is a partner or partners to share the costs and risks. Hughes's three-satellite (including an in-orbit spare), 32-channel system would cost approximately \$600 million to put into orbit.

In the last few months, Hughes has made a concerted effort to convince cable operators to become its partners. Because of their considerable leverage with cable programmers, cable partners would facilitate bringing popular cable programming services to the service. However, the effort has thus far come up empty.

John Koehler, [vice president, Hughes Aircraft Co.], who leads Hughes's DBS efforts, and other Hughes executives are closed-mouthed about the efforts. Koehler allowed, however, that the company is spending several million dollars a year on them. And, he added: "If I didn't think there was a reasonably good chance of it coming together in a sensible way, I would rather have that money go to the bottom line."

Once it does "come together," he said, the plan still has to be sold to General Motors, Hughes's parent company. "GM has to be convinced before we commit irrevocably to the tens and hundreds of million of dollars," he said.

Neither GM nor Hughes has set any deadlines for the exploratory efforts to bear fruit. Koehler said. "We are very patient," he said. "We have pursued satellite projects year after year pretty persistently until the planets align themselves properly and it comes together."

No one has embraced DBS as completely as Stanley S. Hubbard, president of group broadcaster Hubbard Broadcasting. Hubbard sees it as his duty to lead the broadcasters into the realm of DBS as his father, Stanley E. Hubbard, 40 years earlier had helped lead them from radio into television.

Hubbard envisions a consortium of broadcasters to fund and program United States Satellite Broadcasting's satellite system. Since Hubbard's USSB first applied for a DBS permit seven years ago, Hubbard has been on the stump, trying to convince broadcasters that if they do not embrace the DBS technology, they will one day be overwhelmed by it.

Hubbard has also put his money where his mouth is. He claims to have spent more than \$15 million to bring his plans to fruition. Much of that money has gone to GE Astro, which holds USSB's contract for the satellite that Hubbard will one day use to beam eight, perhaps 16, channels of service across the nation.

Stanley E. Hubbard II, vice president of Hubbard Broadcasting, who shares his father's vision of satellite broadcasting, said the DBS activity in Japan and Europe is starting to make broadcasters DBS conscious. "People are starting to call us up saying: 'It works,' and asking: 'What's going on here?'"

The infrastructure for DBS—that is, the manufacture and distribution of low-cost reception equipment—"is falling into place," Hubbard said. "Some of the TV sets in Japan are DBS ready. They are selling [dishes] on the streets."

"It's going to come," he said. "There is no question about it. It's going to be here."

Dominion Video Satellite may be the closest to providing actual DBS service. Dominion, which applied for a DBS permit as Video Satellite System along with Hubbard in 1982, claims it will have a DBS system in operation beaming three channels of programming to two-foot dishes by this time next year.

Dominion President Bob Johnson said he has contracted GE Astro to buy the other Comsat DBS satellite—the twin of the bird GE Astro is selling to NHK—and has contracted through a middleman to launch it aboard a Chinese Long March rocket before the end of the year.

Johnson declines to discuss Dominion's finances, but he said the privately held company has paid GE Astro 14% of what it owes it for the satellite and will step up payments so that the whole bird is paid off by launch time.

Johnson's business plan is unconventional. The service he plans is a mix of family-oriented entertainment, educational and religious programming. Some 90 televangelists signed on to supply the latter.

To supplement private investments in the enterprise, Dominion has been offering through various religious magazines pre-launch lifetime subscriptions to the service for \$175. By the time service debuts early next year, Johnson said, he expects half a million homes will have taken advantage of the offer. If so, the satellite operator will have raised nearly \$90 million. Dominion is also guaranteeing charter subscribers the ability to buy a "patio-mount antenna" and receiver-descrambler for \$474, he said. Next year's service is a prelude to Dominion's planned full-blown DBS system comprising two or three satellites and 16 channels of nationwide service.

Another potential player in high-power DBS is Tele-Communications Inc., the nation's largest cable operator. It has dabbled in medium-power satellite broadcasting in the past and, through its Netlink subsidiary, has become a major force in low-power satellite broadcasting. Netlink packages and sells cable programming to backyard dish owners.

TCI, through its newly acquired Tempo Enterprises Inc., is a DBS applicant, but it has shown little interest in the business. Edward Taylor, who stepped down as chairman and chief executive officer of Tempo two weeks ago, said he would have stayed on at Tempo to manage the DBS activities if TCI had shown a willingness to spend \$10 million to \$15 million to explore seriously the business as Hughes and Hubbard have.

(As the head of his own venture capital and management consulting firm, Taylor is attempting to get back in the DBS business, possibly in partnership with one of the several existing DBS applicants or permittees. He was in Los Angeles two weeks ago, pushing his idea for a DBS service based on pay-per-view programming.)

Leading the medium-power charge was United Satellite Communications Inc., a start-up company backed by General Instrument and Prudential Insurance. Using SBS III to reach one-meter dishes, it offered a five-channel pay service. But its costs were too high and its growth too slow to sustain the service or attract other investors to give it the capital transfusion it needed. After flirting with a Comsat partnership, it went out of business in April 1985.

Rupert Murdoch, at the forefront of the satellite broadcasting revolution in Europe, made a rapid entry into the medium-power business in the U.S. in 1983 and cited the lack of reception hardware and insufficient satellite power for his equally rapid exit several months later.

The latest casualty in the satellite broadcasting arena was Crimson Satellite Associates. A partnership of HBO and GE Americom, the prominent satellite communications company, Crimson began construction of Satcom K-3 and tried to sell its transponders to cable programmers with the pitch that the satellite would allow them to beam programming not only to cable head-ends, but also directly to homes with one-meter dishes. The pitch missed the mark, and at some point over the last several months the Crimson partners began looking for other buyers. At last December's Western Cable Show, GE said it was homing in on Astra. That deal is expected to be done by the end of the month.

In retrospect, it seems HBO and GE Americom badly miscal-

culated the programmers' resistance to the high prices of Satcom K-3 and, more important, the cable operators' resistance to the development of a medium that would allow programmers to bypass them.

If medium-power satellite broadcasting has a future, it is probably tied to GE Americom's Satcom K-1. The satellite—similar to, but less powerful than, Satcom K-3—is in orbit, and empty except for the four transponders leased to HBO. GE Americom had hoped to make the transponders available to Satcom K-3 customers who wanted to make an early move to Ku-band distribution. That plan, of course, died along with Crimson.

At the Western Cable Show, several cable operators, including TCI, met to talk about using Satcom K-1 to deliver a package of broadcast signals to homes as a complement to conventional cable service. Central to the idea was the Satellite Home Viewer Copyright Act of 1988, which fixed the copyright payments for the satellite delivery of broadcast signals at a flat 12 cents per subscriber per month.

Nothing came of the idea. The cable operators would not talk about it, but Kazie Metzger, president of SBN, a distributor of the three network affiliate broadcast signals via C-band, said the operators probably rejected the idea for the same reasons SBN did: The transponders cost too much—\$15 million each for the remaining six years of their lives—and loading up the satellite with distant signals would inevitably cause broadcasters and program suppliers to demand syndicated exclusivity protection—that is, the right for broadcasters to demand that satellite distributors delete programs on distant signals that duplicate those of local stations. Such deletions would severely undercut the attractiveness of the signals.

John Sie, senior vice president, TCI, has spent a lot of time thinking about medium-power satellite broadcasting over Satcom K-1 and other Ku-band satellites and, at the moment, does not consider it a viable business. The medium-power satellites offer no clear advantage over the low-power birds, he said. Although the dish needed to capture a good medium-power signal will be smaller, he said, it will still require two persons to install, and mounting it on a roof will be difficult.

TCI will keep an eye on satellite broadcasting developments overseas and keep a foot in the satellite broadcasting business here through Netlink, a packager of cable programming for the low-power market, Sie said. While TCI expects Netlink to be profitable, he said, it remains skeptical about medium power and high power. "DBS is a high-risk business with an uncertain market."

While the future of high-power DBS is uncertain, and that of medium power more uncertain still, that of low-power satellite broadcasting seems bright, although somewhat limited.

As far back as 1979 or 1980, tinkerers began assembling dishes in their garages to pull in the unscrambled feeds of the communications satellites that had begun just a few years earlier to feed broadcast stations and cable headends. Before long, numerous manufacturers, distributors and installers had popped up to meet the seemingly unending demand for backyard dishes. Competition and rapidly developing technology pushed prices down toward the \$2,000 mark.

The dish business boomed until HBO began scrambling using the Videocipher II system in January 1986. As more and more cable programmers followed HBO's lead, dish sales collapsed as dealers could no longer promise consumers free access to programming.

But while the introduction of scrambling may have marked the end of the wild West days of the home satellite industry, it also marked the beginning of low-power satellite broadcasting. Most of the programmers that scrambled their satellite feeds offered them to backyard dish owners for a fee. Scrambling, as it turned out, did not mean the end of programming for dish owners, only that they would have to start paying for it (or hot wire a descrambler to "pirate" it).

"With the proliferation of scrambled signals, not only of distribution feeds, but also backhaul news and sports feeds, satellite equipment dealers are no longer able to say, 'Everything in the sky for free, forever,' " said Wes Hanemayer, vice

president, Turner Satellite Systems. "Now," he said, the dealers "have to be more in tune with what packagers are offering," rather than simply pushing equipment whistles and bells.

"C-band direct is a very good fill-in for uncabled homes," said Hanemayer. In fact, he said, one of the reasons Turner purchased next-generation C-band transponders on Hughes Communications Galaxy fleet rather than GE Americom Satcom birds was because of the former's higher power and greater ability to reach the home dish market. Turner and HBO became the first buyers of next-generation Hughes Communications C-band satellite capacity last month (BROADCASTING, Feb. 27).

It has developed into "a very satisfying ancillary business" for HBO, said Bob Caird, vice president, direct broadcast, HBO. "We have hundreds of thousands of subscribers out there," he said, "and efforts in the near term, by definition, will create long-term success."

The low-power service has suffered from the fact that pirates quickly figure out how to modify the Videocipher II descrambler to receive programming it was not authorized to receive—that is, programming that had not been paid for.

The gap between the number of VC-II's shipped since 1986, approximately 1.1 million, and the number of subscribers currently authorized to receive programming, about 485,000, is the best indicator of the extent of the piracy problem.

Nonetheless, most programmers are upbeat, convinced that General Instrument, VC II's manufacturer, with the help of the industry and government authorities, is about to get scrambling under control. "As piracy gets under control," said Caird, "you are going to see programmers like us spending more on promoting it."

Pressure to end runaway signal theft mounted last year among packagers, programmers, Hollywood studios and equipment manufacturers—all represented on the Satellite Broadcasting and Communications Association's Antipiracy Task Force, whose budget is \$4 million this year.

As a result of the pressure, FBI, U.S. Customs and FCC investigations have led to 54 raids on large pirate dealer operations, averaging two a week since last summer.

Also, GI has stepped up its own efforts, including hiring a private investigating company to lead authorities to pirate operations and taking electronic countermeasures, including deauthorizations of VC-II's and the introduction last October of the Dash-7 very large-scale integrated VLSI chip, purportedly much more difficult to alter because of its size and integration into the VC-II circuit board. Next September, GI will replace VC-II on its assembly lines with what it and the programmers say is a compatible unit, VC-II Plus, a system that includes a separate, more easily traceable security cartridge.

Despite the piracy of programming, the cable programmers, satellite distributors and cable operators have package programming for the dish owner at prices that often beat those offered to cable subscribers.

Turner Broadcasting's package of five basic channels (CNN, Headline News, TNT, CBN, The Weather Channel) and two pay channels (HBO and Cinemax) now goes for \$210 a year, or \$17.50 per month. HBO's Flexpak, which can be purchased a la carte at \$25 for the first basic channel and \$12 for each additional channel per year, or as a whole for \$240 a year, includes 13 basic channels (ESPN, CNN, Headline News, USA, CBN, The Weather Channel, Lifetime, three Primetime 24 network superstations, three Eastern Microwave independent superstations) and HBO and Cinemax. The annual rate translates to a 25% discount, said Caird. At \$240 a year, Viacom Satellite Systems' Extraview package of two pays (Showtime and The Movie Channel) and 12 basics (Nickelodeon, Nick at Nite, MTV, VH-1, ESPN, CBN, The Weather Channel, Lifetime, TNN, A&E, FNN and The Discovery Channel) comes to \$20 a month.

The keys to continued subscriber growth, said Stephan Schulte, vice president, Viacom Satellite Systems, include "GI's acceptance that the fight with piracy is long term [and] convincing dealers that they will achieve more success with ad slicks with programming on them, rather than a dish on them."

Campaign '88: going beyond soundbites

New York seminar discusses role of press in presidential election; participants disagree on effectiveness of television and newspaper coverage

The role of the press as a player in and observer of the presidential campaign was the subject of "The Soundbite Election," a Center for Communication-sponsored seminar in New York. While a consensus was reached on the need for the press to continue improving its methods and styles of operation, participating political observers and journalists differed sharply on the effectiveness of newspaper and television campaign coverage. Frank Stanton, CBS president emeritus, served as moderator for the panel before students and faculty from more than 30 U.S. campuses.

The most vocal criticism came from Scott Armstrong, executive director of the National Security Archives, who said there had been a "systematic failure" of the press to understand its mission in America to provide information and change with the times. Both Bush and Dukakis were "ripe" subjects for serious investigative stories, he said, but there was "no true examination of the candidates in a public forum." Armstrong said he believed there was confusion between volume of coverage and depth of coverage, and expressed a desire to see a change in the nature of the debates and general election coverage, with the press getting together to take charge. He suggested that they hold untelevised, day-long sessions with each candidate, with the networks choosing their stories from this material.

Presenting another view was Peter C. Goldmark, president. The Rockefeller

Foundation, who "found no shortage of in-depth analysis. The information is available; those who wanted more could find it." The campaign, while tough, was well within the limits of the usual rough-and-tumble, said Goldmark, who suggested that the press did not go after the candidates hard enough.

Roger Ailes, Bush campaign director and president, Ailes Communications, said he believed the general level of reporting to be good and that he had great admiration for the press, who worked under the constraints of commercialism: ratings and the bottom line.

On the subject of the purported negative tack of the campaign, Ailes said he rarely got a call from a reporter who did not encourage him to say something negative about Dukakis. In fact, for four days, Ailes said, the Bush campaign's avoidance of attacking Dukakis resulted in virtually no airtime.

The press has a tendency to "cartoon" candidates (labeling Bush a "wimp" or Dole "mean," for example) and then reinforce that particular image, Ailes said. "The media sets perceptions, but does not determine who wins," he said.

Michael Oreskes, national political correspondent for *The New York Times*, agreed with Ailes on this point. "There are things more influential than our stories or ads," he said. "We do not decide elections." Oreskes also said that negative campaigning was not created by television and that its tactics have been in existence for a long time. (Thomas Jefferson was accused of being an atheist, for example.) Oreskes took issue with Armstrong's suggestion that the press combine forces. "We have to

tread carefully on the question of why the press doesn't get together. That is the hardest thing for us to do, and may be wrong for us to do."

Michael Gartner, NBC News president, rejected the thesis that the media engaged in a "soundbite" election. All the networks try to focus on issues, he said, and use the soundbite as a launching pad for a more in-depth examination of topics. "The networks spend about a billion dollars a year to try to explain the issues of our times," he said. They don't talk down to their audience, he said, but instead give a glimpse of what is going on in the world and in peoples' lives.

Bob Faw, national correspondent, CBS News, said that the networks made a "concerted effort" to cover the issues. While Goldmark called soundbites "inane and insulting," Faw said there is nothing intrinsically wrong with soundbites; the way they are used is the issue.

"We find ourselves caught up with the belief that what the candidates do every day is news," said Oreskes, who expressed concern over what he sees as the growing gap between what campaigning is about and what government is about. Faw raised a question he and his colleagues found "troubling": If the networks' coverage became more substantive and thorough, how many people would continue to watch? □

Supreme Court denies review of WNVN(TV) libel case

Lets stand U.S. Court of Appeals ruling that accuracy of reporting on information from foreign governments is no protection from libel suits

American news organizations have been put on notice of the need to exercise particular care in dealing with documents released by a foreign government. For those documents can provide the basis of successful libel suits.

Last week, the Supreme Court denied review in two cases brought by six weekly newspapers in Virginia and WNVN(TV) Fairfax, Va., a noncommercial broadcasting station licensed to the Central Virginia Educational Television Corp., that had been sued by one of the subjects of stories they had done regarding the uncovering of an alleged North Korean espionage network in South Korea. The media organizations had been seeking review of rulings by the U.S. Court of Appeals for the Fourth Circuit.

U.S. media are normally protected against libel suits when accurately reporting

Rating video news releases

Video news releases are becoming a fact of life for TV news directors around the country. Medialink, which is operated by Video Broadcasting Corp. as a video newswire, is even putting out a list of the "Top-10" VNR's it released during 1988. Number one on the list was the Dec. 22, 1988, VNR issued by Drexel Burnham Lambert and featuring Drexel CEO Frederick Joseph commenting on the firm's \$650 million settlement with the federal government. According to Medialink, it was seen by more than 80 million viewers and was used in newscasts by the three major networks as well as by the Public Broadcasting Service, CNN, FNN, ESPN, nationally syndicated business news programs and local television stations across the country. Laurence Moskowitz, president of Video Broadcasting, said no other VNR had ever achieved that "level of actual television broadcast."

Besides its Top-10, Medialink said it distributed more than 800 VNR's last year. And Moskowitz said the success of the Top-10 and the company's overall record "further validate the value and use of video news releases for their most important constituencies—the media and the public relations community."

The selection of the Top-10 was based on reports of viewing by Nielsen Media Research and other news monitoring sources. The remaining stories on the Top-10 included the introduction of NeXT Computer Systems; U.S.-made Honda Accords exported to Japan; the first Disney film festival in the Soviet Union; Nutrasweet's new fat substitute; the League of Women Voters' withdrawal from sponsorship of the presidential debates; an international drug bust by the U.S. Department of Justice; the birth of a baby whale at Sea World; the record-breaking hula-hoop twirl sponsored by Disneyland and Wham-O, and the National Wildlife Federation's national drinking water test results.

on material in official government documents and press releases and on developments and testimony at trials and hearings of government bodies. But that qualified immunity did not, in the view of the Fourth Circuit Court of Appeals, apply to the reports based on a press release of the South Korean government issued on Sept. 9, 1985, announcing the break-up of two spy rings, one in the U.S. and the other in West Virginia. The newspapers involved in the suit serve Korean audiences; the station devotes a considerable amount of air time on the weekend to foreign-language broadcasts, including Korean.

Lee Chang Shin, then a student at Western Illinois University and now living in New York, was mentioned in the reports (although only as a name on a chart in the pictures illustrating the piece aired by the station; he was not regarded as one of the more prominent members of the alleged

ring), and sued for libel. The trial court dismissed the case on the ground the reports were accurate representations of what appeared in the South Korean government's press release. But the appeals court reversed that, saying that only documents of the U.S. government carry that privilege.

"We are familiar with the workings of our government and consider it accountable for its actions," the court said, in June 1988. "We can also hold our own government accountable for its actions. Foreign governments, like nongovernmental sources of information, are not necessarily familiar, open, reliable or accountable. Therefore, we think it unwise to provide a blanket privilege to those who report the activities of foreign governments."

The parties in October, following the Fourth Circuit's denial of their petitions for rehearing, asked the Supreme Court for review. But in the meantime, on Jan. 31, trial

went forward in district court of the Eastern District of Virginia before Judge Claude Hilton. Following conclusion of the trial last month, but before the case went to the jury, Hilton granted a directed verdict for the station; among other things, he said the plaintiff could not prove damages or malice. But the jury found the six newspapers liable for damages, and assessed \$15,000 against each for a total of \$90,000.

The Supreme Court's refusal to review the case was regarded as a setback for the American media. Jane Kirtley, head of the Reporters Committee for Freedom of the Press, called the high court's refusal "a missed opportunity" to promote "the public interest in the free flow of information from foreign governments to the American people. The courts should encourage that, not discourage it with a ruling making news organizations the guarantor of a foreign government's report." □

International

New corp. for News Corp.

Company will structure Media Partners International to expand media interests and help reduce parent's debt

Media Partners International, the company to be spun off from Rupert Murdoch's News Corp. to acquire and develop media and communications businesses ("In Brief," March 6), will be a vehicle both for aggressive expansion of the company's media empire and for limiting News Corp.'s debt.

The new venture, for which \$1 billion-\$2 billion in equity is expected to be raised, will start out with book publishing assets transferred from News Corp. and is expected to be the primary vehicle for acquisitions "above a certain size," according to News Corp. At least 20% of the new company will be held by News Corp., which will also manage the venture.

Murdoch, who is News Corp.'s chief executive, is saying he expects a 25% compound annual growth rate for the company over the next 10 years, according to Frederick Smith, a managing director of The First Boston Corp. If the annual growth rate is less than 20%, Smith said, News Corp.'s return on its investment will be proportional to its equity in the new company. If growth is more than 20%, News Corp. will receive 40% of the excess net asset value. If the growth rate surpasses 25%, News Corp. will receive 50% of the return beyond the target amount, Smith said. First Boston is a subsidiary of CS First Boston Inc., which will be raising money worldwide for the new venture.

By the covenants of its debt, News Corp. is bound to have less than a 1.1-1 debt-to-equity ratio by June 30, the end of its fiscal year, according to investor relations direc-

tor Don Galletly. The money netted from the book publishing spinoff would go toward reducing that debt, and using the newly formed company to make media acquisitions would limit News Corp.'s debt in the future.

As of June 30 last year, News Corp. had debt of \$5.5 billion Australian and shareholder's equity of \$5.8 billion for a debt-to-equity ratio of 0.95 to one.

Given News Corp.'s high level of debt, the move "provides News Corp. with the continued ability to participate in the rationalization of the media industry worldwide," said Galletly. The rationalization

includes the vertical and horizontal integration of different businesses, he said. Beyond its statement that Media International would make investments in "the media and communications industry worldwide," News Corp. has not specified what investments the new company might make.

William Collins and Harper & Row are the major elements of the book businesses expected to be transferred to the new company. News Corp. purchased Harper & Row in 1987 for \$300 million and later sold a half interest in the company to William Collins. News Corp. is in the process of acquiring all the stock of William Collins,

Hughes enters Japanese orbit

The launch of Japan's first privately owned satellite, JCSAT 1, delayed from its original Feb. 28 liftoff date by a labor strike, went off without a hitch Sunday, March 5. MOP 1, a European Space Agency meteorological satellite, was also launched into orbit aboard the same Ariane 4 rocket, Arianespace's largest launch vehicle.

Hughes Communications, operator of the largest fleet of domestic commercial U.S. C-band satellites, and whose parent company, Hughes Aircraft, built JCSAT 1, owns one-third of Japan Communications Satellite Co., "the first time that an American company has shared as an equity partner in a Japanese commercial satellite business venture," said JCS. By press time last week, Hughes had successfully conducted two of four motor burns and expected to move the bird to its permanent position by late last Friday. Following deployment of the antenna and solar arrays, the bird is to be turned over to JCS the first week of April and to become operational one month later.

Set to eventually operate a two-bird, 64-transponder system, JCS has precommitments to 35 transponders. The system will deliver Tokyo-originated TV programs to broadcasters, cable networks and hotels; satellite newsgathering backhauls to broadcasters; VSAT service to private companies, and voice and data to Japanese phone company, NTT. JCSAT 2 is scheduled to be launched aboard Martin Marietta's first commercial Titan III rocket next August or September, said Hughes.

The launch had been rescheduled for March 4 after the March 2 settlement of a labor dispute within the rocket telemetry and tracking company, Thomson CSF. The delay, Ariane said, will not set back the launch of the next bird, the Swedish direct broadcast satellite, Tele-X, which is on second launch pad at Arianespace's Kourou, French Guiana, launch complex.

in which the company previously held a 19% interest. The price for the 81% balance of William Collins not held by News Corp. is about \$550 million.

The exact businesses to be transferred into the new company will be determined in part by the amount of money raised for the new venture, Smith said. The equity investments in the assets sold by News Corp. to Media Partners would comprise 25%-30% of the total equity of the new venture.

Part of the price that Media Partners will pay News Corp. for the book holdings will go toward payment of News Corp.'s share of Media Partners. After that investment is deducted from the price, News Corp. is expected to net \$800 million to \$900 million in cash, which would go toward paying down its debt. The debt reduction is expected to save News Corp. \$80 million to \$100 million in annual interest costs.

Last year the company purchased Triangle Publications, publisher of *TV Guide*, for approximately \$3 billion.

In previous debt-reduction moves this fiscal year, News Corp. sold its 50% interest in the American and British versions of *Elle* magazine for \$160 million; the Fox Plaza building in Los Angeles for \$320 million, and its half interest in *Premiere* magazine for \$20 million.

Smith said that First Boston was appraising News Corp.'s book holdings from the point of view of the new venture, and the

Made in the USA, launched in China

Hong Kong-based Asia Satellite Telecommunications Co. (Asiasat) late last month signed a \$30 million deal with the China Great Wall Industrial Corp. to launch AsiaSat I in April 1990. Described by the Hong Kong Economic and Trade Office, British Consulate General, as Asia's "first privately controlled satellite," AsiaSat I was built by Hughes Communications, a U.S. company, originally for Western Union. Retrieved from space by the space shuttle after the satellite failed to reach proper orbit, the refurbished satellite cost Asiasat \$20 million, said the trade office.

According to Asiasat director Robin Maule, the Chinese Long March III rocket launch will be "about 50% cheaper" than an Arianespace launch. Customers for each of the 24 C-band transponders will pay between \$1.5 million and \$2 million a year, said Asiasat Chief Executive Officer Peter Cott. In addition to the \$20 million for the bird and \$30 million for the launch, he said, Asiasat is investing \$20 million for refurbishing, \$25 million for insurance and another \$20 million for tracking and telemetry from the Stanley Peninsula, Hong Kong.

The main users of Asiasat I will be China, Thailand and Pakistan, said Maule, although, from its position between 90 and 120 degrees east longitude, the bird's footprint "will cover the whole of China as well as Korea, Taiwan and southern Japan." One spot beam will cover Pakistan, Afghanistan and north India, and another will reach Thailand, Bangladesh, Laos, Cambodia and Vietnam.

China, said the Trade Office, "which had 70 million TV sets in 1985, is expected to have 130 million by 1990 and as many as the U.S. by 1993."

firm Allen & Co. would be evaluating the companies on behalf of News Corp. shareholders.

Of all of News Corp.'s assets that could be transferred to the new company, Smith said that the book operations were selected for a number of reasons, including their

size, their international scope and their fit with one another. One observer suggested that News Corp. selected the book businesses to be spun off because of their relatively high bases, thus limiting the taxes that News Corp. would pay on the sale to Media Partners. □

Distant Signals

German broadcaster **ARD** has purchased TV rights to **MCA TV** series *Miami Vice*; *Magnum, P.I.*; *Kojak*, and *Simon & Simon*, as well as 20 rerun features. Italy's **RAI** has also closed a deal with MCA TV International bringing the broadcaster about three dozen first-run films, including "Cry Freedom" - "An American Tail," and 150 hours of TV series, including *Almost Grown*; *The Equalizer*; *Miami Vice*; *Murder, She Wrote*; *Out of This World*; *Coming of Age*; *The Street*, and *Alfred Hitchcock Presents*. The RAI deal includes a commitment to all future episodes of each of the series. □

UK's **Granada TV** is making its first try in the U.S. syndication market with a first-run series based on its long-running British teen competition program *The Krypton Factor*. The U.S. version, available for January 1990 and aimed at late afternoon-prime access, will be produced by Los Angeles-based MAC III Productions. MAC III, a year-old subsidiary of Scottish TV, is headed by Jeremy Fox, who formerly ran Action Time, a British game show format development and sales company. Distributing the new *Krypton Factor*, which features both mental agility tests and physical tests using what Fox said will be a teen equivalent of an Army obstacle course, will be G2 Entertainment, a Los Angeles-based firm headed by Dick Gold and Chuck Gerber, former

partners and co-founders of Casablanca IV programming company. □

The North American National Broadcasters Association will play host this week to the sixth world conference of broadcasting unions. The triennial gathering, to be held at Washington's Willard Inter-Continental hotel March 12-16 and open only to some 200 invited international broadcast executives, brings together organizations including the European Broadcasting Union, Asian Broadcasting Union and broadcast associations from Eastern Europe, Arab countries, Africa, Latin America and the Caribbean. On the agenda are panels and discussions on satellites and new technologies, and news and sports programming. □

MTV Europe has signed a three-year advertising sponsorship deal with Swiss watch maker **Swatch**. Although MTV Europe did not detail financial aspects of the deal, it said the channel, which claims six million cable subscribers throughout the region and last month placed its signal on the new medium-power Astra satellite, has agreed to create a series of short, music video-like lifestyle vignettes for Swatch, each airing up to six times a day. In related news, **Pepsi-Cola International** has extended for another year its global

sponsorship of radio program *American Top 40*. Pepsi-Cola currently sponsors the weekly show in more than 30 countries. It is distributed outside the U.S. by the syndication firm **Radio Express**. □

European satellite organization **Eutelsat** has approved the purchase of a fifth satellite for its new generation medium-power Eutelsat II service, and will consider the purchase of a sixth later this year. The decision follows the news last month confirming lease reservations for 49 full-time transponders on Eutelsat II for television and telephone traffic. French satellite maker **Aerospaiale** is the prime contractor for the five satellites, the first of which will launch in spring 1990. Eutelsat's board, which met in Paris Feb. 24, also postponed until next month's meeting the advancing of its Europesat project, a direct-broadcast satellite venture for the mid-1990's that was first proposed last fall by retiring Eutelsat Director General Andrea Caruso. □

ITC Entertainment has named Peter Shields as deputy managing director, new business development, for the company's UK operation. Shields, ex-corporate controller for ITC's former Australian parent, the Bell Group, will join the operation April 3.

Cross promoting

NuStar, the cross-channel promotion service, has signed charter affiliation with MSO's covering 400 systems and 6 million subscribers. MSO's include Tele-Communications Inc., Lenfest, Heritage, TKR, Adelphia, Prime, Sonic, Omega, Helicon, Greater Media, TeleCable, Columbia, Bresnan, Monmouth, Barden, Susquehanna, Post-Newsweek and Scripps Howard.

A number of other MSO's have participated in testing NuStar equipment, including Simmons, Continental, Warner, Viacom, Cablevision Industries, ATC, Jones, Comcast, Multimedia, Times Mirror and United Artists.

Bonus

WTBS(TV) Atlanta will carry five games from its NBA package this year above the 50 agreed to at the beginning of the year. The games will highlight teams that have done better than expected throughout the season. One of the five will be an additional playoff contest from the western conference, with the four regular season games featuring Phoenix, Portland, Philadelphia, Golden State and Cleveland.

Cable repping

Cable Networks Inc. has signed a five-year deal with Century Cable to be the company's exclusive local, regional and national sales rep for its Los Angeles systems, which pass 200,000 homes. ESPN, CNN, MTV, USA, Lifetime and Prime Ticket are among the networks in which CNI will sell advertising time.

Telco boost

The National Conference of Black Mayors has passed a resolution supporting telephone company entry into cable television.

Woodstock at 20

MTV: Music Television and VH-1/Video Hits, in conjunction with Warner Bros. Inc., will undertake their largest-ever summer promotion to celebrate the 20th anniversary of the historic Woodstock Festival of Peace and Music. The companies are currently in active discussion with advertisers regarding sponsorship of a full range of programming and merchandising activities.

The cable networks have the rights to "Woodstock," the Warner Bros. 184-minute 1969 film of the event. They also plan to show 75 *Woodstock Moments*, comprising clips from the film (including previously unseen footage of such acts as The Grateful Dead, Janis Joplin, Creedence Clearwater Revival and The Band) and reminiscences of musicians and

Dove lands at Turner

Turner Entertainment Networks last week acquired *Lonesome Dove* from Qintex Entertainment for exclusive multiple runs on TNT and TBS over a 33-month period beginning six months after CBS's final airing of the eight-hour mini-series. The price tag of the deal was close to \$2 million, according to a source at Qintex, who also said that the Turner people initially approached them about the purchase.

CBS reportedly has four years in which to air *Lonesome Dove* again, and may negotiate a third run. The program will then premiere on TNT and subsequently play on TBS as well.

TNT is also involved with a second, currently unspecified Larry McMurtry project, scheduled to air as an original TNT production during the first quarter of 1990, said TNT Executive Vice President Scott Sassa. "TNT pointed to *Lonesome Dove* as the prototypical kind of project we would like to do," he said. "We learned it was available, and wanted to move fast, so we sent faxes back and forth [to Qintex] over the course of an afternoon a few weeks ago. When the last fax came through we signed it, and that was it."

Lonesome Dove's four-night run in February averaged a 26.1 rating, making it the highest rated mini-series of the last five years and CBS's third highest ever, following *Master of the Game* and *Scruples*.

attendees. Additionally, the cable networks, along with Warner Bros., will participate in extensive merchandising of Woodstock memorabilia, including T-shirts, pins and caps. The film's soundtrack album will also be reissued and released in CD format, and the home video will be remarketed. Said Edward Bleier, president, pay-TV and network features, Warner Bros. Inc.: "We're commercializing it, but doing it appropriately."

MTV will air "Woodstock" during the July 4th weekend and on Aug. 15, 16, or 17, the anniversaries of the original concert dates. *Woodstock Moments*, half from the film and half from unused footage, will begin May 1 on MTV and June 1 on VH-1, appearing four to seven times a day. MTV may also provide some of its own additional coverage. "We'll be beating the Woodstock drum," explains Tom Freston, president and chief executive officer of MTV Networks.

Warner Bros. is considering taking advantage of time spent in the film vaults to put together a series of television documentaries focusing on Woodstock and its legacy. "If we have the time and resources, we'll do this," says Bleier, "either on a broadcast network or an ad hoc network we put together. If we don't succeed, it won't be for lack of trying." Warner may also "concertize" the film, according to Bleier, by re-releasing it for large-screen theatrical showings on a city-by-city basis.

Price adjustment

SportsChannel New York is considering reducing the price of service, in light of losing the Yankees, if cable operators can provide it with greater penetration. SportsChannel has been packaged with SportsChannel Plus at an approximate \$11

retail price, but with the loss of the Yankees, the company is looking to repackage and reposition its product. SportsChannel New York will focus on local and regional sports, including the Mets, this summer, while SC Plus carries national events, including the April-May NHL playoffs.

MSG Renovation

Gulf + Western has announced a \$100 million renovation of Madison Square Garden that will include new television production facilities for its MSG regional sports network. MSG recently purchased the rights to the New York Yankees starting in 1989.

On the MSG-Cablevision front, a group of Cablevision subscribers concerned about the dropping of MSG from the system put together a one-hour program airing those issues, which was carried on Cablevision's public access channel on Jan. 28.

College cable expansion

National College Television, a cable programming service produced by and geared to college students, is expanding from four to six hours per week beginning this month. NCTV is available to five million cable homes and 1.7 million college students across 230 campuses, NCTV said.

Present programming includes music video, soap opera, exercise and talk programming. The new shows are a comedy and movie review program from Washington State University, a soap opera from the University of North Carolina and a game show from American University.

NCTV operates on a programming budget of \$15,000 per week, which

includes production facilities and satellite time. The Campus Network, which owns NCTV and spent \$27 million in five years searching for a formula that will work, believes it has solved the problem through college co-productions. Corporate sponsors include Chevrolet, Gillette Right Guard and K Mart.

In Times

The Travel Channel has moved its production operation to Manhattan's Times Square Studios. Among the shows to be produced at the channel's new facility are *Arthur Frommer's Travel Show*, *World of Travel Bargains* and *World Travel News*. Other organizations that have signed with Times Square Studios in the past month include USA Cable Network's *Commander USA* and CNBC. The studio also houses production of *Geraldo*.

New 'Classics'

Production has begun on Showtime's *Nightmare Classics*, a new hour-long anthology series from Shelley Duvall's Think Entertainment. The initial entry is *The Eyes of the Panther*, starring C. Thomas Howell, Daphne Zuniga and John Stockwell, directed by Noel Black.

Panther is based on two short stories by Ambrose Bierce, "The Boarded Window" and "The Eyes of the Panther." *Classics* is Duvall's third series for Showtime, following *Faerie Tale Theatre* and *Shelley Duvall's Tall Tales and Legends*.

Century mark

The New Leave It To Beaver has begun production on its 100th episode at Universal Studios, Fla., making it the only series in television history to produce 100 shows in two different incarnations, both using the same cast and characters. Directed by Jerry Mathers ("the Beaver"), the 100th episode will air in the spring. *The New Leave It To Beaver*, which debuted in 1984 on The Disney Channel, has been seen on superstation WTBS(TV) Atlanta since 1986.

Goodwill guy

Olympic medal winner Greg Louganis will represent the 1990 Goodwill Games in an international advertising campaign created and produced by Turner Broadcasting System. Entitled "Winning," the campaign will begin early this spring and be seen on all four Turner networks—TBS, TNT, CNN and Headline News—as well as in various print publications. The ads will feature accomplished amateur sports figures, with others expected to be announced later.

Apollo retrospective on A&E

Twenty years after the actual event, the Arts & Entertainment cable network will rebroadcast NBC News' coverage of Apollo 11's July 20, 1969, landing on the moon. Entitled *Moonwalk: As It Happened—1969*, the footage will air in three parts: "Liftoff" on July 16;

"Moonwalk" on July 20, and "Recovery" on July 24. Each part will be aired exactly 20 years to the minute after NBC News first began live television coverage.

Moonwalk marks the second time A&E has journeyed to the vaults for footage of an historic event. On Nov. 22, 1988, the network broke into its daytime schedule to show six unedited hours of NBC News' coverage of the assassination of John F. Kennedy. An A&E spokesman told BROADCASTING that NBC was the first network to offer footage for the purpose of an A&E Kennedy retrospective, and that preliminary negotiations were held then regarding the moon landing material. A&E's parent companies are NBC, ABC and the Hearst Corp.

On Feb. 1, A&E celebrated its 5th anniversary. It launched in 1984 with 9 million subscribers, and currently has 38 million subscribers in the U.S. and 900,000 in Canada. "We made a commitment to present a certain type of programming, specifically quality comedy, drama, documentaries, and performing arts, to a better-educated, higher-income viewer," said Nick Davatzes, A&E president and chief executive officer, "and our affiliates, advertisers, and consumers have rewarded us." Davatzes said he expects A&E's subscriber base to expand to 55 million during the next five years, at the same time cable achieves 70% penetration in U.S. television homes.

Future A&E programs include a comic rock opera from the Soviet Union called *The Island of Lost Ships*, airing in March; a three-part series on China since the fall of Chiang Kai-Shek.

Business

Hearst makes programing move with Phoenix buy

It wants to produce shows for network, cable and syndication

Hearst Corp., the New York-based media conglomerate, has acquired Los Angeles-based Phoenix Entertainment for a reported \$10 million to \$15 million. In addition, Hearst has made a commitment to invest additional millions to expand Phoenix from a primarily long-form production shop to a producer of television series for all media, including network, cable and first-run syndication.

The move signals Hearst's intention to become a major producer of television programming, across all media. The deal has been structured so that Phoenix co-chairmen Jerry Isenberg and Jerry Abrams will remain in their posts, reporting to Bruce Paisner, president of Hearst subsidiary King Features Entertainment, the television and video arm of King Features Syndicate, a leading comics and features distribution organization.

Effective immediately, Phoenix will be

known as King Phoenix Entertainment. According to William Miller, executive vice

president, KFE, Hearst sought Phoenix because "we want to have our own source of

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
All American TV	Second	\$5,020	64	\$216	89	\$0.11
Foote, Cone & Belding	Year	\$386,050	12	\$13,739	-20	\$1.61
Interpublic	Year	\$1,191,904	23	\$60,123	22	\$2.72
Omnicom	Year	\$881,286	9	\$39,194	13	\$1.58
Osborn Communications	Year	\$21,935	24	\$6,975	NM	\$1.36
QVC Network	Year	\$193,150	72	\$9,011	NM	\$0.60
Zenith Electronics	Year	\$2,685,700	14	\$11,700	NM	\$0.45

Foote, Cone & Belding attributed part of earnings decline to cost of structuring alliance with Publicis S.A. agency. ■ **Osborn Communications** had net loss of \$3.4 million in 1987. Company said increase in income before extraordinary items was primarily due to \$12.5 million pre-tax gain on sale of radio and Muzak operations in Toledo, Ohio. ■ **QVC Network** reported net loss of \$6.2 million in fiscal year ended Jan. 31, 1988. ■ **Zenith Electronics** had net loss of \$19.1 million in 1987, the third full-year loss in row for company. Company's consumer electronics sales remained flat in 1987 at \$1.1 billion.

programming. Phoenix is prolific in the long-form area and we feel they are on the threshold of series potential and success."

Phoenix, in fact, has been looking for a suitor for some time because it did not feel it was adequately capitalized for television series development, said Phoenix chief executive Isenberg. For the last two years, Phoenix and Hearst have been associated through the Movie Alliance, a loosely knit cooperative of movie producers whose films have been distributed by KFE.

In fact, Phoenix has been the largest supplier of product into that pipeline. Mutually impressed with each other, the deal was made, said Isenberg. From Phoenix's standpoint, Hearst provides needed capital to expand, and also has "a major position in every media segment except television production."

In the next year, King Phoenix is projecting about a 25% gain in revenue to between \$50 million and \$70 million, with a production and overhead budget between 30% and 40% higher than last year, said Isenberg. The growth will be greater in subsequent years as programs in development begin to pay off, he said.

Recent Phoenix made-for-television movies include *From the Dead of Night* on NBC and *Get Smart Again* on ABC. The company has produced two network series to date, both for ABC—*Mariah State*, which had a short run last year, and *A Fine Romance*, which the network canceled just last week after half a season.

Phoenix has allied with Victoria Principal and her production company to develop a series for CBS next season, and has just delivered a pilot to Fox Broadcasting Co., called *Ghostwriter*, with Anthony Perkins. It has five other projects in various stages of development with ABC and CBS.

KFE has produced occasional animated specials as well as *Ask Dr. Ruth* for first-run syndication. Currently, it produces *Esquire: About Men for Women*, for Lifetime, and co-produces the national edition of *Chronicle* for Arts & Entertainment. Hearst owns between 25% and 30% of both cable services. Also in development for first-syndication is a reality program, *You Never Know*. □

SAG, AMPTP prepare for upcoming contract negotiations

Current contract expires June 30; both sides say that talk of impending strike is premature

Negotiating committees for both the Screen Actors Guild (SAG) and the Alliance of Motion Picture and Television Producers (AMPTP) are drafting proposals for upcoming contract negotiations. The current contract, signed in 1986, expires June 30.

Although both sides have been reluctant to identify specific demands, it is expected that many of the issues that were at the root of the writers' strike last year will be addressed in the upcoming SAG talks. "The same conditions in the industry are still

prevailing," said Herb Steinberg, AMPTP spokesman, who added, "We're still producing on tremendous deficit. There has been no change in the one-hour market."

One of the major points in the writers' strike was the demand by producers to have residuals for one-hour series restructured to reflect the current soft-market conditions for that fare.

Both sides, however, say that it is too early to exchange proposals, and talk of an impending strike is premature. "We don't anticipate any difficulty in pursuing amenable negotiations with SAG," said Steinberg. "We have every indication that they want to solve the problems like we do."

Chuck Slocum, director of industry analysis for the Writers Guild of America, and on loan to SAG, doesn't foresee a strike.

Penney buys Shop Television Network

J.C. Penney Co. has raised its stake in the competitive home shopping business, agreeing to acquire full control of Shop Television Network cable service and deciding to sell Penney brands through the service.

"We came to a point where we either had to go forward or not and the next logical step was to offer our merchandise on the system," said Duncan Muir, public relations manager for the Dallas-based retailer.

Penney plans to fold the shopping service into its Catalog Division. When that hap-

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pens, Penney will expand its fulfillment role, permitting for the first time, pickup of merchandise at any of its 1,400 stores and outlets and use of the Penney credit card.

STN, which now serves some 5.1 million cable homes, was founded as a partnership of Penney (63%) and STN Inc., a publicly traded corporation (37%).

Under the agreement, which is still subject to STN board approval, STN will transfer its interest in the service to Penney in exchange for a 10-year contract to produce the service and to market it to cable systems.

STN Chairman Michael Rosen said the contract calls for an upfront payment of

\$850,000 plus annual production and marketing fees that with commissions—percentages of the gross sales—will amount to at least \$2 million a year.

Penney has also agreed to accept 9% of the stock in STN in lieu of \$1.5 million that STN owes the retailer.

Muir declined comment on Penney's buyout of STN, except to say: "We obviously feel this is in the best interest of both parties."

Rosen said the deal benefits STN and its stockholders, providing STN an immediate and substantial source of revenue and giving it the opportunity to produce direct sales programing—infomercials—for other cli-

ents. To avoid confusion, he said, STN also plans to change its name.

Rosen also said that Penney intends to change the name of the service to one that includes its name, which has an 87-year history in retailing and will inspire consumer confidence. However, Muir said he is unaware of any planned name change.

With the Penney name attached to the service and retailers' expanded role in fulfillment, Rosen said, it should be easier to convince suppliers of prominent brand name goods to sell via the service. Although STN will be able to draw any product in the Penney catalog, he said, it is not limited to those products. □

Law & Regulation

Budget crunch could force three-day FCC shutdown

Commission tells Congress that it needs \$1.4 million supplemental to meet growth and demand on resources

Facing a severe funding crisis, the FCC may be forced to shut down and furlough its employes for three-and-a-half days by the end of fiscal 1989 (October) unless it receives the \$1.4 million supplemental it is seeking.

The prospects of meeting that budget shortfall appeared dim after a House hearing last week in which Representative Neal Smith (D-Iowa) told FCC Chairman Dennis Patrick that he does not approve of the Office of Management and Budget's proposal to transfer the requested \$1.4 million from the Commerce Department's Economic Development Administration to the FCC. Smith referred to it as a "phony" supplemental. A Smith aide said the congressman was "not necessarily" objecting to the supplemental, but that he does not favor a transfer of funds.

Patrick, who appeared before Smith's appropriations subcommittee, said the agency was operating on a shoestring and began FY 1989 with a \$5 million deficit. "I am not sure we can accommodate telecommunications industry growth and demands without an increase in resources for staff, automation, technical equipment and fixed cost increases. To paraphrase a well known musical, 'We've gone as far as we can go,'" said the FCC official.

Later, John Kamp, director of the FCC's office of public affairs, told BROADCASTING the agency was weighing its options at this point before deciding how it will handle the supplemental situation. Nevertheless, he said the commission intends to make a serious pitch on Capitol Hill for its FY 1990 appropriations. "It is clear to us that we are at the bone," said Kamp.

The commission is seeking a \$109.8 million appropriation for FY 1990, up \$10.2 million from its FY 1989 allocation. Smith, while he recognized the FCC's financial dilemma, pointed out that Congress would

"have real problems" with meeting that FY 1990 request.

The funding crunch is also affecting the agency's ability to process applications, said the chairman. "We simply have not had the funds necessary to maintain our speed of service in processing applications." According to Mass Media Bureau Chief Alex Felker, who accompanied Patrick to the hearing, there is such a backlog at the commission that it will take at least a year before an application for a new FM station can be processed.

Moreover, Patrick said the delays in licensing "adversely impact the GNP and reduce tax revenues. For example, we estimate that the one-year reduction of \$5 million in our FY 1989 appropriations, if continued, could reduce the present value of federal tax revenues by roughly \$53 million, producing a net revenue loss of approximately \$48 million."

Under the FCC's proposal for FY 1990, there would be 1,889 full-time permanent positions. But if it receives funding at the OMB level, the agency would be limited to 1,783 full-time employes. Furthermore, the already imposed hiring freeze, combined with the number of early retirements at the agency, could by the end of FY 1989 result in 1,620 full-time permanent employes, which would exacerbate the agency's difficulty in processing applications, argued the chairman.

The hearing also provided Patrick with an opportunity to advocate the administration's proposal to auction part of the spectrum. "This proposal will improve speed of providing services to the public, would provide the value of the spectrum to the taxpayer rather than to a private licensee, and the estimated collection of \$3.38 billion would be useful in addressing the current deficit." He emphasized that the proposal does not apply to broadcast spectrum.

The idea seemed to elicit a positive response from Smith and others on the subcommittee. Representative Bob Carr (D-Mich.), however, felt charging a user fee

was a better idea than an auction. Carr also wanted to know if the FCC planned to recommend that President George Bush veto the fairness doctrine and children's television legislation. Patrick said he would not go "out of his way" to recommend a veto on either matter. But, if the White House asks, he said he would "tell them the truth."

The subcommittee also wanted to be filled in on the status of high-definition television. Smith was interested in the status of the home satellite (TVRO) industry. The congressman said he "still gets complaints" from backyard dish owners but not as many. "People were sold dishes without being told anything about scrambling. It is a fraud...they are committing a fraud," Smith said.

Patrick told the members that the FCC completed a study in 1988 that concluded that the dish market was "generally developing in the right direction." □

Broadcasting versus cable

Tension between the broadcast and cable industries over must carry and syndex flared up last week in Washington. At the center of this dispute seems to be a letter from major broadcast interests to House and Senate leaders protesting what they said was the practice by some cable systems of "asking that local broadcasters renounce their syndicated exclusivity and network nonduplication rights to assure continued cable carriage and/or channel position." No Hill reaction was forthcoming.

In a letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), among others, the broadcasters asked the lawmakers to express their disapproval of such activity. Signed by ABC's, CBS's and

NBC's Washington representatives, each network affiliate group, the Association of Independent Television Stations, the National Association of Broadcasters and the Television Operators Caucus, the letter includes a draft of a "carriage agreement" that an unidentified Florida broadcaster received from Continental Cablevision.

But the real bone of contention seemed to revolve around a separate statement released by INTV President Preston Padden, which called Continental's agreement a "shakedown." Padden was the driving force behind the letter.

His reference to Continental's actions as a "shakedown" were actually contained in an early draft of the broadcasters' letter dated Feb. 28. The draft was written by Padden and was far more critical and harsh compared to the final version which went to Capitol Hill. It cited the cable industry as a "monopoly power" and specifically asked the lawmakers to "nip this problem 'in the bud.'"

Both Padden's draft and his statement also have something else in common. The INTV president singles out Tele-Communications Inc. for working with broadcasters. TCI, according to the draft, "appears to be making a sincere effort to work with local broadcasters in upholding the new exclusivity rules and has not, to date, used threats of noncarriage or channel shifting to intimidate stations into surrendering their program rights."

Padden's "shakedown" comment drew a sharp rebuke from Robert Sachs, senior vice president for corporate and legal affairs at Continental.

Sachs, in a letter to Dingell, took issue with Padden's statement, calling it a "gross misrepresentation of facts." Moreover, he emphasized in his Hill correspondence that the talks with Florida broadcasters were positive and that the company was exploring the idea of asking broadcasters to waive syndex in exchange for being guaranteed preferential channel positions. "Such a trade-off would benefit consumers by leaving distant signals intact while raising the local broadcast station's visibility in the market," wrote Sachs. □

Telco-cable rules challenged

Case before appeals court in Washington seeks to overturn FCC policy now in Cable Act

It began as a simple case of the FCC attempting to enforce its telco-cable television crossownership rule against two mom-and-pop companies. It erupted into what appeared to be a constitutional challenge to that rule. But following an oral argument in the case before a three-judge panel of the U.S. Court of Appeals in Washington last week, it was not clear whether the court would grapple with that question, or try to find another way of resolving the case.

Northwestern Indiana Telephone Inc. and Northwest Indiana CATV Inc. v. FCC is before the court for a second time. The telephone company is owned by Robert Mussman and the cable company, by his son, Rhys. Because of a number of business arrangements between the two companies, the FCC four years ago held that the companies were affiliated and, therefore, in "willful and flagrant" violation of the crossownership ban. But after the father and son appealed, the court remanded the case to the FCC, stating that the commission's ruling appeared inconsistent with others it had reached in similar cases.

The court is now considering an appeal from the commission's order on remand, which tidies up and holds to the original order that the two companies were affiliated and thus in violation of the crossownership ban—and insists that the cable properties be divested. But in its new incarnation, the case involves a constitutional challenge to the commission's 20-year-old crossownership ban as it was incorporated in the Cable Communications Policy Act of 1984. The challenge was filed by the United States Telephone Association, the principal trade association of the local telephone industry, and Bell Atlantic, which entered the case as intervenors.

John Thorne, counsel for USTA and Bell Atlantic, contended in his argument that the

crossownership ban violates the First Amendment because it silences the voice of telephone companies in order to promote the speech of others, and because there is no governmental interest to justify the ban. He noted that the Supreme Court and the District of Columbia appeals court itself had on several occasions held that cable television programming is entitled to First Amendment protection. He also cited the commission's pending notice of inquiry and notice of proposed rulemaking looking to repeal of the ban, both as an FCC rule and as part of the Cable Act, as supporting the telephone companies' arguments.

But the commission's counsel, Daniel Armstrong, in response to a question from Chief Judge Patricia Wald, expressed the view that the telephone companies lacked standing to challenge the constitutionality of the ban in the NITCO case. Any injury suffered by the telephone companies, he said, did not arise from the commission's order in that proceeding. As for the merits of the challenge, he said the FCC's conclusions regarding repeal of the ban are still only "tentative" and that the commission's three members have yet to reach a consensus on the issue.

The commission—which is supported in the case by the National Cable Television Association—also defends the constitutionality of the ban on the ground that it is "content neutral" and "reasonably related" to the government interest of promoting competition and guarding against anti-competitive activity. The telephone companies, for their part, contend that the two versions of the "must-carry" rules that the court struck down as unconstitutional were "no more directed at the content of speech than the crossownership ban." The ban itself, they add, is unduly broad, preventing them from offering cable service in areas where it is needed.

One of NITCO counsel's principal arguments is that the commission lacks the jurisdiction to apply the ban to his clients. Russell Lukas noted that the telephone company is a small, intrastate operation; it serves 500 subscribers. But he also raised a constitutional argument, although not regarding the Cable Act. He said a provision of the commission's rule defining the kind of affiliations it covers—as contained in Note 1(a)—is not only inconsistent with the terms of the Cable Act but so overbroad as to violate the First Amendment. However, the commission contends that the attack on Note 1(a), like the intervening local telephone companies' fundamental challenge to the constitutionality of the Cable Act, is not properly before the court. It was not made until the petitioners filed their first appeal. And, the commission said, the court then held that the argument could not be considered because it had not been made before the commission. And the "limited remand," the agency maintains, "was not for the purpose of giving petitioners a second chance" to raise the issue.

The questions of one of the judges, Ken-

Close up on comparative renewal

The FCC is in the middle of reviewing the way it compares and chooses among competing applicants for new broadcast stations as well as for existing facilities when their licenses come up for renewal. In particular, it has proposed a complete overhaul of the comparative process and settlement policy at renewal time and the substitution of a lottery for the comparative process in awarding new stations.

The FCC proposals will be the focus of a day-long seminar this Saturday (March 18) at the Washington Marriott hotel. The seminar is sponsored by the American Bar Association Forum on Communications Law and the Federal Communications Bar Association.

The program features four panels and a luncheon address by FCC General Counsel Diane Killory. Looking at ways to revamp comparative criteria on the first panel will be attorneys Harry C. Martin, Martin R. Leader, Jerold L. Jacobs and Joseph A. Marino. "Are lotteries the answer?" will be address at the second panel by attorneys R. Clark Wadlow, former FCC General Counsel and National Telecommunications and Information Administration head Henry Geller, Edward W. Hummers and Peter Tannenwald.

Discussing the FCC's "options" at the third session will be former FCC Chairmen Richard Wiley and E. William Henry, attorneys Daniel M. Armstrong and Susan Wing and Mass Media Bureau Chief Alex Felker.

Comparative litigation and settlements will be the subject of the final panel with attorneys Erwin Krasnow, Stuart Brotman, Eugene Mullin and J. Roger Wollenberg.

neth Starr, buoyed hopes of USTA representatives. He, at least, was sympathetic to the constitutional arguments their counsel had raised. However, a number of lawyers who had observed the argument expressed doubt the panel—Judge Spottswood Robinson III was the third member—would reach the constitutional issue; they thought the panel would attempt to find some other resolution. Some government attorneys thought the court might simply direct the commission to hold the matter in abeyance pending conclusion of the proceeding aimed at eliminating the crossownership ban. At that point, the speculation went, the commission could consider again the question of forcing divestiture of Northwest Indiana's systems. □

NLRB finds against WPIX(TV) in union dispute

Board rejects appeal of earlier ALJ decision, holds that station had not bargained in good faith

The National Labor Relations Board has found Tribune Co.'s WPIX(TV) New York guilty of violating the National Labor Relations Act in negotiations with the Newspaper Guild of New York local that represents the station's editors, writers, artists and other news department employees. The order, released last week, generally rejects an appeal WPIX had taken from an earlier decision by an NLRB administrative law judge. And specifically, it concludes that the station had refused to bargain in good faith by breaking off contract talks and by failing to pay contractually required wage-step increases from Oct. 9, 1986, to April 2, 1987.

Negotiations on a new, three-year contract that was to replace one expiring in June 1986 began in July 1986 and, after 12 sessions, concluded on April 1, 1987, when WPIX declared that an impasse existed and said it would implement its last offer, made on Feb. 6. The ALJ, Eleanor MacDonald, said many of those proposals "were unfavorable to the union and involved more retrogression in employe rights under the contract than did the proposals" of October 1, 1987. She also said it is clear that, although the negotiations were "protracted," there had been "no true impasse" when WPIX declared one. She noted that the two sides had been moving closer together on some points.

As for the wage step-up issue, that grows out of a provision of the 1983-86 contract the ALJ says remains in effect but that was not being honored as of Oct. 1, 1986. The issue went to arbitration, though without the appearance of the company. It said the Guild should not have been pressing the issue while the company was seeking to modify the wage provisions through collective bargaining. In any case, the Guild's grievance was upheld, and WPIX was ordered to make the employes whole. At the NLRB proceeding, the parties stipulated

that retroactive wages had been paid "shortly" after April 2, 1987.

The NLRB order directs WPIX to bargain with the Guild in good faith and to make restitution to all employes who suffered financial loss as a result of the "unlawful unilateral changes in the terms and conditions of employment" as of April 1, 1987. The order also requires the company, on Guild request, "to revoke any unilateral changes in wages or other conditions of employment and reinstate the terms and conditions of employment" existing as of April 1, 1987.

However, the matter may not be over. WPIX has the option of appealing the NLRB decision to the federal courts. And Marty Appel, vice president for public relations, said that option is under consideration.

Whether the case winds up in court, it has already become a factor for the FCC to consider. Last June, the union, after the release of the ALJ decision, filed an informal objection with the commission to the renewal of the WPIX license, which expires on June 1. In its filing, the union said the FCC has long held "that violations of the [National Labor Relations Act] are the type of unlawful activity that raises a question as to whether an applicant possesses the character qualifications necessary to comport itself as a public trustee." Last week, Guild President Barry Lipton said the union will file a "formal challenge" to the station's license renewal. □

Markey to push bill outlawing foreign ownership of cable

Legislation that would prohibit foreign ownership of U.S. cable systems is in the works. Last week, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) told a Fordham University audience that he intends to introduce such a measure later this month.

"It makes little or no sense to me to preclude foreign ownership of broadcast properties but allow foreign ownership of the conduit through which the majority of Americans receive broadcast television signals," he said. Under the Communications Act, foreign investors are permitted to have a 20% interest in an American broadcasting company. Markey said it was time to "close a giant loophole through which foreign competitors could leap to control a critical segment of our telecommunications network."

Today, two Canadian companies—Maclean-Hunter Cable and Selkirk Communications Ltd.—own cable systems in the U.S. Also, a Belgium communications firm has a stake in MSO Prime Cable.

Markey, who gave the Don McGannon lecture on communications policies and ethics at Fordham, also expressed some concern about the announced merger of Time Inc. and Warner Communications (see "Top of the Week"). The deal raises some "very important questions," he said.

"Is increased concentration and vertical

integration the price we will have to pay to be competitive internationally? Is it an acceptable price in light of our historic commitment to diversity and pluralism? Are there new ways we can insure and promote diversity for the consumer even with a more vertically integrated and consolidated industry structure?" asked Markey. He has no "instant answers" to those questions but said that they "deserve serious consideration."

Moreover, the lawmaker reaffirmed his desire to devise a strategy to "optimize American participation in the HDTV revolution." He reiterated his commitment to formulate a strategy with others in Congress that will "make us players in the game, not spectators on the sidelines." □

Recollections of the Nixon era

New book uncovers White House memos on policies to deal with press, broadcasters, FCC that were seen as being anti-administration

Memories of the bad old days of Nixon White House hostility to the networks because of their coverage of the President and his administration are being jogged by a just-published book—"From: The President: Richard Nixon's Secret Files" (Harper & Row)—containing in its more than 600 pages memoranda written by the President and his top aides. The memoranda written by the President do not deal with the media. But those written by his aides, particularly Charles Colson—one of those who subsequently went to prison for his role in the Watergate scandal—do.

The Colson material appears to be seeing the light of day for the first time, as the book's editor, Bruce Oudes, says is true of all of the memoranda he has culled from material the former President surrendered to the National Archives after a 14-year effort to keep it confidential. But the Colson memoranda do not reveal anything new in terms of Colson's attitude regarding the networks or his view of his meetings with top network executives.

A number of White House memoranda dealing with the media were released in November 1973 by then-Senator Lowell Weicker (R-Conn.), a member of the Watergate committee. One memorandum written by Colson on Sept. 25, 1970, to White House chief of staff H.R. Haldeman, reflected interest in obtaining easy access for the President to the networks' facilities without worrying about Democrats being given response time. It also indicated that Colson regarded the network officials as fearful and easily intimidated. The officials included CBS Chairman William Paley and President Frank Stanton; ABC President Leonard Goldenson and Vice President James Hagerty, and NBC President Julian Goodman. Most of those officials, directly or through representatives, denied yielding to White House pressure (BROADCASTING, Nov. 5, 1973).

Several of the Colson memoranda pub-

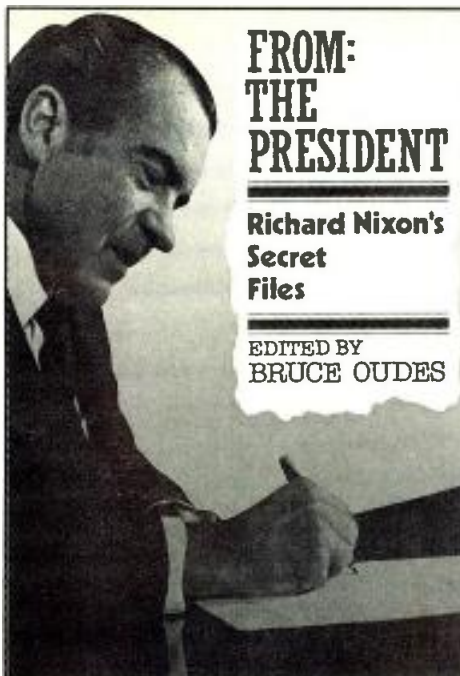
lished in "From: The President" recount the now-familiar story of Nixon White House anger about network news coverage. In a memorandum Colson wrote to Haldeman on Nov. 17, 1970, for instance, he said: "Our analysis of the election night coverage on NBC confirms just what we thought: it was terrifically slanted toward the Democrats." A subsequent memorandum expresses a desire "to break his [NBC News's John Chancellor's] goddamned nose." Then, as *The Washington Post* was uncovering the Watergate scandal, there was a request to an aide to check on when the parent company's television licenses were coming up for renewal. Two years later, friends of the administration filed competing applications for two of the properties.

Other Colson memoranda, particularly those written for the President's files and recounting separate meetings Nixon had with officials of each of the networks, seem designed to massage the Nixon ego. In a memorandum purporting to detail a meeting Nixon had with NBC executives, Colson writes that Nixon said that "most" of the network's commentators are "biased against me" but that he accepts that condition and knows the network owners can do nothing about it. Then-NBC President Goodman, "with his hand visibly trembling," is quoted as expressing regret that the President felt that way.

As was reflected in the Sept. 25, 1970, memorandum that Weicker had released, the memoranda in "From: The President" indicate Colson was particularly interested in CBS in general and Stanton—then president of CBS and regarded as the industry's foremost defender of broadcast freedom—in particular. In the memorandum released by Weicker, Colson said that "Stanton, for all his bluster, is the most insecure of all [network officials]," and that "Stanton is almost obsequious in [Chairman] Paley's presence." A Colson memorandum to Haldeman, dated July 20, 1971, that was unearthed by Oudes, recalls a meeting in Colson's office five days earlier with Stanton. It says Stanton "was contrite, apologetic, almost obsequious. There was none of the typical explosive arrogance...."

According to the memorandum, the meeting, at which Stanton was said to have been accompanied by an attorney, Alexander (Sandy) Lankler, dealt with what Colson said was Stanton's request for White House help in dealing with one of the most challenging events of his career—the determination of the House Commerce Committee to have the House cite CBS and Stanton for contempt for refusing to yield outtakes and other materials from *The Selling of the Pentagon*, a controversial documentary regarding the Defense Department's efforts to promote its programs. In a virtually unprecedented action, the House, by a vote of 226-181, rejected the committee's recommendation (BROADCASTING, July 19, 1971). But at the time of the meeting discussed in the memorandum, the outcome of the House vote was very much in doubt.

Colson took pains in the memorandum to state he had told his visitors that it was CBS's "proposition" that was discussed and that the administration was interested



Nixon

FROM: THE PRESIDENT

Richard Nixon's
Secret
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only in "occasional fairness." Stanton, Colson writes, agreed that CBS had been unfair to the administration and the President and that he, Stanton, "was taking steps to try to correct the situation...." Stanton was also quoted as saying he would report to Colson on the "steps" he took and that Colson should feel free to call him with complaints.

Stanton, who is now retired and living in New York, said last week that the meeting had been arranged by Lankler, who was representing CBS in the matter and had "pressed me to see Colson; he felt there was damage at the White House to be repaired." But although Stanton recalls he acknowledged that the White House had a legitimate "bitch" about one CBS News story, he did nothing about it on his return to New York. "The real test [of Colson's account] is what happened afterward [regarding the operation of CBS News]. I did absolutely nothing to change the operation." Lankler, reached in Bal Harbour, Fla., where he lives, would say only that he represented CBS in its resistance to the effort to cite the company and Stanton for contempt and had made efforts "in all kinds of directions." But he cited the lawyer-client relationship in declining to discuss what occurred at the meeting.

Another name that shows up in the mem-

oranda is that of Dean Burch, FCC chairman at the time and now director general of the International Telecommunications Satellite Organization. He appears to have been viewed by the White House as a major weapon in the war against the networks.

In the introduction to his book, Oudes quotes memoranda from White House aides Lyn Nofziger and Jeb Magruder in November 1969, less than a month after Burch assumed office at the commission, as crediting him with the idea of setting up a monitoring system for radio and television outside the administration and the Republican National Committee. If evidence of bias were found, the proposal is said to have added, the findings could be presented to the commission, "which then would demand that the networks take measures to correct the situation."

Burch now says he can recall neither matter. "I don't have any recollection of it at all," he said of the monitoring idea. He also said he did not recall ever dealing with Nofziger; he knew Magruder socially, he said. As for the Colson memorandum, Burch said: "I don't recall any such commitment—or meeting [with the network presidents]." But he remembered Colson: "He would call me every 10 minutes." Which itself raises questions about White House sensitivity—or insensitivity—to the supposed independence of the commission.

It was not only the commercial networks that bothered the Nixon White House. "From: The President" contains a number of memoranda reflecting the known White House anger with noncommercial broadcasting and its determination to bring it to heel. Public broadcasting was, in the administration's view, a nest of liberals. A memorandum from Clay T. Whitehead, then head of the now-defunct White House Office of Telecommunications Policy, recommended drastic action—taking control of the Corporation for Public Broadcasting board with Nixon supporters, remaking its structure, and cutting CPB's budget. The memorandum, on Nov. 15, 1971, was one of the steps leading to Nixon's veto, on June 30, 1972, of the CPB two-year authorization bill.

The disclosure of the memorandum does not add much to the record already known regarding the Nixon effort to muzzle, if not throttle, public broadcasting. But like other material in the book, it serves as a useful reminder, and warning, of how a White House can get out of control. □

Quello knocks press for dooming pay hike

Picking up where a number of congressmen left off, FCC Commissioner James Quello lashed out last week at those in broadcasting and cable who whipped up the public opposition that ultimately doomed a pay hike for Congress and other high-ranking federal government officials, including FCC commissioners. "I find it the ultimate in unconscionable self appreciation and insensibility for TV and cable personalities, news anchors and talk show hosts, many of whom make 10 or 25 times more than a senator or congressman to indulge in a messianic message against a salary adjustment to keep pace with inflation," Quello said in a speech before the New York chapter of the Federal Communications Bar Association. Quello proposed forming a committee—chaired possibly by pay-hike critic Ralph Nader—to set caps on the salaries of "TV-radio newsmen and personalities working for or utilizing the facilities of licensees with statutory obligations to serve the public interest." Quello said strong advocacy of the First Amendment would prevent him from supporting such a committee. "However, the recent public furor demonstrated that populist compensation issues affecting government-regulated entities cannot be denied once they are publicized."

CBS Radio signs four-year baseball contract

Network's deal with Major League Baseball is valued at about \$50 million

CBS Radio announced last Tuesday (March 7) that it has signed a four-year contract with Major League Baseball valued at approximately \$50 million. The deal, which represents a significant expansion of radio network rights to regular and post-season games, begins with the 1990 season.

"We have built a strong foundation with which to work in the future," said Robert P. Kipperman, vice president and general manager of the CBS Radio Networks, referring to the extension of the company's 13 years of MLB coverage. (This season marks the close of a five-year, \$32.5 million agreement.) He added that obtaining the baseball rights was a primary concern among the CBS affiliate board at a company affiliate meeting two weeks ago.

Carrying over from the existing contract will be the 26-week *Game of the Week* schedule, the All-Star Game, the League Championship Series and the World Series broadcasts. Added to the list under the new contract are 20 Sunday night games; four



L-r: Kipperman, Burns, Nancy Widmann, CBS Radio Division president, and Peter Ueberroth, commissioner of baseball

holiday specials to be broadcast on Opening Day, Memorial Day, Fourth of July and Labor Day; pennant race contests, and divi-

sion tie-breakers. Also included under the new contract is a series of special broadcasts preceding the All-Star Game and games one and three of the World Series, along with a weekly talk show to be hosted by CBS Sportscaster Brent Musburger.

The first year of the new contract will cost CBS \$12 million, said Kipperman, "with appropriate increases thereafter" that will add up to about \$50 million. MLB said that the four-year term of the contract was intended to "mirror" its agreement with CBS Television.

"Inventory was our biggest consideration; we wanted to expand the package," said MLB's Bryan Burns, senior vice president, broadcasting, explaining the decision to sign with CBS. "It markets us better on radio now than ever before." He acknowledged that other players had come close to meeting the multiple-game package deal, but would not offer specifics.

Burns said that the new contract excludes international radio rights, noting that MLB intends to "evaluate its future as time goes by." However, expanded Spanish-language coverage—extending as far south as Mexico—and Canadian coverage (including English and French language broadcasts) are included in the new CBS package. □

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Radio Weather Network, a Baton Rouge, La.-based national weather service that launched in January, said it is now providing 15 affiliates with its customized weather reports. The service provides up to three 30-second updates each day via Galaxy II, in addition to 24-hour severe weather coverage.

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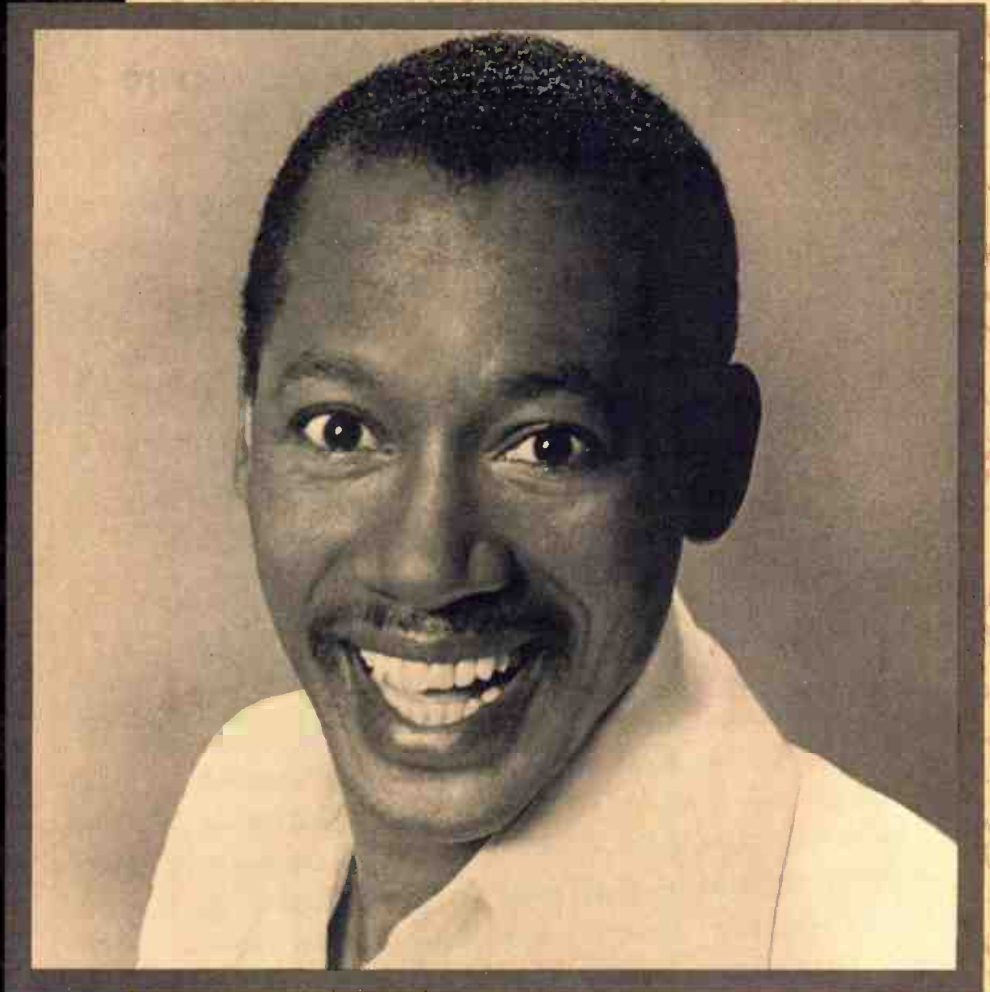
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Country radio may be ready for new pair of overhauls

At 20th annual CRB seminar in Nashville, some say growth of country music may call for subdivided format

Grand Ole Opry star Minnie Pearl closed the 1989 Country Radio Seminar by telling the gathered broadcasters: "I represent a forgotten era." A 59-year veteran of the Nashville music scene, the comedienne spoke of a simpler time when country music—heard today on more stations than any other format in the U.S.—had little national appeal.

Her nostalgic words told a different story from the industry today, as some broadcasters at the Country Radio Broadcasters' 20th Annual Country Radio Seminar (March 1-4) said that the format has grown to a point where it now needs to subdivide. Some attendees recognized increasing difficulty in blending the old and the new styles of country music, a problem recently exemplified by The Nashville Network Radio's shortcomings in trying to win over affiliates of the older-formatted Music Country Radio Network when it took over the service in September 1988.

Longtime country musician Buck Owens, who has in some ways helped bond the old with the new by touring with relative newcomer Dwight Yoakam, nevertheless said during a speech at the seminar he feared that using a newer country sound to attract younger listeners may alienate the format's core audience.

"In the coming years, I see country music getting more and more fragmented," said Owens, who owns radio stations KUZU-AM-FM Bakersfield, Calif., and KNIX(AM) Tempe and KNIX-FM Phoenix, both Arizona. He predicted there will be two or three country radio formats during the 1990's, comparing the upcoming fragmentation to developments in rock 'n' roll over the last few decades. While the country radio business in the 1990's is going to be "the best ever," said Owens, operators should be prepared for the lower market shares that are going to result from that fragmentation.

"The 1990's have got to see us banding together," Owens said, echoing a primary purpose of the seminar and the CRB's "Growth Through Sharing" motto. "Let's market ourselves better," said Owens, later joking that "if they don't give us more money from Madison Avenue, let's 50 of us get on a bus up there and move next door to them."

The Country Music Association is attempting its own bull-by-the-horns approach with a new 10-minute videotape and promotional campaign launched at the seminar. Campaign consultant Bob Lobdell

counted for about \$500 million in record sales and \$50 million in concert sales. Lobdell, also citing President George Bush's public preference for country music, said the campaign will "point to the emergence of country in high places." The information will highlight the fact that the format is carried by more stations than any other nationally—2,421 stations, according to information just released by the BROADCASTING CABLE YEARBOOK 1989 databank.

While the number of stations carrying the format remains high, however, YEARBOOK data also show that the overall number has



Minnie Pearl

said the video, which extols the growth of country radio, will initially be targeted to major advertisers and agencies based in New York, Chicago and Detroit. Among the advertisers that Lobdell said may be under-using country radio are imported car, credit card, computer, foreign travel, domestic air travel and investment companies.

The campaign, which uses data from Arbitron, Simmons and other sources, notes that the country music market last year ac-

declined slightly (down .9% from last year's 2,443 figure). Charlie Douglas, president of Country Radio Broadcasters and programing director for The Nashville Network Radio, said the decline was due primarily to a "thrashing" of formats on the struggling AM band. More significantly, he said, "we gained on the FM side."

There were more than a dozen panel sessions on a variety of topics at this year's CRB seminar, including programing, production, promotion, sales and management. As in years past, the sometimes rocky relationship—or, as Douglas described it, the "love-hate" relationship—between the country radio and record industries was a central topic of discussion. There were several calls by attendees for less dependency on charts and more reliance on audience research in selecting station playlists.

"I think radio needs to make the charts rather than the charts make the radio playlists," said Mickey Dearstone, music director of WIVK(AM) Knoxville, Tenn., who received audience applause for his comments at a session entitled "Music Programing." Other program directors speaking at the session agreed with Dearstone that "gut reaction"—not record chart placement—is the primary factor in deciding airplay.

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likes are self-directed focus groups, said Frank Newport of SRI Research, speaking at a seminar session entitled "Research...Has the Pendulum Swung Too Far?" Focus groups, said panelist Bob McNeill, vice president of programing for Viacom Broad-



Buck Owens

casting's radio group, are "essential" to the success of their radio station group. Panelist Moon Mullins, a consultant with Pollack Media Group, rounded up audience support by endorsing research while also warning against an over-reliance on market testing: "Open your eyes; see a vision; take a risk.... Keep the research up, but don't stop having fun!"

Speakers at the CRB seminar included musician Randy Owen, a member of the group Alabama; lecturer C.W. Metcalf, describing how to use humor to help take on risk and change, and Charles S. Menzies, president of Management Research Associates, providing tips on successful management. Among the country artists who performed at the seminar were The Judds, Canyon and Linda Davis, Eddie Rabbitt, and several up-and-coming acts brought together in the closing "New Faces" show, sponsored by Westwood One's Mutual Broadcasting System.

The Country Radio Broadcasters also presented awards to the following stations for best promotional efforts: in major markets, WYAY(FM) Gainesville, Ga. (first place), KMPS-AM-FM Seattle (second) and WPOC(FM) Baltimore (third); in medium markets, WCOS(AM) Columbia, S.C. (first), WZZK-AM-FM Birmingham, Ala. (second), and WSM(AM) Nashville (third), and in the small market category, KOOV(FM) Copperas Cove, Tex. (first), WQCB(FM) Brewer, Me. (second, for its "Ton of Manure Give-away"), and KXIA(FM) Marshalltown, Iowa (third).

Paid attendance at the seminar, held in Nashville's Opryland Hotel, was 1,034. Overall attendance, according to Douglas, was about 1,400. Some attributed the record-breaking attendance to the 20th anniversary celebration and the efforts of Frank Mull, who was hired as CRB's first full-time executive director last August. A record number of exhibitors (53) showed their wares. Johnny Biggs, Bustany Biggs & Co., served as agenda chairperson. Agenda committee member Paul Wilensky, general manager of WMZQ-AM-FM Washington, was unanimously elected to chair next year's committee.

"Next year," joked CRB's Douglas, "we're coming of drinking age." □

Panelists focus on getting bigger sales in smaller markets

Setting attainable goals and developing creative advertising promotions are among the keys to success for small market stations, according to several panelists at a CRB '89 Seminar session, "Successful Small Market Sales: Thinking Big."

"You need to have a plan, and you need to share that plan with your organization," said Ron Bailey, general manager of WBHP(AM) Huntsville, Ala. Without a plan, he told fellow CRB attendees, "one problem is just built upon another until it compounds itself and you have a real unproductive organization."

Bailey recommended that station managers talk with their salespeople about individual goals (a new car purchase, for example) and then write those goals down. Each individual on his sales staff, he said, knows what the other is trying to attain. Then, at least once each quarter, he suggested that the manager ask the salespeople about progress on those goals. "It gives them an image of what they're working for in their mind," he said.

In addition to knowing the personal goals of salespeople, said panelist John Reiplinger, general manager of WYNG-FM Evansville, Ind., managers should encourage salespeople to get involved in the community as a way of meeting influential local businesspeople. He said his station also reaches out to clients by inviting one each week to visit the station and share breakfast with key personnel.

"A proper image is vital for the growth of any radio station," said Reiplinger, which extends to WYNG's promotional efforts. He said the station's "Winged Critter" mascot, a dancer dressed in an \$800 chicken suit, regularly attends parades and makes hospital visits. The station also reaches out to the community by inviting elementary students to enter its "kiddie commercials" campaign, wherein entrants who write the best commercials for the station's sponsors hear their efforts broadcast on the air. "If the homework is done properly, image promotions can work very well," Reiplinger said.

Also on the promotional side, a radio

station calendar was recommended by panelist Jerry Hinrikus, vice president and general manager, KSAL(AM) Salina, Kan. He said his station's calendar, which costs \$22,000 to produce, generates \$230,000 in revenue for the station. Promotional costs, he noted, should always be kept at 10% to 15%.

The KSAL calendar works as follows: a sponsor's name is printed at the bottom of each day on the calendar, and each copy has its own serial number. If the number is announced on the air, the listener has five minutes to call and receive \$25 plus a \$25 gift from the company listed that day. The calendar targets women aged 35-plus, said Hinrikus, a group that he said accounts for about 40% of the population in his market. "Women love it, and it has worked for us for 16 years," he said.

The personal and promotional efforts are keys to smaller markets because relying on numbers locally is deadly, said Joyce Marshall, general manager of KJNE(FM) Hillsboro, Tex. Also very important for salespeople, she said, is a clear interest in the client's needs. "If you show an interest in the client's business and what will bring the customer to the cash register," she told attendees, "then you'll have that business for a very long time."

Among the other efforts that have paid off at her station, said Marshall, was dividing KJNE's personnel into two sales teams. As a result of the campaign, she said, the station not only boosted morale at the station but also "had the best month that the station's ever had in its history." Other promotional efforts at the station also have included the launch of a "KJNE Advisory Board," a seven-member representation of the community's leaders that Marshall said thus far has been well received by members of the community.

Telemarketing was recommended by Janet Evans, president of WBTH(AM)-WXCC(FM) Williamson, W.Va., a town with two main streets and a population of 5,200. According to Evans, such efforts last year generated \$33,000 in additional revenue from mom-and-pop stores in the area. □



Thinking big (l-r): Marshall, Hinrikus, Evans

NPR adds 'public'

Having come to a consensus last December that National Public Radio is out of financial difficulty, the NPR board of directors, headed by a new chairman, Wayne Roth, has set about refocusing its attention on the future. As a first step in its desire to set a course of audience expansion through program improvement and diversification, Roth has named 10 "citizen" leaders from outside public radio to the newly formed Working Group on Public Radio in the 1990's.

Agreeing to participate in the group, which is scheduled to meet for the first time from March 16-18 in Williamsburg, Va., are representatives from the fields of sociological and technological research, business, education, journalism and the arts.

To join Roth, NPR President Doug Bennet and NPR planning and priorities committee Chairman Max Wysick in the group are Walter Baer, director, advanced technology, Times Mirror Corp., Los Angeles; Linda Ellerbee, president, Lucky Duck Productions and former NBC news correspondent; John Gardner, founder, Common Cause, and former secretary, Health, Education and Welfare; John Gaventa, director, research, The Highlander Center and professor of sociology, University of Tennessee, Knoxville; Ellen Hume, executive director, Joan Shorenstein Barone Center on the Press and Politics, Kennedy School of Government, Harvard University, Cambridge, Mass., and former *Wall Street Journal* reporter; Sokoni Karanja, director, Center for New Horizons, Chicago; Steven Levine, president, California Institute of the Arts, Valencia, Calif.; Karen Sheingold, director, Center for Technology in Education, Bank Street College of Education, New York; Lucien Wulsin, chair, The Naropa Institute, Denver, Colo., and former chair, NPR Fanfare Campaign for the Arts, and Armando Valdez, associate director, Stanford Center for Chicano Research, Palo Alto, Calif.

News from ABC

ABC Radio Network said it will present three *American Country Countdown* with Bob Kingsley specials in 1989: *The Alabama Special*, a two-hour profile of the popular group featuring their music, rare live recordings and interviews, airing Memorial Day Weekend; *Country Music's Men of the Eighties*, a four-hour countdown of the 40 most popular male country artists, airing during the July 4th weekend, and *Elvis Country*, a three-hour countdown salute based on a survey of *American Country Countdown's* affiliates, airing Aug. 16.

The network will also present two special editions of *American Top 40 with Shadoe Stevens: American Top 40's World Tour*, a four-hour presentation of American artists who have been successful overseas, airing Memorial Day weekend, and *The American Top 40 Book of Records...80's Edition*, a four-hour program airing during the Labor Day weekend.



Ferrare



Wolf

In other news, ABC Radio Network's *Home Tips* program has Cristina Ferrare as its new co-host. The series of 60-second features, based on ideas sent in by radio listeners and information from the ABC daytime television program, *Home*, premiered in October 1988. Both Robb Weller, who has hosted the show since its launch, and Ferrare are featured on the *Home TV* series.

Also, the ABC Direction Network has hired celebrity reporter Jeanne Wolf to provide daily entertainment news. The new one-minute daily program, *Jeanne Wolf's Hollywood*, features reports along with actualities of entertainment personalities. Wolf regularly provides on-camera interviews with celebrities on *Entertainment Tonight* and is a contributing editor to *Redbook* magazine.

Only make believe

WNEW(AM) New York's *Make Believe Ballroom* celebrated its 54th year with a live broadcast from the city's Rainbow & Stars cabaret. Musician Michael Feinstein (left) was on hand to receive a plaque from host Les Davis (r) in honor of George and Ira Gershwin, who were among the



first two inductees in the Make Believe Ballroom Hall of Fame.

Meanwhile, Washington-based Advanced Broadcast Media said it hopes to launch its *America's Make Believe Ballroom* March 16, a nationally syndicated program delivered via tape. The weekly, two-hour bartered nostalgia program will be hosted by Bob Jones, a former host of WNEW's *Make Believe Ballroom*.

ARME organization

The Association of Radio Marketing Executives (ARME), a proposed nonprofit professional organization for promotion and marketing directors, has named a 40-member organizing committee with the following six subcommittees and their chairpersons: member recruiting, Andy Furman, WLW(AM) Cincinnati; budgets and finance, Maureen Durkin, KDKA(AM) Pittsburgh; election of officers and directors, Vivienne Vaughn, WRQX(FM) Washington; nonprofit filing, Susan Francke, KBEQ(FM) Kansas City, Mo.; membership services, Randy Scovil, KRXQ(FM) Sacramento, and statement of purpose, Katy Brooks, KKSJ(AM) Vancouver and KKSJ(AM) Portland, both Oregon.

According to Dan Acree, a Los Angeles-based radio consultant instrumental in the planned formation of ARME, the future of the association will be determined by the organizing committee by the end of March. Acree said the organization has been proposed in part due to what he described as the television orientation of the Broadcast Promotion and Marketing Executives.

BPME vice president, treasurer Bert Gould, promotion director for WCBS(AM) New York, attributed any possible dissatisfaction by members to the association's "growing pains." As proof of BPME's commitment to radio, Gould pointed out that he will become president of the organization and Interep's Erica Farber will become president-elect in one-and-a-half years.

At BPME's upcoming annual seminar in Detroit (June 21-24), a long list of scheduled radio sessions includes "Special Events As Part of the Radio Marketing Mix," "Proven Promotions: The Best of the Best," "Major Market Marketing," "The Radio-Cable Synergy," "Radio Co-Ops," and "What Would You Do?: Strategies for Marketing Radio." Among the members of the Seminar Radio Advisory Committee are co-chairwomen Verna S. Green and Bernadette Banko, both of WJLB(FM) Detroit; BPME board member Jim Marchyshyn of KSHE(FM) Crestwood, Mo., and Suzanne Wolery-Belanger of WCZY-FM Detroit.

Arguing for cable regulation

At hearing in New York, city and state speakers say consumers need some form of protection and recourse from 'monopoly,' charges denied by industry members

Deregulation of the cable industry is a "fraud, a farce and an attack upon consumers, leaving them totally without protection," according to New York Mayor Edward I. Koch, who testified March 6 in Manhattan before a hearing on the state of the cable television industry. Sponsored by Congressman Charles E. Schumer (D-N.Y.) and Richard M. Kessel, Executive Director of the New York State Consumer Protection Board, the hearing focused on the issues of pricing and services since the industry was deregulated two years ago, and also examined alternative technologies. Last week Schumer was slated to introduce the Cable Price Disclosure Act of 1989, which would require cable companies to disclose their rates to the FCC.

The cable industry is a "monopoly that is unregulated," Koch said, with rates for the Manhattan Cable and Paragon systems rising 13% between November 1987 and November 1988, and other systems raising rates as well. Koch suggested that the answer to the monopoly problem is to give the telephone company (or any other technology, but the phone company is the most pervasive) the right to carry cable programming, "and you'll see changes like you've never seen before."

Koch also addressed the dispute between Cablevision Systems Inc. and Madison Square Garden Inc. over proposed carriage of Yankee games. MSG wants to remain on basic cable, while operators want to make it an add-on to basic or pay. "If the city can impact on the Yankee showings, we'll do it," Koch pledged.

Bill Finneran, chairman, New York State Commission on Cable TV, said that cable was always a monopoly, and that universal access is best served by the monopoly process. By the end of the century, he predicted, over-the-air broadcasting will be extinct. With cable, he said, "it's difficult to say that for the money you don't get lots of choice." At the same time, he said, the key is to make sure that cable doesn't become unaffordable to any level of society.

Carol Greitzer, chairperson of the New York City Council Committee on Cable, argued for the need of some form of cable regulation. She said that a community survey from which she received 550 responses showed that 82% of those people subscribed to cable because they wanted better reception, and that many still had problems. Also, she received letters indicating people had to give up cable due to their fixed income.

"You should be ashamed of yourself for the way you've treated customers," Kessel told Richard Aurelio, from Brooklyn Queens Cable TV, who testified that one of the major reasons for the delay in getting cable to New York's outer boroughs has been raising financing. Cable is now in 330,000 homes there, he said, and the challenge for the future is to hold the line on basic rates.

John Gault, executive vice president, American Television & Communications Corp., challenged the monopoly charge, and said that rates increased only 44% between passage of the 1984 Cable Act and 1989. He also said that many stations had been added in that time. With regard to the MSG dispute, Gault stated that if 150 games could be picked up by WPIX(TV), "we'd carry them." Throughout the day, Gault and Schumer clashed over a variety of substantive and minor issues, voicing barely concealed antagonism.

Mark Foster of Microband stated that his wireless company was currently serving 30,000 New York families, adding 1,000 subscribers each week. Microband offers the top cable services, he said, including MSG in basic, and customers do not suffer from power outages. "We've already started competition," he said, "and we are winning."

Romy Tomlinson, NYNEX, said that his company had no plans to be a source of programming, but simply wanted to serve as a delivery vehicle, and telcos must have the freedom to do so. Fred Goldberg, cable consultant, Consumer Protection Board, said competition could provide lower rates and better service, but that telcos must be regulated carefully.

Preston Padden, president of the Association of Independent Television Stations, called it a "simple, undeniable fact" that cable systems have developed as local monopolies. He said that "99% of all cable subscribers have a choice of one cable company," contrary to the "two cable wires running down the street" promised during debates over passage of the 1984 Cable Act. He also cited what he saw as the dangers of a "vertically integrated monopoly cable industry" gaining more power with no competition or regulation.

Sam Simon, counsel, Association of Cable Subscribers, said that bundles or tiers of programming minimize consumer choice while maximizing cable revenue. "Consumers have need for choice and legal leverage in case of disputes," he said. Also testifying were John Hanks, New York City Bureau of Franchises; Richard Altieri, New York State Cable TV Association; Norm Kellogg, general manager, Cablevision of New York, and Lisa Hook, an aide to FCC Chairman Dennis Patrick. □

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Turner blasts GE in speech to Cable Club

General Electric is "the most corrupt corporation in America," Ted Turner told an audience assembled by the Washington Metropolitan Cable Club for its monthly luncheon last week. Its top executives are "thieves...[and] convicted felons... [who] belong behind bars," the chairman of Turner Broadcasting System said, apparently referring to the widely publicized indictment of a GE unit last fall.

Top management is trying to shunt responsibility for the indictment to the "crooked bums" who ran the unit, Turner said. But, he said, top management is supposed to make it clear to all employees "that they are not supposed to steal."

C-SPAN taped the speech and planned to air it last Saturday (March 11) at 11:30 p.m. NYT. "We are counterprogramming *Saturday Night Live*," said CNN spokesman Gene Grabowski.

A federal grand jury in Philadelphia last November indicted GE's Matso computer subsidiary and two of its employees on charges of fraud in connection with Defense Department contracts. GE and the employees have denied wrongdoing and vowed to fight the charges.

Asked to respond to Turner's comments,

a GE spokesman said: "Mr. Turner is well known for his outrageous remarks about almost everything, including his competitors. It would serve no purpose to respond further to his self-serving and self-promoting statements."

Turner's harshest comments were aimed at GE, but his real target was GE's NBC, which, in partnership with Cablevision Systems, is planning to launch a new cable service that will compete with Turner's CNN and CNN Headline News. CNBC, as the NBC-Cablevision service is called, plans to offer cable subscribers a mix of financial and consumer news that will cover some of the same ground as the well-established TBS services.

TBS officials have been taking public shots at GE, NBC and CNBC since the Western Cable Show last December. Turner first called GE executives "crooks" last month in Los Angeles at a National Cable Television Association-sponsored seminar in Los Angeles. More than a dozen congressmen and one senator were in the audience.

Referring to a *New York Times* article, Turner scoffed at NBC's claim that it was trying to create competition in the news business with the introduction of CNBC.

According to Turner, GE and NBC came to believe in competition only after they failed to "stifle" it by purchasing all or part of CNN and merging it with NBC News. Turner said NBC wanted CNN so that it could amortize the costs of NBC News across the cable network and eliminate the

\$100 million-a-year loss the division is now experiencing.

A year ago, Turner said. GE offered to buy all of TBS. Turner asked \$20 a share for the company, but GE felt that was "way too much." TBS stock now sells for \$27, he said.

Even if GE had met his asking price, Turner said, he would not have sold. To get out of financial hot water, he opted to sell a portion of the company to several cable operators, figuring he would be better off with "the devil you know than the one you don't."

Turner said if GE wanted to get into the cable industry it should have bought cable systems four years ago. If it had, it would have doubled its money by today, he said. Turner also said he had no problem with the proposed merger of Time Inc. and Warner Communications Inc.: "I don't see it creating any serious problems because in most cases they are in separate businesses."

Companies must be as big as their competitors if they are going to "continue to be able to play the game." Without the "capital base" that comes with size, he said, competitors can "grind you down in a long-term battle of attrition." The industry is in the middle of another round of consolidation, in which "fewer and fewer companies are getting larger and larger," he said. □

Not impressed by telcos

After Florida demonstration of Southern Bell experiment, CommScope's Drendel says cable companies can do just as well

Frank Drendel, chairman of CommScope, a major supplier of fiber optic and coaxial cable to the cable industry, toured Southern Bell's experimental fiber optic cable system in Hunter's Creek, Fla., and came away unimpressed. "It doesn't offer anything more than what you get with CATV," Drendel said during the question-and-answer period following his slide-enhanced speech before the Washington Metropolitan Cable Club. "You have to ask why," he said. "Why spend that kind of money?"

Drendel's comment underscored the theme of his speech: cable operators can provide consumers the same video services as telephone companies at considerably less cost.

The theme echoes the arguments the National Cable Television Association has made in the ongoing debate over whether to lift the statutory prohibition against telcos providing cable services. The NCTA has contended that dropping the crossownership ban carries the risk of the telcos subsidizing their competitive cable business with revenues from their uncompetitive telephone business and offers no offsetting benefits. Like Drendel, NCTA claims that anything the telcos can do, it can do—possibly better and certainly less expensively. Drendel is a member of the NCTA board of directors.

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sion, a local company, Southern Bell installed an AT&T-developed digital fiber optic cable system in the new housing development of Hunter's Creek, just south of Orlando. The first home was linked to the fiber optic cable in 1986 and, since then, more than 100 others have come on line. Each home is equipped with an "optical network interface" that converts digital optical signals into electrical analog signals that make sense to television sets and videocassette recorders. Homes in the development receive conventional telephone service.

Robert Morrow, manager, news relations, Southern Bell, was somewhat puzzled by Drendel's reaction to the Hunter's Creek trial, saying the system was not in-

tended to do anything more than test the feasibility of delivering video via fiber. And, thus far, it seems to be doing the job, he said. Focus groups have noticed the high quality of the video, he said. He declined to say how much the system cost.

(Southern Bell is installing another fiber optic system in Heathrow, Fla., north of Orlando. Unlike the Hunter's Creek system, it will be an integrated system over which voice, data and video service can be delivered. Southern Bell is already providing telephone service over it, but will not begin transmitting video until sometime this summer.)

And not only will cable employ fiber, but it will do so sooner than telcos and at just "1%" of the cost, Drendel said. The telcos

talk about replacing their existing "twisted pair" telephone networks with a digital fiber optic system capable of handling voice, data and video, he said. To actually implement such a system, he said, telcos will have to spend between \$2,000 and \$5,000 per telephone home, assuming they can come up with practical broadband video switches for the central offices and set-top converters for the home. That translates to between \$200 billion and \$500 billion to replace completely copper networks, he said. By contrast, cable can incorporate fiber into all its coax systems to give it all the capacity it needs to offer enhanced video services (but not telephone) for \$2 billion to \$4 billion. Cable plus fiber, he said, is "the 1% solution." □

Changing Hands

Wsmv Nashville, Tenn. ■ Sold by Gillett Broadcasting to Cook Inlet Communications for \$125 million ("In Brief," Jan. 16). **Seller** is Nashville-based group owned by George Gillett Jr. It also owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, Fla.; KBIZ(AM)-KTWA(FM) Ottumwa, Iowa; WMAR-TV Baltimore, and WOKR(TV) Rochester, N.Y. It also owns 55% of SCI Television Inc., which owns KNSD(TV) San Diego; WAGA-TV Atlanta; WSBK-TV Boston; WJBK-TV Detroit; WJW-TV Cleveland, and WITI-TV Milwaukee. **Buyer** is owned by Cook Inlet Corp. Cook Inlet Communications Inc., their officers and directors, and WCC Associates and its six general partners all have, through subsidiaries, interest in WPGC-AM-FM Morningside, Md.; WFMY(AM)-KZOL(FM) Provo, Utah; KOPA(AM)-KSLX(FM) Scottsdale, Ariz.; WZGC(FM) Atlanta; KFMK(FM) Houston; WZLK(FM) Boston; WUSN(FM) Chicago; KUBE(FM) Seattle, and WTNH-TV New Haven, Conn. Britton E. Crosley, officer and director of Cook Inlet Region Inc., and director of Cook Inlet Corp., is officer, director and 100% stockholder of KNIK Broadcasting Corp. Wsmv is NBC affiliate on ch. 4, with 100 kw visual, 10 kw aural, and antenna 1,423 feet above average terrain.

WJBO(AM)-WFMF(FM) Baton Rouge ■ Sold by ManShip Stations to George Jenne for \$9,091,194. (See story, page 64.) **Broker:** Communications Equity Associates.

KOKI-TV Tulsa, Okla. ■ Sold by Tulsa 23 Limited Partners to Clear Channel Television Inc. for \$6,075,000. **Seller** is Tulsa-based company headed by James U. Levenstein, president and general manager. It has no other broadcast interests. **Buyer** is division of Clear Channel Communications Inc., San Antonio-based group, headed by L. Lowry Mays, president. It also owns WPML(TV) Mobile, Ala.; KDTU-TV Tucson, Ariz.; WELI(AM) New Haven, Conn.; WHAS(AM), and WAMZ(FM) Louisville, Ky.; WQUE-AM-FM New Orleans; KTKO(AM)-KJYO(FM) Oklahoma City, and KAKC(AM)-KMOD-FM Tulsa, both Oklahoma; KPEZ(FM) Austin, KTAM(AM)-KORA-FM Bryan, KALO(AM)-KHYS(FM) Port Arthur and WOAI(AM)-KAJA(FM) San Antonio, all Texas. KOKI-TV is Fox affiliate on ch. 23, with 3310 kw visual and 331 kw aural, and antenna 1,313 feet above average terrain. **Broker:** Kalil &

Co. Inc.

KBIM(TV) Roswell, N.M. ■ Sold by Holsum Inc. to New Mexico Broadcasting Co. for \$5 million. **Seller** is principally owned by Gene Reischmann. It also owns KCBQ-TV Lubbock, Tex. **Buyer** is principally owned by Margaret Ann Hebenstreit and Lee Enterprises Inc. It also owns KGGM(TV) Albuquerque, N.M.; translators K65CG Alamogordo, K57CF Carrizozo, K09EP Grants, K07EB Pinos Altos, K57AW Dem-

ing, K67BG Arrey, K59BD Hornsby Ranch, K09AI-K11AL Las Vegas, all New Mexico, and K12JB Chinle, and K67AF Many Farms, both Arizona. Lee Enterprises Inc. owns WSAZ-TV Huntington, W.Va.; KGMB-TV Honolulu, KGMD-TV Hilo, KGMV-TV Waiiuku Maui, all Hawaii. It also owns interest in KOIN-TV Portland, Ore.; KGUN(TV) Tucson, Ariz., and KMTV(TV) Omaha. Neb. KBIM is CBS affiliate on ch. 10, with 316 kw visual, 40.7 kw aural, and antenna 1,999 feet above average



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terrain.

WDLW(AM) Waltham, Mass. ■ Sold by Acton Communications of Massachusetts to The Boston Radio Group Inc. for \$1.15 million. **Seller** is owned by Acton CATV Inc., Acton, Mass.-based MSO serving approximately 56,000 subscribers in systems in Florida, Maryland, Michigan and South Carolina. It is headed by Clyde Wm. Engle. **Buyer** is headed by James Lamarca, president, and has no other broadcast interests. WDLW is fulltimer on 1330 khz with 5 kw.

KOSY-AM-FM Texarkana, Tex. ■ Sold by Gateway Broadcasting Co. of Texarkana to Broadcasters Unlimited of Tyler, Tex. for \$1.1 million. **Seller** is principally owned by brothers J.K. Smith and Decker Smith, who have no other broadcast interests. **Buyer** is principally owned by Don Chaney. It also owns KTBB(AM)-KNUE(FM) Tyler, Tex. It is selling KTBB(AM) (see below). KOSY is on 790 khz with 1 kw day and 500 w night; KOSY-FM operates on 102.5 mhz with 94 kw and antenna 1,074 feet. **Broker: Chapman Associates.**

WKBX(FM) Kingsland, Ga. ■ Sold by Kings Bay Area Broadcasting Co. to Radio Kings Bay Inc. for \$1 million. **Seller** is headed by Roy M. Dowdy, partner, and has no other broadcast interests. **Buyer** is headed by James U. Steele, president, former National Association of Broadcasters employee, who has no other broadcast interests. Steele will relocate to Kingsland to operate station. WKBX is on 106.3 mhz with 3 kw and antenna 330 feet above average terrain. **Broker: Blackburn & Co.**

KTBB(AM) Tyler, Tex. ■ Sold by Broadcasters Unlimited Inc. to Stansell Communications

Inc. for \$605,000. **Seller** is principally owned by Don Chaney. It also owns KNUE(FM) Tyler, and is purchasing KOSY-AM-FM Texarkana, Tex. (see above). **Buyer** is owned by James I. Stansell, William Harrison and Wabash Properties Corp. Stansell Communications Inc. is parent corporation and owns more than 50% of KYTL-AM-FM Tyler, Tex., and KLAQ(FM) Durant, Okla. KTBB operates on 600 khz with 5 kw day and 2.5 kw night.

WKRI(AM) West Warwick, R.I. ■ Sold by D.B.H. Broadcasting Inc. to Atlantic Broadcasting Systems Inc. for \$350,000. **Seller** is

owned by David B. Hills, New York-based vice president of sales development for Tele-Rep Inc., who has no other broadcast interests. **Buyer** is owned by C. David Leyrer, Newark, Del.-based electrical engineer. He will become manager of WKRI, once purchase is completed, pending FCC approval. He has no other broadcast interests. WKRI is fulltimer on 1450 khz with 1 kw. **Broker: New England Media Inc.**

For other proposed and approved sales see "For the Record" page 68.

General manager acquires WJBO(AM)-WFMF(FM) Baton Rouge

'Media legend in Louisiana' sells
stations for about \$9.1 million

Manship Stations of Baton Rouge, La., has agreed to sell WJBO(AM)-WFMF(FM) Baton Rouge to general manager George Jenne for approximately \$9.1 million.

The sale, which voluntarily breaks up a grandfathered crossownership situation, entitles Manship to a tax certificate, provided the money is reinvested within two years in another media property.

Douglas Manship Sr., 71, is selling the stations now, he said, "because my brother [Charles Manship] and I wish to make our estates more liquid." He said that at present they have no plans to sell either of the two

Manship TV stations (WBRZ-TV Baton Rouge and KRGV-TV Weslaco, Tex.).

Manship added that they are not looking to buy any particular properties, but said, "I wouldn't say we won't, but I don't think we have any plans to right now."

WJBO carries a news/talk format and WFMF carries a contemporary hit format.

Jenne, who owns equity in four stations, told BROADCASTING that he originally approached Manship last November to inform him that he wanted to leave the company to run the other group, namely KPRR(FM) El Paso and KDSX(AM)-KDSQ(FM) Sherman, all Texas, and WOHT(FM) Jackson, Miss.

Manship later surprised Jenne by offering him the AM-FM combination. Jenne said, "Jenne has been very successful for us, and when we decided to sell, we offered them [the stations] to him first," said Manship.

For Jenne, who has been managing the stations for 11½ years, the most exciting aspect of this acquisition is the potential for growth. "We have some very good people working here that have been with us for many years," he said. "This move will allow us to permit some people to grow both here and at the other stations into management positions."

Manship went on the air with WJBO in 1934 and with WFMF in 1941. He is also publisher of the *Morning Advocate* and the *State Times*, two daily newspapers the Manship family owns in Baton Rouge.

Tim Menowsky, a broker for Communications Equity Associates, which handled the deal, said, "Jenne has been Manship's point guy for the last 11 years.... What you have here is an old line family deciding to reward a successful and loyal employee." He added: "Douglas Manship has been a media legend in Louisiana for many years."

Menowsky also pointed out that this deal is an example of the kind of deal that will be shaping the market for 1989, he said. "There will be seller paper involved in this transaction," he said, "and more and more, you will see deals such as this one, where a successful management team or player can finance an acquisition through the seller, that they could not finance as easily in a more conventional way."

WJBO is a full-time station on 1150 khz with 5 kw and WFMF operates on 102.5 mhz with 100 kw and antenna 1,260 feet above average terrain. □

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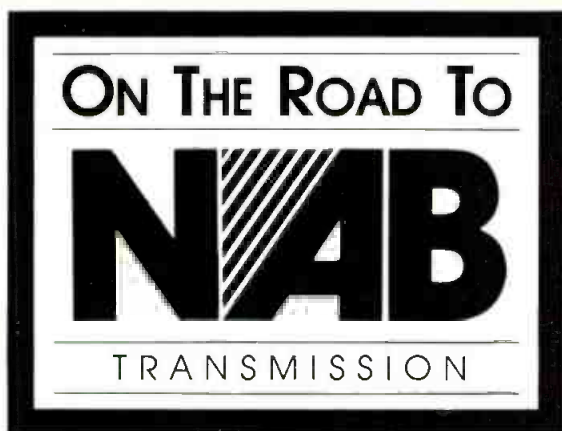


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LAS VEGAS 1989

In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit.

This week: transmitters

Solid state is the catch phrase for broadcast transmitter manufacturers who will be exhibiting at the National Association of Broadcasters convention, April 29-May 2 in Las Vegas. Easier maintenance, longer life and easier module replacement costs are driving companies to replace their tube-based products with the semiconductor-based ones. Solid-state technology is being perfected not only for AM transmitters, where low-power solid state has been common for several years, but for VHF-TV as well.

Among the UHF transmitter manufacturers, where tubes are still the norm, the goal is better energy efficiency. The question is whether that can be gained with the new klystron tubes or with improved version of the older klystron technology.

FM transmitters are selling well, manufacturers say, because of the regulatory steps that have been taken by the FCC in recent years. Through Docket 80-90, more stations are going on the air. Upgrades are also common because of more common FCC clearances for power increases. When an expected approval comes through for most or perhaps all class A FM broadcasters to raise power from 3 kw to 6 kw, it should increase business even more.

Manufacturers are slightly surprised that the AM transmitter business has remained viable. Their customers, they say, have been new owners who have bought into AM radio at bargain prices and plan to invest in improving their signals.

Perhaps the heaviest competition on the floor will be among the stations showing solid-state VHF transmitters. The companies that will show models will include Harris Corp., LDL Communications Inc., Toshiba and NEC America. In addition, Television Technology Corp. (TTC), Denver, will introduce a low-power (1 kw) solid-state VHF transmitter. The main selling points companies are stressing are their comparative experience in producing solid-state equipment and the power levels they have been able to reach.

The Larcen 'M' series of solid-state VHF transmitters was introduced at last year's

NAB Convention by Larcen's parent company, LDL Communications Inc., Laurel, Md. A 22 kw version, expandable with a second unit to 44 kw, was shown. In the past year, 42 of those units have been sold, according to Lew Page, who is in charge of organizing the Larcen booth for LDL. This year, LDL will introduce the TTS-30M 30 kw version of the transmitter. Two of the seven-foot-wide, 3.5-foot-deep units will be on display, one for channels 2-6 and another for channels 7-12.

In addition, LDL plans to have a working

6 kw TTS-6M unit working with a dummy load in the booth to demonstrate the convenience in maintenance possible through solid-state technology. "We will pull modules out of the transmitter. What happens is that the transmitter never leaves the air. The only thing that will happen is that the power will drop down a little bit," Page said. "The person sitting at home won't notice the difference in the primary coverage area... This is something you could never do with designs that were not solid state."

Harris Corp., Quincy, Ill., introduced its

December, 1988

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Platinum Series of solid-state VHF transmitters (in powers up to 60 kw) last fall (BROADCASTING, Sept. 26, 1988). At NAB this year, "that's really going to be our number-one lead product for VHF television," said Robert Weirather, Harris director, strategic marketing. In addition to the floor display, a Harris representative will also deliver a technical paper on solid-state transmission at the NAB technical conference. Because some have voiced the desire for a choice, a one-tube version of the Platinum transmitter will also be on display.

Japanese companies NEC and Toshiba will be displaying solid-state VHF at NAB for the first time this year. But they are claiming vaster experience with the technology because solid-state VHF transmitters have been operating in Japan since the 1970's. According to NEC America spokesman Jeff White, Japanese transmitter manufacturers were quicker to market solid state because NEC and Toshiba also design and produce semiconductors, an advantage not held by Harris or Larcen. But the solid-state transmitters were not sold in the U.S. because "it is expensive. With the yen-dollar ratios, the cost of a solid-state transmitter until very recently has been prohibitive when compared to a conventional VHF transmitter in the U.S.," White said. NEC will introduce its PCN 1430SS 30 kw at its booth. Like Harris, it also plans to show a one-tube model of the same transmitter for those who would like a choice. NEC's production of transmitters for the U.S. will be done in this country starting next fall when its Richardson, Tex., plant opens. Later, NEC also plans to build its studio video and consumer equipment in Texas as well.

Midwest Communications Corp., Edgewood, Ky., signed an exclusive five-year marketing agreement with Toshiba last month to sell its VHF solid-state transmitters in the United States. "This is a second generation transmitter. Toshiba has been building solid-state transmitters for years and they come with a great deal of experience," said Vince O'Connell, Midwest RF manager. Midwest will also be responsible for all maintenance and spare parts and will have a repair facility in Edgewood. At the Midwest booth a 5 kw model will be in operation. The company will also market 8 kw, 12 kw, 16 kw, 24 kw, 32 kw, 48 kw and 64 kw transmitters. The transmitters start at \$180,000.

LDL's Page challenged the Japanese company's claims to greater experience in solid-state VHF. "I think the proof is in the pudding as far as stateside. They haven't sold any in the U.S. to date." They have yet to prove that they can sell high-powered models in this country, he said.

In UHF transmission, the same two companies that committed themselves to klystron transmitter manufacturing at last year's convention, Comark and TTC, will be showing new klystron models this year. TTC's first klystron model, a 60 kw version, is expected to be the biggest attraction at its booth, according to Alex De Lay, sales administrator.

Comark was the first to show a klystron transmitter at last year's NAB, and a few months later was the first to install one and



Varian TNT's Vista MSDC transmitter

put it on the air. The early reports from the first users have been that, as expected, energy costs are down by more than half. At this year's show, Comark will introduce a 35 kw common amplification klystron transmitter, which the company claims is the least expensive high-powered UHF-TV transmitter available and is compatible for high-definition television transmission.

But Varian/TVT, Palo Alto, Calif., believes it has a better idea with its new VISTA series of 60 kw-120 kw UHF transmitters using klystron tubes. The VISTA series is the first group of transmitters to use the Varian-developed multi-stage depressed collector (MSDC) klystron, which the company claims cuts electric bills in half. The difference is very slight, but "essentially this is more efficient than a klystron transmitter," according to Brian Akehurst, marketing manager for Varian/TVT. Akehurst granted that the MSDC transmitter costs substantially more, about 25%, than a conventional klystron transmitter. But the company estimates that the cost difference will typically be made up in two to three years, depending on local energy costs.

Varian will display a 120 kw unit, costing \$1.5 million, at its booth. After the show, that transmitter will be the first MSDC transmitter to be installed. It will be delivered to new Spanish-language station KVDA(TV) San Antonio, Tex., which is set to begin broadcasting in August.

Harris Corp. has been licensed to build and sell MSDC transmitters as well and will also display one at NAB. The first Harris improved-klystron transmitter has been sold to noncommercial WTVT(TV) Goldvein, Va., and is scheduled to be switched on next September.

Midwest Communications will show a 60 kw UHF transmitter built by co-owned Technologix Inc., Grove, Okla. It will be capable of holding an MSDC or other type of klystron tube, Midwest's O'Connell said. "Our UHF transmitters are quite flexible. They will accept several different

tubes," he said.

In FM transmission, Continental Electronics, Dallas, is introducing a 3.8 kw model. Broadcast Electronics, Quincy, Ill., was not yet prepared to announce its NAB introductions last week. But Curtis Kring, BE vice president, marketing, said that a new FM transmitter will definitely be among its new products. At the Harris booth, the HT series transmitters, featuring the THE-1 solid-state exciters, will again be on display. Harris began shipping HT series transmitters soon after they were introduced at NAB's Radio '88 convention (BROADCASTING, Sept. 26, 1988). The sales pitch at NAB will stress the reliability of the HT. "The comments we have gotten about the HT line have been: 'I take it out of the box, I hook it up and not only does it come up to power, but it's within the factory specs,'" said Ron Frillman, manager, domestic radio sales. TTC will show a new 3.5 kw solid-state FM transmitter.

Manufacturers all agreed that these are good times for FM transmitter sales. "Even though FM may have technical superiority, there's still definite benefits to AM radio. I see AM as still a very viable medium. If it weren't so, I don't think we would be showing the new solid-state 10 kw AM transmitter," said Continental's Walt Rice. "AM broadcasting continues to suffer. I think what you see is that there is a weeding out of inefficient operators. The guys that are spending are also earning," said Jorgen Jensen of Nautel Inc., Bangor, Me., which specializes in solid-state AM transmitters. "The guys that have spent millions on formats are wasting the money if they don't put it across in a manner that is pleasing to the receiver."

The solid-state AM NAB introductions will include a 5 kw model by Nautel and the first complete showing of a DX-50 transmitter from Harris. Earlier showings of the 50 kw transmitter were of components only, Frillman said. Continental has tentative plans to show a 10 kw model, but is not certain that it will be developed and ready

in time for NAB, Rice said.

A new player in solid-state AM transmitters is Omnitronix Inc., Fort Washington, Pa. Last month, Omnitronix introduced a 1 kw solid-state transmitter, list priced at

\$11,999, at the National Religious Broadcasters convention in Washington. By NAB, the company will have a 3 kw version and two other transmitters to show, according to David Solt, engineering direc-

tor. Because it was unable to obtain exhibit space of its own, Omnitronix will share a booth with Italian-owned Iteco S.P.A. □

Next week: Satellite gear.

HDTV production standard debated at NTIA

Commenters differ over continued U.S. government support of 1,125/60 format

The rift of opinion between U.S. broadcasters, TV program producers and other interested parties on the establishment of the 1,125/60 high-definition television production format as a worldwide standard was given more formal definition in comments received by the National Telecommunications and Information Administration (NTIA). Out of 37 filings, 17 criticized support of 1,125/60 (also known as the SMPTE 240M standard); 13 supported it, and seven took no specific stand.

The State Department, representing the U.S. before the International Radio Consultative Committee (CCIR), the Geneva-based governing body that sets international television standards, has supported 1,125/60 since 1985. The system has been developed further since then and last year was approved by industry standard-setting organizations, including the Society of Motion Picture and Television Engineers (SMPTE), the Advanced Television Systems Committee and the American National Standards Institute.

NTIA, in its call for comments, noted the opposition to 1,125/60 at the CCIR, especially by Europeans, who through the Eureka 95 project are developing a rival system based on a 50-hertz rather than 60-hertz field rate (BROADCASTING, Dec. 19, 1988). It also noted the existence of new production system proposals, such as NBC's 1,050/59.94. NTIA concluded that "it is unlikely that a single, worldwide HDTV production standard will be agreed to" and asked for comments as to whether the government should continue to support 1,125/60 or any other system.

Responses mainly addressed the pros and cons of supporting 1,125/60, arguments over whether NTIA's conclusion about the unlikelihood of a world standard are correct and whether choosing production standards should be delayed until after the FCC chooses a terrestrial broadcast standard.

Many of those writing in favor of 1,125/60 criticized NTIA for beginning the inquiry. "NTIA should not pursue an independent inquiry into international HDTV production standards outside of the established procedures of the CCIR National Committee," wrote CBS Inc. It pointed out that private-sector standards bodies in the U.S. approved the 1,125/60. "That private-sector system for international standard-setting, if it is to be effective, must have the unflinching support of the United States government, and the mere fact that this inquiry is being conducted has the potential to jeopardize that process."

Howard Miller, head of broadcast operations and engineering for the Public Broadcasting Service, wrote that he "was rather

shocked to read the NTIA notice of inquiry on HDTV along with the technical information advisory. The Commerce Department has definitely been improperly informed concerning an issue which the State Department has been actively working on for many years."

Miller and other 1,125/60 advocates said there were factual errors in the NTIA inquiry, with the most common complaint being references to 1,125/60 as "the NHK production standard." SMPTE President Maurice French said the SMPTE working group on high-definition electronic production took the original NHK (Japan Broadcasting Co.) proposal in the early 1980's and after years of development "decided upon a production format which differed from the NHK proposal in a number of highly significant ways: in aspect ratio (16:9 vs. 5:3); in frame rate (60 vs. 59.94); in sync pulse form (tristate vs. negative pulse), and in contributions to areas not previously addressed (transfer curve and colorimetry)."

But 1,125/60 is not ideal for the U.S., argued James Carnes, vice president, consumer electronics and information sciences, David Sarnoff Research Center, because it is difficult to transcode into NTSC or NTSC-compatible transmission systems. Artifacts are created, he said, when several different parameters between two systems must be transcoded. "The NHK proposal offers 1,125 lines per field at 60 fields per second, requiring both vertical and temporal filtering at each conversion step. The conversion of field rate from 60 to 59.94 is particularly inconvenient," Carnes said. "The NHK proposal does not match any terrestrial transmission system anywhere in the world," he said.

One of the most active opponents of 1,125/60 over the years has been William Schreiber, director of the advanced television research program at the Massachusetts Institute of Technology. "A change in the U.S. stand on this issue at the CCIR is largely symbolic at the present time, since there is no possibility that the CCIR will accept the Japanese system in view of European opposition," Schreiber wrote. He claimed that rejection of 1,125/60 will help U.S. companies competing with Japan from a trade standpoint and encourage U.S. researchers to develop a system for this country. "If we make a national decision that we are going to produce our own system, it will remove some of the risk from the American proponents," he said.

Sam Antar, vice president, law and regulation, Capital Cities/ABC, agreed with Schreiber's assessment. "Acceptance of the NHK standard as an international standard would make it more difficult for American companies to compete in HDTV technologies and products. We believe that it is desirable to adopt a policy which opti-

mizes America's participation in development of HDTV technology," he said.

Supporters of 1,125/60 took issue with the assumption that a global standard is impossible. "The fact that a worldwide digital standard was established by the CCIR in the face of international differences (perhaps greater than the HDTV differences) belies this statement," according to consultant A. James Ebel of Lincoln, Neb. "Far from there being a decisional stand-off between fully developed HDTV production standards, SMPTE 240M is the leading system and may possibly become a worldwide standard," said Tribune Broadcasting Co.

NBC was among those assuming that 1,125/60 will not be a worldwide standard and suggested as an alternative the "common image" concept that was proposed at a recent CCIR working group meeting, (BROADCASTING, Feb. 13). A common image standard would provide for world agreement of scanning line numbers and all other parameters except for the field rate. "The conversion process is reduced to a single dimension, because the horizontal and vertical dimensions are the same for all systems and only the temporal dimension changes to accommodate the different frame rates," NBC said.

The National Association of Broadcasters and Association of Maximum Service Telecasters declined to endorse a production system and did not comment on whether the State Department should continue to support 1,125/60. Both said that a terrestrial transmission standard should be set before consideration of production standards begins. "Because different production standards vary in their compatibility and consequent ease, cost and quality of conversion with different transmission systems, the premature selection of a production standard could prejudice the choice of a terrestrial transmission standard," AMST wrote. NAB said the best course of action NTIA could take now would be to find ways to assist the FCC and industry organizations that are testing terrestrial systems for possible standardization.

Those calling for standardization now pointed out that broadcasting is just one application for HDTV production. "HDTV can be used in a variety of areas such as the motion picture industry, printing trade, educational field, medical profession, the arts," said Jeff Mullarkey, assistant vice president, Toshiba America Inc. "These various applications and their ability to be easily converted to other systems with minimum picture degradation have been considered in SMPTE 240M." The HDTV 1,125/60 Group, formed by 30 U.S. companies last year to promote use of 1,125/60, added that "the other formats that have been suggested would, in contrast, tend to restrict rather than expand opportunities for

U.S. hardware and software interests."

"The United States will be the biggest casualty if a single worldwide production standard is not established, because the U.S. is the largest exporter of programming throughout the world," Mullarkey said. But inputs from the production community were not all for 1,125/60. Two major studios, Paramount Pictures and Warner Bros., criticized the system. Alan Cole-Ford, senior vice president of Paramount's television group, criticized 1,125/60's interlaced scanning, which he said is "more susceptible to motion artifacts" than progressive scanning. He also stated that 1,125/60's "transferability with film is not among its strengths," but did not elaborate.

Edward Bleir, president, Warner Bros. Domestic Pay-TV, Animation & Network Features, gave his impressions of HDTV production following a trip last month to Japan to view the latest equipment developed by Sony Corp. "I am in no rush to race toward HDTV. There are just too many technical problems as well as political and philosophical issues to be dealt with," he said. He complained that HDTV cameras become obsolete every few years because of rapid technological advancement. "Film cameras are rarely, if ever, obsolete because all the R&D is at the level of optics and film emulsion," Bleir said.

But smaller studios that have had experience with HDTV production took a different view. "We view high-definition television as a new and potent tool for the creation of unique imagery," wrote John Dykstra, Apogee Productions, Van Nuys, Calif. "In the high-definition electronic medium, 1,125/60 is the only format that can currently be purchased or rented."

"Opponents to the SMPTE 240M as a production standard should immediately demonstrate viable alternatives, failing which they should cease and desist from interfering with the customary procedures of standards development and acceptance," said Barry Rebo of Rebo High Definition Studio, New York.

The Motion Picture Association of America took the occasion of the NTIA inquiry to slightly change its position on HDTV production. After endorsing 1,125/60 last year, the association said that it continues to consider it acceptable as "a possible worldwide system." It reaffirmed its belief that HDTV will have an impact on the future of TV and theatrical production, but said "a more thorough and detailed evaluation of all HDTV systems is necessary to insure these positive effects."

From the cable industry, John Sie, senior vice president, Tele-Communications Inc., said that "for reasons of communications,

trade, technology and national security policy, the production and transmission standards should use the existing NTSC standard." But the National Cable Television Association endorsed 1,125/60, calling it "the only proven production standard available at this time. While other formats may look promising and may have benefits in certain transmission environments, they have not yet been scrutinized and tested. Until they are, U.S. support for the 1,125/60 system for production and program exchange will remain appropriate."

Two labor unions also stated positions in favor of 1,125/60. Jack Golodner, director of the department for professional employees, AFL-CIO, protested the NTIA inquiry and called for its withdrawal. He said that 1,125/60 "is the only HDTV production standard capable of winning adoption as a single international standard. Your notice of inquiry imperils this possibility."

"If the NTIA seeks to help the State Department in their work of establishing [1,125/60] as a single world production standard, you have our support," said J.J. Berry, international president of the International Brotherhood of Electrical Workers. "Any other directed action will tend to be divisive and counter-productive to the aims of U.S. policy, both domestically and abroad," he said. □

For the Record

As compiled by BROADCASTING from Mar. 2 through Mar. 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

Applications

■ KECY(TV) El Centro, CA (ch. 9; 316 kw; HAAT: ANT 1,601 ft.)—Seeks assignment of license from John Smart to Katherine R. Everett and Robinson O. Everett for \$1.565 million ("Changing Hands." Jan. 30). Seller has no other broadcast interests. Buyer principals have interest in WJKA(TV) Wilmington, NC, and WWRD-TV Wilson, NC. Filed Jan. 6.

■ KBPI(AM) Denver, CO (BAL890109EA; 710 khz; 5 kw-U, DA-1;—) Seeks assignment of license from Rocky Mountain Two Inc. to Boulder Broadcasting Corp. for \$1.5 million ("Changing Hands." Jan. 16). Seller is division of Sandusky Radio. Denver-based group of two AM's and seven FM's. It also publishes four newspapers and is principally owned by Dudley White and family. Buyer is

principally owned by David B. Corman, Boulder, CO based international coal consultant. John C. Wark is corporate president and will serve as station manager. Filed Jan. 9.

■ KWYD-FM Security, CO (BALH890106HM; 105.1 mhz; 3 kw; HAAT: ANT 2,230 ft.)—Seeks assignment to license from KWYD-FM Radio Partners to Optima Communications Inc. for \$1.06 million ("Changing Hands." Jan. 23). Seller is principally owned by Edward Patrick and Richard Martin. It also owns KWYD(AM) Colorado Springs, CO. Buyer is owned by Joseph B. McCoy III 45%. Edward L. Klimek, 10%, James R. Bond Jr., 45% James R. Bond owns WKJX(FM) Elizabeth City, NC. He has 50% interest in KQLA(FM) Ogden, KS. Filed Jan. 6.

■ WICC(AM) Bridgeport, CT (BAL890118EA; 600 khz; kw-P, 500W-N, DA-1)—Seeks assignment of license from Tribune Broadcasting Co. to M.L. Media Partners for \$6.25 million. Seller is Chicago-based group of three AM's, two FM's and six TV's headed by James Dowdle. Buyer is public limited partnership formed by Elton H. Rule, I. Martin Pompadour and Merrill Lynch & Co. It also owns WQAL(FM) Cleveland, OH; WIRE-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, FL; KBEZ(FM) Tulsa, OK, and WEBE(FM) Westport, CT. Filed Jan. 18.

■ WDSR(AM)-WQPD-FM Lake City, FL (AM BAL890112GR; 1340 khz; 1 kw-U; FM: BALH890112GS 94.3 mhz; 3 kw; HAAT: ANT 300 ft.)—Seeks assignment of license from Holder Media Inc. to Arso Radio Corp. for \$1.2 million. Seller is owned by Hugh E. Holder, who has no other broadcast interests. Buyer is owned by Jesus M. Soto, Carmen L. Ruiz de Soto, and Anthony Soto. It also owns WPRM-FM San Juan and WIVA-FM Aguadilla, both PR. Filed Jan. 12.

■ WZLS(FM) Valdosta, GA (BTCH890111HZ; 96.7 mhz 3 kw; HAAT: ANT 300 ft.)—Seeks assignment of license from Yvonne T. Fason to Michael Dee Howard. Parties desire to enter into rearrangement of stock ownership and eliminate liabilities of stockholder Yvonne T. Fason from all contingent liabilities for indebtednesses of corporation. This agreement is subject to prior approval by FCC, and upon receipt of same, voting stock ownership will be as follows: Yvonne T. Fason, 130 shares; Mary Emily Howard, 400 shares, and Michael Dee Howard, 1,470 shares. In consideration of reduced stock ownership of voting stock, i

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is agreed that remaining stockholders shall indemnify and hold Yvonne T. Fason harmless from any indebtedness owed by corporation for which there is personal endorsement of stockholders. As between stockholders Mary Emily Howard and Michael Dee Howard, increase of said voting stock by said Michael Dee Howard represents agreement of those two parties as to what would best serve their personal needs. Filed Jan. 11.

■ **WFYR(FM) Chicago, IL (BALH890105GJ):** 103.5 mhz; 4.3 kw; ant 1,548 ft.—Seeks assignment of license from RKO General Inc. to Summit-Chicago Broadcasting Corp. for \$21 million (BROADCASTING Jan. 9). Seller is owned by GenCorp. Buyer is principally owned by trusts for the Gordon Gray family. It also owns WAKR(AM)-WONE-FM Akron, WONE(AM)-WTUE(AM) Dayton, both Ohio; WAOK(AM)-WVEE(FM) Atlanta, GA; WCAO(AM)-WXYV(FM) Baltimore, MD; KMEZ(AM)-KJMZ(FM) Dallas, TX; KLZ(AM)-KAZY(FM) Denver, CO; KFOR(AM)-KFRX(FM) Lincoln, NE; KWTO-AM-FM Springfield, MO. Filed Jan. 5.

■ **WJDW-AM-FM Corydon, IN (AM: BAL890109HQ):** 1550 khz; 250W-D; FM: BAPH890109HR; 96.5 kw; 3.0 kw; HAAT: ANT 200 ft.—Seeks assignment of license from Lifestyles Inc. to Power Communications Inc. for \$720,000. Seller is owned by Dennis Hill and John Walsh, who have no other broadcast interests. Buyer is owned by Marcia Greenberg and Linda A. Burbridge. Filed Jan. 9.

■ **KXXX-FM Dubuque, IA (BTCH890105HN):** 102.3 mhz; 2.4 kw; HAAT: ANT 410 ft.—Seeks transfer of control from Donald J. Alt to Tommie R. Love and Scott M. Davis. Transfer of 500 voting shares of stock and 500 nonvoting shares of stock to Tommie R. Love and Scott M. Davis. Buyer is equally owned by Scott M. Davis and Tommie R. Love. Love has following attributable media interests: KAFX-AM-FM Diboll, TX; WIGL(FM) Orangeburg, SC; WEBU(FM) Evansville, WI, and WMGU(FM) Stevens Point, WI. Filed Jan. 5.

■ **WVEZ-AM-FM Louisville, KY (AM: BAL890105HT):** 790 khz; 5 kw-D, 1 kw-N, DA-2; FM: BALH890105HU; 106.9 mhz; 24.5 kw; HAAT: ANT 670 ft.—Seeks assignment of license from The Griffin Group Inc. to Allentown FM Inc. for \$6.5 million ("In Brief" Jan. 16). Seller is New York-based group of two AM's and three FM's principally owned by Merv Griffin and headed by Michael Nigris. Buyer is owned by Donald L. Wilks, 37.5%; Michael E. Schiwarz, 37.5%, and James T. Shea Jr., 25%. Wilks and

Schwartz are principals of Wilks-Schwartz Broadcasting, which owns WHYN(AM)-WHFM(FM) Springfield, MA; WLKW-FM Providence, RI; WFBL(AM)-WKFM(FM) Syracuse, NY, and WMLO-FM Sarasota, FL. Filed Jan. 5.

■ **WJFL(AM) Vicksburg, MS (BAL881122ED):** 1490 khz; 1 kw-U—Granted app. of assignment of license from Pepsi Cola Bottling Co. Inc. of Southern Mississippi to Joseph Appiah for \$75,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 12.

■ **KQCA(FM) Canton, MO (BALH890106HI):** 102.3; 3 kw; HAAT: ANT 300 ft.—Seeks assignment of license from Lewis and Clark Broadcasting Inc. to Bick Broadcasting Co. for \$150,000. Seller is owned by Robert E. Ayers, who also has interest in KPCR Louisiana, MO. Buyer is owned by Frank C. Bick, 46%, James P. Bick, 46%, and James E. Janes, 8%. It also owns KHMO(AM) Hannibal, KIDS(FM) Palmyra, and KSIS(AM)-KCBW(FM) Sedalia, all Missouri. Filed Jan. 6.

■ **KXOK(AM) St. Louis, and KLTH-FM Florissant, both Missouri (AM: BAL890113EB):** 630 khz; 5 kw-U, DA-2; FM: BALH890113EC; 97.1 mhz; 100 kw; HAAT: ANT 560 ft.—Seeks assignment of license from Chester Broadcasting Corporation to Legend Broadcasting of Missouri Inc. for estimated \$6.5 million ("Changing Hands," Jan. 23). Seller is principally owned by Emmet A. Captstick, and has no other broadcast interests. Buyer is owned by Saul M. Frischling, who also owns WLTI(FM) Pittsburgh, PA. Filed Jan. 13.

■ **WHYL-AM-FM Carlisle, PA (AM: BAL890117GN):** 960 khz; 5 kw-D, DA; FM: BALH890117GO; 102 mhz; 3 kw; HAAT: ANT 328 ft.—Seeks assignment of license from Mid-Atlantic Network Inc. to Zeve Broadcasting Co. for \$1.7 million ("In Brief" Jan. 16). Seller is owned by brothers John, David and Howard Lewis. It also owns WINC-AM-FM Winchester, and WFVA-AM-FM Fredericksburg, both Virginia. It just purchased WKCY-AM-FM Harrisonburg, VA ("Changing Hands," Jan. 9). Buyer is owned H. Lincoln Zeve, former general manager of WDOX(AM) Oneonta, NY. It has no other broadcast interests. Filed Jan. 17.

■ **New FM Salladasburg, PA (BAPH890111HY):** 95.5 mhz; 3 kw; HAAT: ant 105 ft.—Seeks assignment of license from Salladasburg Broadcasting Co. to North Penn Broadcasting Inc. for \$982,000 ("Changing Hands," Feb. 6). Seller is owned by David A. Donlin, William A. Levin,

Fred J. Boote, Robert Lipkin, Michael Lipkin, Mary Ann T. Donlin. They also own WMIM(AM) Mt. Carmel, and WSPI(FM) Shamokin, both Pennsylvania. Buyer is owned by Harold G. Fulmer III, who also owns WOBG(AM)-WQXA(FM) York, WMIM(AM) Mount Carmel, WSPI(FM) Shamokin, WKKW(AM) Allentown, WMGH(FM) Tamaqua, and WLSH(AM) Lansford, all Pennsylvania. Filed Jan. 11.

■ **KGAR(FM) Mercedes, TX (BALH890111HX):** 106.3 mhz; 3 kw; HAAT: ANT 650 ft.—Seeks assignment of license from Great America Radio Inc. to La Nueva KBOR Inc. for \$300,000. Seller is owned by John Northcutt, Gene Garrison, Bruce Swearingen and Geoffrey Crabtree. Northcutt and Garrison own interest in KRIG(AM) Odessa, TX. Buyer is headed by Edgar C. Trevino. It also owns KBOR(AM) Brownsville, TX. Filed Jan. 11.

■ **WXXX-FM South Burlington, VT (BALH890123GL):** 95.3 mhz; 3 kw; HAAT: ANT 225 ft.—Seeks assignment of license from Metro-Net/ Vermont Inc. to Atlantic Ventures of New York L.P. for \$2,975 million. Seller is principally owned by Lewis L. Lloyd and Richard Borel. It also owns WDOT(AM) Burlington, VT, and WRSC(AM)-WQWK(FM) State College, PA. Buyer is owned by Steven B. Dodge. It also owns WRKO(AM)-WROR(FM) Boston, MA; WEZO(AM)-WRMM(FM) Rochester, and WAQX(FM) Manlius, both New York. Filed Jan. 23.

■ **WKCY-AM-FM Harrisonburg, VA (AM: BAL890105HV):** 1300 khz; 5 kw-D; FM: BAPLH890105HW; 104.30 mhz; 50 kw; HAAT: 359 ft.—Seeks assignment of license from Radio Blue Ridge Inc. to Mid Atlantic Network Inc. for \$2 million ("Changing Hands," Jan. 9). Seller is headed by Donald W. Miller, who has no other broadcast interests. Buyer is owned by John P. Lewis, David P. Lewis, Howard P. Lewis, and Marion P. Lewis. It also owns WINC-AM-FM Winchester, and WFVA-AM-FM Fredericksburg, both Virginia, and WHYL-AM-FM Carlisle, Pa. Filed Jan. 5.

■ **WTTN(AM) Watertown, WI (BAL890105EC):** 1580 khz; 1 kw-D, 7.8 w-N—Seeks assignment of license from Joyner Communications Inc. to WTTN Inc. for \$100,000. Seller is Cary, NC-based group owned by Tom Joyner and David Weil. It also owns WOOJ-AM-FM Lehigh Acres, FL; WZFX(FM) Whiteville, NC; WMVA(AM)-WROV-FM Martinsville, WROV(AM) Roanoke and WQOK(FM) South Boston, all Virginia; WTTN(AM)-WMLW(FM) Watertown, WI. Buyer is owned by Naomi S. Haig, Anne

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cation (BPH880616MZ) dismissed for CP to change ERP: .85 kw H&V; HAAT: 176 m H&V; antenna supporting structure height; TL: 2 km SW of Plyer, NC.

■ Southport, NC, WSFM 107.1 mhz—Jan. 10-Application (BMPH880722IF) granted for Mod of CP (BPH870331JM) to change HAAT: 150 m; antenna supporting structure height; TL: Orton Plantation, Brunswick County, NC.

■ Sand Springs, OK, KTOW-FM 102.3 mhz—Feb. 13-Application (BMPH880722IG) granted for Mod of CP (BPH811218AL) to change ERP: 1.7 kw H&V; HAAT: 133 m H&V; TL: 4 mi N of Sand Springs, OK; 36 12 39N 96 06 03W.

■ Bend, OR, KIDD-FM 98.3 mhz—Feb. 24-Application (BMPH880729IB) granted for Mod of CP (BPH850712QO) to change ERP: .9 kw H&V; HAAT:

156.4 m H&V; antenna supporting structure height; TL: Awbrey Butte, .55 km NNE of Bend, OR.

■ Redmond, OR, KPRB-FM 92.7 mhz—Feb. 21-Application (BMPH881123IE) granted for Mod of CP (BPH870320OQ) to change HAAT: 122 m H&V.

■ Bellefonte, PA, WZWW 95.3 mhz—Feb. 21-Application (BPH880808IE) granted for CP to change ERP: .794 kw H&V; HAAT: 194 m H&V.

■ Stroudsburg, PA, WSBG 93.5 mhz—Feb. 21-Application (BPH881017KB) granted for CP to change ERP: .55 kw H&V; HAAT: 233 m H&V.

■ San Juan, PR, WIAC-FM 102.5 mhz—Feb. 14-Application (BPH861201IE) granted for CP to change TL: 1 mi N of Maria Jimenez, PR; ERP: 50 kw H&V; HAAT: 1.139 feet H&V; 18 16 54N 65 56 42W.

■ Westerly, RI, WWRX 103.7 mhz—Feb. 22-Application (BPH881005IC) granted for CP to change ERP: 36.7 kw H&V; HAAT: 173 m H&V; TL: .7 km SW of intersection of New London Turnpike and Rod Road; 41 34 22N 71 37 55W.

■ Aiken, SC, WRXR-FM 95.9 mhz—Feb. 14-Application (BMPH880728IA) granted for Mod of CP (BPH870731IX) to change HAAT: 271 m H&V; antenna supporting structure height; TL: 9.6 km SW of Trenton, SC.

■ North Charleston, SC, WXLV 102.5 mhz—Feb. 13-Application (BMPH890109IC) granted for Mod of CP (BPH860902IC) to change HAAT: 304.8 m H&V; TL: near Mount Pleasant, Rifle Range Road, 8.7 km E of Charleston, SC.

■ Etowah, TN, WVKS-FM 103.1 mhz—Feb. 14-Application (BMPH880810IC) granted for Mod of CP (BPH870105IA) to change TL: 7.58 km from Athens, TN at a bearing of 101.3 degrees; CLASS: C2 (per docket 87-206).

■ Tullahoma, TN, WKQD-FM 93.3 mhz—Feb. 14-Application (BMPH881103II) granted for Mod of CP (BPH880208IC) to change HAAT: 299 m H&V; antenna supporting structure height.

■ El Paso, KAMZ 93.1 mhz—Feb. 23-Application (BPH870226IK) granted for CP to change ERP: 100 kw H&V; HAAT: 356 m.

■ Nacogdoches, TX, KSAU 90.1 mhz—Jan. 23-Application (BPE880126OT) granted for CP to change ERP: 3.5 kw H&V; HAAT: 137 m H&V; TL: 300 yards due E of Loop 224, 1.4 km S of intersection of Old Tyler Rd; 31 37 45N 94 40 44W.

■ Winfield, TX, KYKM 97.7 mhz—Feb. 23-Application (BPH880923IG) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 2 mi W of Talco, 1/2 mile S of Rt. 71.

■ Elkton, VA, WPKZ 98.3 mhz—Feb. 24-Application (BMPH881003IH) granted for Mod of CP (BPH840607IA) to change HAAT: 490 m H&V; TL: 200 feet N of Massanutten Peak, McGaheysville, VA.

■ Rock Island, WA, KXAA 99.5 mhz—Feb. 21-Application (BMPH880817IG) granted for Mod of CP (BPH870908MO) to change ERP: .447 kw H&V; HAAT: 51 m H&V; TL: northernmost point of Wenatchee Heights, 2.4 km from Wenatchee and East Wenatchee, WA.

■ Rice Lake, WI, WAQE-FM 97.7 mhz—Feb. 15-Application (BPH881114IC) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Hwy D, .4 km E of East Side Road, near Nobleton, WI; CLASS: C2 (per docket 87-357).

TV

■ Flagstaff, AZ, KKTM ch. 13—Feb. 6-Application (BMPCT870130KX) granted for Mod of CP (BPCT831110KE) to change HAAT: 1555 feet; ANT: Dielectric TW-12A13 Dir; TL: 3.5 mi NW of Mormon Lake; 34 58 05N 111 30 29W.

■ Albany, GA, WTAU, ch. 19—Feb. 17-Application (BMPCT861230KE) granted for Mod of CP to change HAAT: 346 m; TL: Spring Flats Rd., 2.6 km E of Dougherty and Worth County lines, 5.6 km SSE of Acree, GA; 31 30 34N 83 58 10W; Amended Jan. 17 to change ERP: 5,000 kw (vis); HAAT: 350 m; ANT: Hogner BUH 32N-B (DA); TL: .85 km S of U.S. 82 at Acree, GA; 31 32 57N 84 00 19W.

■ Williston, ND, KWSE ch. 4—Feb. 28-Application (BPET881114KP) granted for CP to change ERP: 80 kw (vis).

■ Bend, OR, KOAB-TV ch. 3—Feb. 28-Application (BPET890111KM) granted for CP to change ERP: 58.5 kw (vis); HAAT: 746 feet; TL: Awbrey Butte, Bend, OR; ANT: Jampro/JAT-4/3; 44 04 41N 121 19 57W.

■ Chattanooga, TN, WTCI ch. 45—Feb. 28-Application (BPET890103KJ) granted for CP to change ERP: 1480 kw (vis); HAAT: 906 feet; TL: Sawyer Cemetery Road/Hamilton, TN; ANT: RCA/TFU-30J; 32 12 26N 85 16 52W.

■ Wausau, WI, WHRM-TV ch. 20—Feb. 28-Application (BPET890105KE) granted for CP to change ERP: 1437.3 kw (vis); HAAT: 300 m; ANT: Andrew ATW30H3-HSO-20; TL: Rib Mtn, 4 miles SW of Wausau, WI; 44 55 14N 89 41 31W.

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Actions

■ Anchorage, AK, Effective April 17, amended FM table by substituting channel 277C2 (103.3 mhz) for channel 276A at Anchorage, and modifying license of KXDZ(FM) to specify operation on new channel. (MM docket 88-29 by R&O [DA 89-207] adopted Feb. 8 by deputy chief, Policy

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■ Carthage, IL. Effective April 17, amended FM table by substituting channel 221C1 (92.1 mhz) for channel 221A at Carthage, and modifying license of WCAZ(FM) to specify operation on higher powered channel. (MM docket 88-236 by MO&O [DA 89-208] adopted Feb. 8 by deputy chief, Policy and Rules Division.)

■ Ocean Springs, MS. Effective April 17, amended FM table by substituting channel 276C2 (103.1 mhz) for channel 176A at Ocean Springs, and modifying license of WOSM(FM) to specify operation of new channel. (MM docket 88-325 by R&O [DA 89-205] adopted Feb. 8 by deputy chief, Policy and Rules Division.)

■ Ashland, WI. Effective April 17, amended FM table by substituting channel 244C2 (96.7 mhz) for channel 244A at Ashland, and modifying license of WJH(FM) to specify operation on new channel. (MM docket 88-23 by R&O [DA 89-206] adopted Feb. 8 by deputy chief, Policy and Rules Division.)

■ Deputy chief, Policy and Rules Division, Mass Media Bureau, by R&Os adopted on dates shown, amended FM table by making following allotments, effective March 31, filing window, when appropriate, is April 3-May 3:

■ Los Banos, CA. Channel 295A (106.9 mhz.) (MM docket 88-147, Jan. 31, DA 89-171); Mecca, CA. channel 249A (97.7 mhz.) (MM docket 88-231, Jan. 30, DA 89-170); Avon, CO. Substituted channel 276C2 (103.1 mhz) for channel 276A; modified license of KZYR(FM) accordingly. (MM docket 88-253, Jan. 26, DA 89-172); Hali-Maile, HI. channel 288A (105.5 mhz). (MM docket 88-322, Jan. 30, DA 89-168); and Lanai City, HI. Channel 284A (104.7 mhz). (MM docket 88-316, Jan. 30, DA 89-169)

Allocations

■ FCC Terminates Proceeding on Standard Computer Algorithm for FM/TV Propagation Calculations—MM docket 88-56 (Report DC-1370. Action in docket case). Terminated, without action, proceeding to designate its algorithm as official standard for calculating propagation predictions in

FM and TV broadcast services. Action by commission Feb. 22 by R&O (FCC 89-76).

■ Allotment of channel 264A to Claremore, OK, Upheld—MM docket 85-156 (Report DC-1371, action in docket case). Upheld Mass Media Bureau action allotting channel 264A (100.7 mhz) to Claremore, OK, and channel 233A (94.5 mhz) to Locust Grove, OK, over objection of KXOJ Inc., and Fred Weinberg. Action by commission Feb. 17 by MO&O (FCC 89-68).

■ AT&T Authorization to Acquire and Operate Earth Stations Upheld (Report CC-306, Common Carrier Action). Upheld Common Carrier Bureau decision granting application of AT&T to acquire and operate interests of Comsat International Inc.; MCI International Inc., and RCA Global Communications Inc. in Etam, WV, Jamesburg, CA and Roaring Creek, PA, international earth stations and to offer earth station services under tariff to authorized users. Action by commission Feb. 21 by MO&O (FCC 89-77).

■ Rogers and Fort Smith, AK. Granted application to assign CP for rebuilt station, KFAA(TV) Rogers, AK, from John McCutcheon d/b/a MCC Communications to J.D.G. Television Inc.; granted J.D.G.'s applications to modify facilities of KFAA(AM)-KPOM-TV Fort Smith. (By MO&O [FCC 88-424] adopted Dec. 22, 1988 by commission.)

■ Tulsa, OK. Renewed license of Tulsa 23 for TV station KOKI-TV Tulsa, subject to EEO reporting conditions. (By MO&O [FCC 89-52] adopted Jan. 10 by commission.)

■ Addition of New Section 1.13 to Rules. Designated Office of General Counsel as office and General Counsel as officer, to receive copies of date-stamped, court-filed petitions for review. (By R&O [FCC 89-57] adopted Feb. 15 by commission.)

■ Definition of Cable TV System. Seeking comment on interpretation of multiple unit dwelling exception to definition of cable TV system, as defined by law. (MM docket 89-35 by NPRM [FCC 89-40] adopted Feb. 1 by commission.)

■ Glendale, CA. Granted Golden West Broadcasters' request for reconsideration and tentatively approved its proposal to increase KPCC-FM's service to Glendale by increasing its effective radiated power to level exceeding maximum allowed. (By MO&O [FCC 89-12] adopted Jan. 1 by commission.)

Call Letters

Applications

Call Sought by

AM

KRGO(AM) KLIP Frontier Communications Inc., Fowler, CA

FM's

WCLR(FM) WUEZ-FM Midwest Broadcasting Inc., Morris, IL
 WZMT(FM) WVKC Cherokee Broadcast Company of Tennessee Inc., Etowah, VT
 WXXS(FM) WVNH Bruce M. and Susan E. Lyons, West Rutland, VT

Grants

New FM's

KISI(FM) Harbour Enterprises; Malvern, AR
 KCDZ(FM) Morongo Basin Broadcasting Corp., Twenty-nine Palms, CA
 KNEK-FM Dee Broadcasting, Inc.; Washington, LA
 WOVE(FM) Michael Joseph Shumpert, Vassai, MI
 KAKU(FM) Huntington Broadcasting Corp., Huntington, TX

Existing

AM's

KSJX(AM) KHTT Narragansett Broadcasting Co., San Jose, CA
 WNTA(AM) WTHB Davis Broadcasting Inc., Augusta, GA
 WNDC(AM) WTGE Church Point Ministries Inc., Baton Rouge, LA
 KJLO(AM) KWEZ New South Communications Inc., Monroe, LA
 WSLA(AM) WSDL North Lake Communications Inc., Slidell, LA
 WMDK(AM) WRPT Peterborough Broadcasting Co., Peterborough, NH
 KRUI(AM) KOAW Michael Woodrow Warren, Ruidoso Downs, NM
 WEYZ(AM) WRIE Burbach Broadcasting Co., Erie, PA
 WHUM(AM) WHTO Pro Marketing Inc., Hughesville, PA
 WPSE(AM) WEYZ Board of Trustees of the Pennsylvania State University, University Park, PA
 KLBO(AM) KVKM KLBO Inc., Monahans, TX
 KTWN(AM) KADO KATQ Radio Inc., Texarkana, TX

Existing

FM's

WTID(FM) WVRT Amerimedia Inc., Reform, AL
 KABX-FM KMYT Merced Radio Partners, Merced, CA
 KRUI-FM KRUI Student Broadcasters Inc., Iowa City, IA
 KJLO-FM KJLO New South Communications Inc., Monroe, LA
 WDLE-FM WCTD-FM Southerwood Media Corp., Federalsburg, MD
 WXCY(FM) WHDG Prettyman Broadcasting Co., Havre de Grace, MD
 WFHN(FM) WBSM-FM Sage Broadcasting Corp. of Fairhaven, New Bedford, MA
 WMDK-FM WMDK Peterborough Broadcasting Co., Inc.; Peterborough, NH
 WGMM(FM) WNBR Culver Communications of Big Flats Inc., Big Flats, NY
 WKTC(FM) WEQR New Age Communications Limited Partnership, Goldsboro, NC
 WAZO(FM) WKTC Great American East Inc., Tarboro, NC
 KKND(FM) KVRO KVRO Inc., Stillwater, OK
 WHTO(FM) WHTO-FM Pro Marketing Inc., Muncy, PA
 KTWN-FM KTWN KATO Radio Inc., Texarkana, TX
 WAFX(FM) WSKX Downs Radio of Virginia, Suffolk, VA

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RADIO

HELP WANTED MANAGEMENT

Station manager: Growing group owner is actively seeking station manager with strong administrative and sales skills for Southwest market. Attractive compensation package includes base salary plus incentive plan. Excellent career potential for the right person who has had station or sales management experience. Know how to make your plan work. Send detailed resume, salary history to Box B-62. EOE.

General sales manager for group owned AM/ FM market leading combo, in Mid-Atlantic Top 50 market. Minimum of three years management success with achieving budget, inventory control and increasing rates. Lead, train and motivate 10 A.E. staff. E.E.O. Send resume and sales philosophy to Box R-5.

National program sales coordinator for an expanding six station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper-management position working out of the corporate home office in Orange County, California. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gothard St., Suite 201, Huntington Beach, CA 92647. EOE.

GM wanted. Top 25 market. Northwest. Liberal incentive program for the right person. Based on performance. Must be sales driven with proven management skills, including good financial background. Send current letter, resume and five year salary history to Box R-14. EOE.

Sales manager for small combo market in central Texas. Must have radio sales experience. Performance is everything. Prefer someone from the Texas area. Call Paris 713-871-0995. EOE.

General sales manager: WAQX - Syracuse, New York. AOR looking for GSM. Requires at least 5 years radio sales experience in comparable market. Management experience desirable. Send resume to: Richard Harker, GM, WAQX, Box 95, Syracuse, NY 13250. EOE.

Sales manager for Virginia FM. Desirable location; good facilities, open-end potential for sales/ growth/ excellent compensation. EOE. Resume Box R-21.

General manager. Experienced fighter needed to rebuild central Louisiana Class C CHR. Owners are committed to long-term plan. Take-charge, street seller with leadership strength and a desire to win to join our team. Replies confidential. E.E.O. Box R-38.

Growing Carolina broadcast group seeks qualified GMs with heavy sales and programming experience for planned expansion in '89. Our company is successful, well financed, and progressive. If you're a proven performer with impeccable references, send resume, cover letter, and salary requirements to Box R-40. EOE/ AA.

The Astor Broadcast Group is seeking exceptional people for every aspect of radio station operations including station management, sales, sales management, programming and on-air. The Astor Group stations are located in the most desirable California locations, Orange County/ LA, San Diego, and Marin County/ SF. Send resume to Susan E. Bice, Executive Vice President, Astor Broadcast Group, 1623 Fifth Ave., San Rafael, CA 94901. Equal opportunity employer

General manager - Dallas, Texas. KLUV FM, TK Communications West, is looking for a mature, totally sales oriented general manager to manage one of their top facilities in Dallas, Texas. This is a six-figure income position in one of America's most dynamically growing groups. EEO employer. Call Bob Reich, TK Communications West 214-826-9870.

General Manager/ GSM. Established Midwest sports network needs aggressive individual to manage sales, clearance, operations, and production. Successful candidate must have general sales management experience with strong background in operations and production. Will have full responsibility for growing radio division of larger media organization. Send resume and salary history to Box R-46. EOE.

Pacifica Radio seeks general manager at WBAI-FM, New York City. Starting salary \$30K/ year plus benefits. WBAI broadcasts at 50,000 watts and serves multi-ethnic community. Extensive experience required in management of community radio or progressive organizations. Write: David Salniker, Executive Director, 2207 Shattuck Ave., Berkeley, CA 94704. Deadline: April 15. EOE.

Business Manager for L.A. radio station. Major market station experience required. Experience with business affairs, financials, and office management. Send resume with salary requirement. Box R-47. EOE.

General manager: WOWW FM in Pensacola, Florida is seeking a general manager. Interested candidates should have at least three years of management experience, strong people skills, active community involvement and an insatiable desire to win. Please forward resume and references to: David Coppock, President, Colonial Broadcasting Company, Inc., P.O. Box 4999, Montgomery, AL 36195. FAX number 205-240-9219. EOE.

General manager: We are an East Coast-based group owner in the process of building a new FM station in southern Wisconsin. Now seeking a tenacious GM to locally coordinate final construction work, recruit and staff, develop promotion and launch new station on or before July 4. Ideal candidate will have strong radio sales and management background in the Midwest. Attractive compensation package includes base, revenue percentage and various benefits. Call Capital Radio Companies at 301-925-7905. EOE.

HELP WANTED SALES

Radio sales and sales management positions available. Excellent potential. Positions in NH, VT, and Upstate NY. Terrific quality of life. Resume to Ray Garon, Box 1010, Newport, NH 03773. EOE.

KITS, San Francisco's LIVE 105, is looking for an account executive to make their mark in the Bay Area. We are currently staffing a new business and retail effort for our Modern Rock format. Are you that rare individual who looks under rocks for new retail business and is excited by challenge and success? You must be bright, energetic, creative, talented and most of all relentless. The rewards are infinite. Reply only if you have a minimum of one year radio sales experience and want a more challenging and lucrative position. EOE. Letter and resume to: Craig Sandler, LIVE 105/ KITS-FM, 1355 Market St., Suite 152, San Francisco, CA 94103.

Top performers! Trumper Communication's newest acquisition in Minneapolis has excellent opportunities for persons with proven track records in radio sales. Send resume and salary history to: Shelly Malecha, GSM, KQQL-FM, 501 West Travelers Trail, Burnsville, MN 55337. No calls. Equal opportunity employer.

Aggressive full service New England AM seeks account executive for established list. Great opportunity for self starter. Send resume to General Manager, WMRC, Box 421, Milford, MA 01757. EOE.

WNTX -Oldies 96/ Cape Cod, Massachusetts seeks experienced, aggressive account executives. Great opportunity. Call Larry Dehaan, General Manager, 508 420-0800. EOE.

South Florida FM/ AM needs experienced, dedicated sales manager. Also seeking sales reps. Career opportunity with group broadcaster. EOE/ MF. Call Ron Kight, 904-785-9549.

WAAI-FM seeks sales manager: Southern Delaware, Maryland shore experienced. Confidential. 4747 Hummingbird Dr., Waldorf, MD 20603. EEO.

Sales position: Requires dependable transportation. Some sales experience required. Must be energetic and self-motivated. WOCL-FM, 305-682-2121. EOE.

Leave rat race and make money. WMXR, Woodstock, VT covers the Upper Valley and ski regions of VT & NH and has sales opportunity. 802-457-9494. EOE.

Sales manager: Best facility in rapidly growing University town Mid-Atlantic area. Needs leader to push under-achieving station over 1 ml billing. Box R-45. EOE.

Salesperson with radio experience: Growing resort market - Panama City, Florida. Opportunity to earn \$30K to \$60K yearly. Classic Hits/ AOR format upgrading to 50KW in March. Contact Larry Gordon, Sales Mgr. WILN Radio, P.O. Box 1790, Panama City, FL 32404. Phone 1-904-769-5683. EOE.

HELP WANTED ANNOUNCERS

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.

Professional. For outstanding AM radio station. Will join a top staff with both AM and FM radio stations. Must have excellent track record. Excellent opportunity, income commensurate with experience. Send tape and resume to Box 292884, Kettering, OH 45429. EOE.

Producer/ announcer: Public radio stations KUNI/ KHKE/ KUNY need producer/ announcer to host jazz and blues programs, produce live remote broadcasts and interviews, deliver newscasts, and relate effectively with community leaders, including leaders of a significant black community. Position requires solid knowledge of jazz and blues, background in broadcast production, interviewing and reporting, and ability to project a bright, informed image in ad-lib situations. B.A. in Broadcasting, Communications, or related fields, and minimum of 2-3 years professional experience as on-air producer/ host required. Previous experience in public broadcasting desirable. Salary range: \$17,725 - \$20,304 plus fringe benefits. Send letter of application, recent announcing tape and resume to: Carl R. Jenkins, Program Director, KUNI/ KHKE/ KUNY, University of Northern Iowa, Cedar Falls, IA 50614-0359. Deadline: April 18, 1989. UNI is an equal opportunity educator and employer with a comprehensive plan for affirmative action. The University specifically invites and encourages applications from minorities and women.

Afternoon talk show host: Medium market Newstalk station in sunny South looking for witty, innovative opinionated, yet polite Talk show host. Experience is important. Great hours, great facility, great people! Send tape and resume ASAP to: Andy Thomas, WVOC, P.O. Box 21567, Columbia, S.C. 29221 or call at 803-772-5600. EOE.

If you are talented, unusual, creative, fun-loving and a little bit whacky...come to the Gulf Coast to work and play at a Hot Rock station on the rise to be #1 in the market. You get paid for having fun and putting on a great show! Send resume to Box R-16. EOE.

Top Notch operation... looking for personality pro for Mid-days. Send tape and resume to Pat Wilson, WINA, P.O. Box 498, Charlottesville, VA 22902. EOE.

New station auditioning air talent. Positions all areas negotiable. Professionals please. Tapes only. No calls. We'll RSVP. Bigelow Consulting, Box 192, Charlottesville, VA 22902. EOE.

WAAI-FM seeks announcers: PA, news, production experience. Resume, tape: 4747 Hummingbird Dr., Waldorf, MD 20603. Confidential. EEO.

HELP WANTED TECHNICAL

Chief engineer: EZ Communications, Inc., a major radio station operator, has career opportunities for seasoned chief engineers. The successful candidate will have held the position of "chief" or as a major market assistant. Position demands a knowledge of high power AM/ FM transmitters, directional antennas, and the ability to work with state-of-the-art broadcast equipment. Familiarity with current FCC rules and regulations. Must have FCC General class license and SBE Certification. Send resume to: Director of Engineering, P.O. Box 10103, Fairfax, VA 22030. No phone calls. EOE M/F.

Expanding radio group needs chief engineers and assistants. AM Directional and FM to turn around stations technically in medium markets. SBE certification is a plus. Send resume and salary requirements. EOE. Box R-2.

Chief engineer for growing Midwest group owner. Over-see eight stations. Unique opportunity to grow. All stations with state of the art equipment and facilities. Send resume to Ken MacDonald Jr., Box 1776, Saginaw, MI 48605. EOE.

Nationwide Communications is seeking qualified CE for first class combo in Las Vegas. Experience in high power FM, directional AM, C-Quam, RPU, STL, studio maintenance, automation, IBM computers, and budgets necessary. Send resume to Box 14805, Las Vegas, NV 89114. EOE.

Wonderful living in Vermont!!! Chief Engineer wanted. Contact Dick Vaughan, WSYB + WRUT, P.O. Box 249, Rutland, VT 05701, Phone 802-775-5597. EOE.

HELP WANTED NEWS

Reporter/ anchor: Potential future opening for reporter/ anchor at All News/ Talk radio station in the sunny South. Looking for self-starter with strong interviewing, writing skills, and conversational, lively delivery. Experience a must. Send tape and resume to: Maribeth Farnham, WVOC, 56 Radio Lane, Columbia, S.C. 29221. EOE.

Anchor/reporter with minimum 1 year experience for Midwest local news leader. T&R: Curt Alexander, Box 699, Elkhart, IN 46515. EOE M/F.

Morning anchor: Immediate openings at AM-FM combo in resort area 100 mi from NY City. Writing skills a must. We have commitment to strong news operation. Equal opportunity employer. Resume to: Eugene Blabey, GM, WVOS-AM-FM, PO Box 150, Liberty, NY 12754.

North central Illinois established FM/AM has opening for news person. Join our staff of young professionals. Located 90 miles from Chicago. Good salary/benefits. Resumes and tapes to JMcCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

News director where local news comes first. Compensation can include bonus & incentives. WMXR, Woodstock, VT. 802-457-9494. EOE.

News-anchor reporter position available for experienced broadcast journalist. Must have two years background in radio news. Substantial on-air experience and writing skills required. Please submit resume, audition tape, and writing samples to: News Director, P.O. Box 610310, Austin, TX 78761-0310. No phone calls please! Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

New Urban FM going on air this summer, looking for experienced P.D. with winning track record. All shifts available. Will consider A.M. duo. Women most definitely encouraged. Tapes and resumes to Allen County Broadcasting, 3815 South Calhoun St., Fort Wayne, IN 46807. Attn: Louie Dinwiddie. EOE.

If you are talented, creative, fun-loving, a self-starter and you're ready to take on the rewarding challenges of a management position, come to the Gulf Coast's hottest new station. We're determined and destined to be number one in the market! Send resume and references to Box R-17. EOE.

Traffic director wanted for sou. Cal. combo. Must have at least two years verifiable experience, be detail-oriented and have references. CBSI experience preferred. Salary open. Reply, Box R-36. E.O.E. M/F.

Program director: #1 Combo. MD or PD experience necessary. Send tape/ resume to Don Hodges, VP/ GM, WTNV/ WTJS, P.O. Box 1119, Jackson, TN 38302. EOE.

New Urban FM going on air this summer, looking for experienced P.D. with winning track record. All shifts available. Will consider A.M. duo. Women most definitely encouraged. Tapes and resume to Allen County Broadcasting, 3815 South Calhoun St., Fort Wayne, IN 46807. Attn: Louie Dinwiddie. EOE.

SITUATIONS WANTED MANAGEMENT

18 year professional broadcaster. Management, sales and programing. Prefer Rocky Mtn area. Let's talk! Box B-53.

Tell me about your station, your market and I'll tell you about a GM who's street heavy, can lead, train and manage. Employed. Box R-6.

GM available now, 25 year management veteran, national and regional sales professional, coop expert, trainer, motivator, and strong leader. One goal, maximum profit, minimum expenses. Turnaround experience and top street salesperson. Box R-30.

Florida owners/ GMS: 18-year seasoned pro seeks challenging GM or GSM job. 14 years successful, creative, innovative management experiences. Up your bottom line. 407-466-6742.

General manager - 20 years experience all phases. People oriented, strong sales, outstanding with remotes, excellent play by play and knows bottom line. Turn around Specialist! Box R-39.

There are 10,000 radio stations. One must be looking for a man of integrity, initiative, hard work; a people person with valuable years of successful selling and managing local, regional, national radio. Proven track record. Will relocate. Sunbelt preferred. Resume upon request. Jim McCaffrey, 516-283-6059. P.O. Box 228, Westhampton, NY 11977.

SITUATIONS WANTED SALES

Recent college graduate seeks first position in radio sales. Worked as sales/ promotion assistant of top rated commercial station while completing education. Seeks medium market or larger. No geographic restrictions. Quick learner, goal oriented, very competitive nature. Contact Rob Ackerman, 614-451-8712 or 1112 B. Weybridge Rd., Columbus, OH 43220.

Southeastern sales: 5 years in radio, 2 years in sales. Seeks full-time sales for bigger \$! 404-973-0227. 1125 Wilburn Dr., Marietta, GA 30064.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Tools...talent...desire: Dynamic announcer/ production animal. Experienced morning host & news man seeks Northeast gig with room at the top. Chris Dowd, 305-296-3574.

Versatile announcer with 4 years experience in production and news. Broadcast graduate. Dave - 303-278-0106.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

Radio - T.V. announcer. Tape available. Ken Scott, 1413 169th St., Hammond, IN 46324.

Drive-time team. Bert Brothers. Ratings guaranteed. Writers, producers and D.J.s. Rob Morosca, Box 616, Lodi, NJ 07644. 201-470-8591.

SITUATIONS WANTED TECHNICAL

Director of engineering for one of America's top rated, best-sounding radio stations, is looking. Aggressive, former corporate D.E., hands on, construction, very strong audio, and R.F., and 50 kw D.A.. 18 years exp. NARTE, SBE, and FCC. Box B-56.

Engineer with 20+ years experience all phases of radio. Excellent references. For more information and references call Cecil. 817-656-1318.

Chief. Experience in all phases of construction, maintenance and operation to 50K AM with DA and full facility FM. 505-622-4713.

Electrical Engineering degree, SBE Certification, experience, and more. Seeking challenging technical management position. Florida/ Sunbelt preferred; all inquiries welcome. Available June 1. Christopher Downing, WW318 Walden Ct., Lawrence, KS 66049. 913-843-8996.

CE for 11 years. Hands-on experience all phases FM, AM DA. Superb construction and maintenance skills. 804-745-3788.

SITUATIONS WANTED NEWS

Diligent, energetic, Sportscaster available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/ reporter. Willing to relocate. Call Marc, day or night, at 201-287-3327.

SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

Young, employed and experienced Talk programmer seeks new challenges. Will give up major market position for first chance at on-air work. Box B-59.

PD: Album-oriented AC. Ten years experience. Made my station number one. Your's may be next. Box R-10.

Experienced Urban programer seeking position with growing station. Tape and salary info. available. For resume, contact Curtis Kelly, 9244 Wilton Ave. E., Jacksonville, FL 32208 or 1-904-768-6487 After 5:30 p.m. EST.

MISCELLANEOUS

Buy-out production music direct from the producer. Wholesale rates. Success proven coast to coast. 414-248-3707.

Comedy writers and producers needed part-time or full-time for the radio industry's largest supplier of comedy programming. Call Judy Gelb at Donnelly Media in Dallas, 214-631-7934. EOE.

Hot sounders w/ fx by one of radio's deepest voices. Low rates, fast service/ 1-800-368-0033.

Radio audience surveys for small & medium markets. Customized for your market. Full demographics & dayparts. A&A Research, 406-752-7857.

CONSULTANTS

The Station Trader Newsletter: Keep informed of radio/ television station sales. Call now for free sample issue: 1-800-MEDIA-90.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: Small, Northeast affiliated station needs an aggressive manager with strong motivational skills, and a desire to grow with a growing company. TV experience preferred, but not essential. Good salary, fringe benefits, experience and salary requirements. Our employees are aware of this ad. We are an equal opportunity employer. Box B-60.

Sales manager to join growing ABC affiliate in Midwest state capital experiencing dynamic growth. Send sales history, resume and cover letter to General Sales Manager, KTKA-TV, Box 2229, Topeka, KS 66601. EOE.

Director of technical services sought to manage engineering division with five radio and television stations and statewide video microwave system. Division maintains facilities at 36 sites. Great living conditions, staff and growth-oriented organization make for outstanding opportunity. Minimum ten years progressive telecommunications experience. Review begins May 3rd. Contact Dennis Haarsager, General Manager, Radio-Television Services, WSU, Pullman, WA 99164-2530 for more information (will be at NAB). WSU is an EO/AA educator and employer. Protected group members are encouraged to apply.

Station manager for S-2 satellite station in Glenwood Springs, Colorado. Strong local sales background. Send resume to General Manager, KREX-TV, P.O. Box 789, Grand Junction, CO 81502. EOE.

Promotion manager for WBTW-TV, the CBS affiliate serving the Florence/Myrtle Beach market. Must have minimum of two years experience in advertising and promotion, preferably in the electronic media. Send resume and cover letter to: Jack West, General Manager, WBTW, Box F-13, Florence, SC 29501-0013. No phone calls. WBTW is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Local account executive: #1 ABC affiliate in eastern North Carolina seeks individual looking for an excellent opportunity, great company, and wonderful place to live! Must be goal oriented, accountable for performance and possess ability to develop new local direct business. Established account list provided. Send resume to: William D. Webb, VP/GM, WCTI-TV, P.O. Box 2325, New Bern, NC 28561. EOE.

WPRI-TV, Providence ABC affiliate, seeks aggressive, experienced salesperson for local sales. TV or radio sales background preferred with proven track record in new business development. Send resume to: Local Sales Manager, WPRI-TV 12, 25 Catamore Blvd., E. Providence, RI 02914. No phone calls. EOE.

26 KMPH, Fresno/Visalia needs a creative, experienced broadcast marketing strategist who is strong on new business development, highly motivated, detail-oriented and desires a rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting Company. Send resume and references to Steve Vourakis, Retail Marketing Manager, 26 KMPH, 5111 E. McKinley Ave., Fresno, CA 93727. Phone calls welcomed, 209-255-2600. Applications will be accepted until March 27, 1989. An EOE. M/F/H.

Marketing positions: WHNS is looking for an experienced broadcast account executive to make presentations to advertising agencies and for a trainee, to join a newly formed retail marketing division. Send resume to Tony Thompson, WHNS TV 21, 21 Interstate Ct., Greenville, SC 29615. EOE. M/F/H.

HELP WANTED TECHNICAL

Studio/transmitter maintenance engineer: Knowledge of Sony Betacart + 1" VTR's, Ampex ADO + Grass Valley switchers. Send resume to: Dick Quinto, CE, Combined Broadcasting, 420 N. 20th St., Philadelphia, PA 19130. EOE, M/F.

Maintenance engineer: Must have experience in repairs of tape and master control equipment. KOAA-TV, NBC affiliate, Colorado Springs/Pueblo market. Resume to Ken Renfrow, P.O. Box 195, Pueblo, CO 81002. EOE.

TV maintenance engineer: South Texas network affiliate. Strong RF and transmitter experience with ability to help maintain studio equipment. Harris BT-35L transmitter, state-of-the-art studio facility. Send resume to: Box R-23. EOE.

Assistant chief engineer for UHF television station. Knowledge of UHF transmitters a must. Studio and microwave maintenance helpful. Contact Dick Stafford, Chief Engineer, KCIT-TV, 806-374-1414. EOE.

Art director for Public TV and radio station. Responsible for print projects, graphics for broadcast use, design and construction of sets, photography, and development budget and scheduling. Degree in Fine Arts, five years relevant experience with two years in supervisory capacity. Experience with desktop publishing, Chyron, 35mm camera, darkroom equipment, and stat camera. Need a team player with good communications skills. Resume and minimum salary requirement to: Personnel, WMFE, 11510 East Colonial Dr., Orlando, FL 32817. Minorities encouraged to apply. EOE.

Wanted: Chief engineer in progressive market in South. Must have hands-on ability as well as good people management. EOE and good benefits. Send resume to Box R-44.

1 editor & 1 videographer. Industry leader company in long form TV advertising seeks editor and videographer. Both positions require creative attitude and some experience. Editor must have 1" and 3/4" videotape editing experience; computer editing capabilities preferred. State-of-the-art facility in Midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Dawn Bentley, Hawthorne Communications, Inc., 406 W. Depot, Fairfield, IA 52556. Calls welcome: 515-472-3800. EOE.

Assistant chief engineer: PBS TV and FM operation seeks qualified engineer with minimum six years hands-on experience in the following areas: Harris UHF TV and FM transmitters. Ampex one inch VTR's and digital systems. SBE Certification preferred. Some supervisory experience a must. This position will be chief of FM. Salary commensurate with experience. Position must be filled ASAP. Send resume to: Engineering, P.O. Box 416, Corpus Christi, TX 78403-0416. EOE.

Maintenance technicians & MC operators. Candidates must hold valid FCC license and have prior broadcast experience. Maintenance technicians should have at least one year technical school training or equivalent experience. UHF transmitter experience helpful. Spanish language skills a plus. Send resume to Roger Topping, CE, KVDA-TV, 8000 IH 10 W, Ste. 425, San Antonio, TX 78203. No phone calls, please. EOE.

Graphics artist: We're looking for a top-notch graphics artist ready to work for a top 40 station with the latest electronic graphics technology. No beginners. Box R-48. EOE

HELP WANTED NEWS

South Florida affiliate needs creative news photographer/editor 2 years experience, minimum Top-notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Looking for creative reporter with great writing skills to work with best photos in the business. Send tape and resume to: Jim Holtzman, 7677 Engineer Rd., San Diego, CA 92111 EOE.

Looking for an assignment editor who's always a jump ahead of the competition. If you're good at generating stories and at finding an angle that gives your station the edge, we'd like to talk to you. You'll have all the necessary tools to work with including SNG, remote bureaus, live helicopter, live vans, plus a staff of savvy reporters and photographers. No ambulance chasers. USA Today clippers, or beginners...and please...don't call us. Just send your resume to Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. EOE. M/F.

Meteorologist needed for network affiliate in Southwest! Must have strong communication skills, plus an ability to forecast rapidly changing weather! Applicants must have at least one year of forecasting experience and be willing to commit for a minimum of two years. Strong salary for right applicant! EOE Box R-28.

Ideal job: Dynamite NBC affiliate, top twenty market, looking for producer for nightly segment on "Top of the Mind" topics. Creativity, great writing, interviewing skills, superb production sense essential. Rush resume EOE Box B-63

Can you solve the world's problems? Dominant NBC station, top 20 market, starting "troubleshooting" unit. Need aggressive, organized, producer with great writing, production skills, patience, common sense. Rush resume EOE Box B-64

KTVN-TV has an immediate opening for the position of general assignment reporter. This person may also have fill-in anchor duties. College degree and at least one year professional television reporting experience preferred. Excellent writing/editing skills a must. Live experience preferred. Will be responsible for setting up, researching and generating new story ideas on a daily basis. Send tapes and resumes to Patricia Clemm, News Director, P.O. Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Weekend sports anchor/reporter: KTBC-TV, Austin, Texas, is looking for a sports nut with a gargantuan work ethic who likes to have fun, who can work as part of a team, who has strong on-air presentation and excellent writing and production skills. We have a fast break, slamdunk, run-and-shoot, hit-the-long-ball sports team. If you think you'd like to be part of this team, send a tape and resume to: Tim G. Gardner, News Director, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE.

Assistant chief news photographer: Fox Television, KRIV in Houston is seeking a qualified assistant chief news photographer. Requirements include 5 years news shooting experience, excellent management skills, good production background and the ability to perceive problems and take the initiative to solve them. Must have knowledge of technical maintenance for news equipment. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

News director wanted for station along Connecticut's Shoreline. Good writing and delivery skills necessary. Tape and resume to OM, WLIS, P.O. Box W, Old Saybrook, CT 06475, 203-388-3546. EOE.

Weekend anchor/reporter for small market affiliate. Two years reporting needed. Send tape, resume to News Director, WBKO, Box 13000, Bowling Green, KY 42102. EOE.

Beach yourself on the Suncoast! Seeking specialists in production, promotion, and program development. Send non-returnable VHS samples. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Network-affiliated station expanding its news operation. Fast-growing small market located in mid-South looking for aggressive, energetic, dedicated people. News Director, anchors, meteorologist, sports anchor, reporter positions available. Send resume and salary requirements to: Box R-43. EOE.

WPTA is taking resumes and tapes from photographers who want to join our award winning team of shooters. We're a #1 affiliate looking for #1 people. Contact: Jeff Bowman, P.O. Box 2121, Fort Wayne, IN 46801. EOE.

WFMZ-TV has 2 openings for an anchor/reporter and a bureau reporter. Live skills necessary for both positions at this independent station in market of 650,000. Send tape to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Producer: Primary responsibility for five PM newscast, back-up for six. Will work closely with assignment manager and news director on story and format ideas for both early newscasts. Minimum two years television experience. Must edit, write and be brimming over with ideas. Resume, tape and salary requirements (no phone calls) to: Charley Johnson, News Director, KTHI-TV, Box 1878, Fargo, ND 58107. EOE.

Videotape editor: Are you quick enough to edit under the intense pressure of a top 15 market? We are looking for experienced, aggressive news editors with an eye for great shots and graphics. Production skills a plus. Must know how to edit on Sony 800 and 900 systems. Send non-returnable tape and resume to Dean Williams, Chief Editor, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Newscast director for top 50 affiliate/minimum three years experience directing news; supervisory experience. Creative, motivated leader to take our newscasts to the top. Send resume, salary requirements to Box R-49. EOE.

Top 40 CBS affiliate seeks a commercial videographer/editor. Candidate must have minimum three years EFP experience. Job requires sharp shooting, lighting and editing skills, ability to deal with clients and manage projects. Send tape, resume and salary requirements to Production Manager, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE.

News director wanted for cable news show. We're looking for strong broadcast journalism skills, ability to manage staff and interns and preferably a broad knowledge of Jewish affairs including MidEast. You'll produce a weekly program that presents uncompromising and objective news and analysis. Resumes to Graham Cannon, JTN, 9021 Melrose Ave., #309, Los Angeles, CA 90069. EOE.

Reporter. Applicant must be creative and possess strong writing skills. Position also includes photography work. Send tape and resume to: Dave Tillery, KQTV, P.O. Box 247, St. Joseph, MO 64506. Minorities encouraged to apply. EOE.

Assignment editor: WABC-TV Eyewitness News seeks experienced assignment editor. Five to seven years major market desk experience preferred. New York Metropolitan area knowledge most helpful. Contact Henry Florsheim, Eyewitness News, WABC-TV, 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

Vacation relief desk assistants. WABC-TV Eyewitness News seeks two experienced VR desk assistants. Entry level position. College degree and journalism background preferred. Send resume to: Henry Florsheim, Assistant News Director, WABC-TV, 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Well equipped TV station in Sunbelt needs broadcast designer with solid print and Paintbox experience. Local station and broadcast group projects. Resume and salary requirements to Box R-13. EOE:

Production manager for Midwest VHF network affiliate. Must have 5 years hands-on experience in producing and directing news programs, commercial production and special programs. Need a strong people manager with excellent leadership qualities. Knowledge of multi level switcher, digital effects and graphics necessary. Send resume to Box R-32. EOE.

Opening for creative services person in Midwest television. Will write, produce and shoot commercials. Must be able to follow through from concept to finished product. Some experience required. EOE. Box R-26.

#1 rated TV station in warm, sunny, beautiful Corpus Christi by the Bay has immediate need for technical director to direct news casts. Must have at least two years experience in directing TV news casts. Must be creative and have experience in all facets of TV production. Salary open. Send resume and tape to Pat Hales, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78466-6669 or phone 512-854-4733. EOE.

WTCT-TV in Marion, Illinois is seeking a production manager with previous broadcasting experience. Strong production/directing background a must. Send resume to: Tri State Christian Television, Garth Counce, P.O. Box 1010, Marion, IL 62959. EOE.

Associate producer: Experienced with strong shooting, editing and writing skills for Public Television station. Bachelors degree Broadcasting and/or ability and experience to perform all job functions. Salary: \$20,000 to \$24,000. To apply submit resume and tape to Dan Reed, Programing/Production Manager, KMOS-TV, Central Missouri State University, Warrensburg, MO 64093 by April 3. CMSU is an EEO/AA employer.

Promotion director: Growth affiliate in Sun market seeks experienced promotion director. Perhaps you're an assistant and ready for the top job. If you're organized, a strategic thinker, can create promotion that favors communication over technical glitz, and have a sense of humor, then you should send a resume and salary requirements to the General Manager, Box R-42. EOE.

Television promotion manager with new, aggressive, upbeat ideas. 61st Southeast market, CBS affiliate. Must be experienced in all phases of promotion, editing, scheduling, production, management and media buying. Send resume, salary requirements and VHS tape to Sue Walker, P.O. Box 59088, Knoxville, TN 37950-9088. EOE.

KUTV CH 2 NBC affiliate in SLC has immediate openings for: DIRECTOR OF OPERATIONS: Responsible for engineering, production, maintenance, computer operations. Requires technical knowledge & management skills & keeping abreast of new technology. Supervises dept. & staffs, daily activities, special sports & production projects. GM OF PRODUCTION COMPANY: In charge of sales, management, scheduling, bidding projects, capital budget planning, advertising. Requires 10 years experience in video film & production, video post-production & audio recording. Respond to: KUTV, Human Resources, P.O. Box 30901, Salt Lake City, UT 84130. EOE.

SITUATIONS WANTED MANAGEMENT

Profits down or buried in red? Broadcasting today demands efficient, innovative, and integrated operations staffed with highly trained and motivated personnel. I'm your man. 26 year all phases proven pro wants another group or station OM challenge. Multiple degrees, former educator, general permit, excellent references. Box R-1.

Operations manager; Creative problem solver. 22 years experience, operations, production, engineering, programming. Three Indy start-ups past four years. Ready now for next challenge. 813-455-5950 or 201-785-3294, evenings.

SITUATIONS WANTED TECHNICAL

Engineering director with group and major market engineering management experience-transmitter and studio construction specialist. seeks similar position with group or major market facility. Box R-18.

SITUATIONS WANTED NEWS

Top ten investigative reporter/producer looking to get off the high wire. Looking for a beat or special projects position at station committed to solid journalism. Prefer warm, coastal city. Major awards, no lawsuits. Seasoned in medical, consumer, bureau, political and live reporting. Some management experience. Reply Box R-4.

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Experienced sportscaster, ten years. Polished, smooth, knowledgeable, professional, good looking. Will consider management or work any market. 216-929-0131. Or Box R-19.

Network researcher, highly experienced, just retired, seeks research and reporting assignments in public affairs, medicine or science. Am New York-based but will travel. Call 212-928-5027.

Chuck Nolen: Out going personality. Loves people, places, & things. Would like to host a television show or be a creative videographer. Will travel anywhere! Call: 215-752-2100, Answering service. 215-750-1776, Home.

Announcer-radio or TV. Pleasant voice, career minded and desire to work in NC or VA. 5 years of experience including news and sports. Broadcasting degree. Call Chris Davis 919-638-6359 or 919-726-5996.

Weekend anchor/reporter: 7 yrs. exp., excellent writer, strong communicator, streetwise reporter. Looking for same or similar, medium to major market. Call John: 513-885-3514.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Director available. Major market talent-medium market experience. Very creative. Love live TV-especially news. Box R-37.

Need an operations assistant? Hands-on training sought in computer graphic systems (Quantel Paintbox preferred). Young, creative, aggressive and motivated to learn all aspects of art/electronic graphics. BFA-Art/Communications. Strong portfolio. Relocate anywhere. Richard Baughman, 1738 Canyon Dr., #102, Los Angeles, CA 90028. 213-467-8445.

MISCELLANEOUS

Primo People needs you! Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE.

Staff openings with Media Marketing! We're the nation's leader in job-hunting assistance and need a senior consultant (\$95,000) to supervise our referral/demo tape evaluation program; also seeking creative producer (\$78,000) for in-house productions and a versatile public relations associate (\$56,000) to coordinate the compilation of our popular job-listings publication, The Hot Sheet. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

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

Graduate assistants' positions available September 1989. Each position requires 20 hours per week. Work will be in radio, TV and news labs. Assistant will require \$500 per month plus a partial-to-full tuition waiver. Inquire with Chair, Communication Division, Pepperdine University, Malibu, CA 90265. 213-456-4211. Application deadline: April 1. EOE.

Eastern New Mexico University's Communication Department seeks applications for two positions in mass communication. ASSISTANT PROFESSOR tenure track for person with doctorate. Duties: teach undergraduate and graduate courses in telecommunications writing, broadcast journalism, news editorial, video production and public relations. Advise; participate in scholarly activities; and develop courses in areas of expertise. Background in broadcasting/journalism essential. University teaching experience preferred.

INSTRUCTOR, (search extended) non-tenure track, convertible to tenure track for individual with terminal degree. Duties: teach undergraduate courses in: audio and video production, performance; advise; participate in scholarly activities; and develop courses in areas of expertise. Interest in corporate and home video preferred. Background in production essential, preferably with broadcast station or commercial production house. University teaching preferred. Facilities utilize state of art equipment with campus PBS and NPR stations. Closing date on both positions: April 3, 1989 or until filled. Starting date: August 22, 1989. Send letter of application, curriculum vitae, recent video and audio tape, writing examples, and addresses and telephone numbers of at least four references to: Dr. Ernest E. Phelps, Chair, Mass Communication Search Committee, #3, ENMU, Portales, NM 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AA/EOE.

Mass Communications: One-year replacement appointment for instructor or assistant professor in television area of an aggressive and growing Mass Communications Program. M.A. required with college teaching experience. Knowledge of 3/4 U/Matic, video-TV production, writing, advising, ability to teach other courses in the department. New, fully-equipped Sony TV studios and fulltime FM radio station, KMSC. Opportunity for outside talent work at three local TV stations and seven radio outlets. Morningside College is a liberal arts college with 1200 students in Sioux City, Iowa. Send letter of application, vita, transcripts and three letters of recommendation to: R. Franklin Terry, Vice President for Academic Affairs, 1501 Morningside Ave., Sioux City, IA 51106. By April 1, 1989. For further information contact Dave Diamond, Chairman, Communications Department, 712-274-5299. An equal opportunity/affirmative action employer.

Angelo State University seeks an assistant or associate professor of broadcast journalism for the 1989-1990 academic year to teach a variety of broadcast courses and/or beginning courses in advertising, public relations, or photography. Ph.D. degree in Journalism with an emphasis in broadcast news and production required; professional and/or teaching experience preferred. \$30,050 to \$35,843 for nine months plus attractive University fringe benefits; rank and salary depend upon academic training and experience. San Angelo is located in the Texas Sun Belt. Application deadline: April 1, 1989. Address inquiries to Judith A. Norwood, Department of Journalism, Angelo State University, San Angelo, TX 76909. An affirmative action, equal opportunity employer.

The American University, Washington, D.C., Faculty Vacancy in Broadcast Journalism, School of Communication. Position available for 1989-90 academic year as assistant professor in broadcast journalism, tenure track, in the School of Communication, beginning August 1989. Responsibilities: Teaching undergraduate and graduate courses in broadcast journalism including radio and television news writing, editing, reporting, delivery, field and studio production. Student advising, assistance in facilities and equipment management, and School and University service. Qualifications: M.A. preferred; at least five years professional experience in broadcast journalism required; previous college-level teaching experience preferred. Evidence of production or publication interests and potential essential. Salary competitive, dependent on qualifications and experience. C.V. and three letters of recommendation should be sent to: Broadcast Journalism Search Committee, School of Communication, The American University, Washington, D.C. 20016. The Committee will begin reviewing applications March 20, 1989. The American University is an affirmative action/ equal opportunity employer. Applications from women and minorities are particularly invited.

Broadcasting: Tenure-track position to teach undergraduate courses from: Radio Production, Broadcast Operations, and Broadcast Performance. Required Masters degree in Broadcasting, or directly related area. College teaching experience desired. Course work beyond Masters degree desired. Position available: August 16, 1989. Application deadline: March 21, 1989 or until filled. Send letter of application, resume, record of major course work, and minimum of three recent letters of recommendation or placement credentials to: Director of Human Resources Management, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/ equal opportunity employer. Northwest encourages women and minorities to apply.

Communications and Broadcasting Technologies: INSTRUCTORS (2). Montgomery College, Rockville, Campus, is seeking applicants for 2 potential, non-tenured, full-time faculty appointments beginning August 23, 1989 to provide classroom instruction in: 1) Introduction to Broadcasting and Media Appreciation. 2) Radio and TV Production Courses (basic and advanced). Both positions require a Master's Degree or equivalent in Communications, Radio/ TV/ Film, Broadcast Journalism, or related field. Teaching experience is required for both positions also. Curriculum development experience is preferred for both positions. Position 2 requires broadcast and production experience as well as experience/ training in both video and radio equipment and production. Broadcast or production experience is preferred for Position 1. Responsibilities include and are not limited to teaching, advising students, development of lecture, discussion and laboratory materials, operation of studios, equipment and laboratories related to production classes, participation in unit and departmental activities, and a minimum of 3 office hours per week. Salary commensurate with education and experience. Excellent fringe benefits. Minority and female candidates are encouraged to apply. Resumes will be reviewed beginning March 24, 1989 and until each position is filled. Please send a current resume to: Personnel Office, Montgomery College, College Administrative Center, 900 Hungerford Dr., Suite 130, Rockville, MD 20850. An EO/ AA/ Title IX Employer.

California State University, Los Angeles: Assistant professor to teach courses in studio and field production and documentary. MFA or Ph.D. with emphasis in production required. College teaching and professional experience desirable. Assistant or associate professor to teach courses in Broadcast Journalism. M.A. with professional experience or Ph.D. required. Deadline March 17. Send resume, 3 letters of recommendation and transcripts to Dr. Keith Henning, Chair, Department of Communication Studies, California State University, Los Angeles, 5151 State University Dr., Los Angeles, CA 90032. EOE.

HELP WANTED MANAGEMENT

Manager, corporate finance to coordinate financial-related activities for multiple locations. BS degree in Accounting/ Finance with minimum 5 years direct supervision over financial-related responsibilities; hands-on experience with Lotus applications; proven analytical and written communication skills; previous broadcasting experience a plus. Send resume and salary requirement to: Personnel Dept., The Spartan Radiocasting Company, Box 1717, Spartanburg, SC 29304. EOE.

Chief financial officer: Opportunity exists within a small, dynamic media company for a C.E.O. whose major responsibilities will include banking and legal interactions, and hands-on accounting in a fast-paced environment. CPA required, as well as working knowledge of automated accounting applications/ procedures. Must be currently working as a C.F.O. or Controller. Position demands a diverse and flexible personality and company rewards excellence accordingly. Send resume to: Personnel Dept. #109. Ailes Communications, Inc., 456 West 43rd St., New York, NY 10036. We will only respond to written responses, which should include salary requirements. No phone calls please. EOE.

We are looking for an experienced professional to fill a management position in a cable TV system in a rapidly expanding southeastern part of the country. Tasks will involve operations, personnel, customer base increases, ad sales management, administration, and other system type duties. This is one of the nation's most modern systems using the latest technologies. Subscriber base is 20K and growing. Qualifications are a successful track record in cable TV, broadcasting or related management positions. Send introductory letter and resume to William G. Jackson, Cable America Corp., 4350 E. Camelback Rd., #120F, Phoenix, AZ 85018. EOE.

SITUATIONS WANTED INSTRUCTION

Experienced versatile broadcaster with M.A. seeks full-time teaching position. Particular strengths include radio/TV performance, news/ sports writing, and public speaking. Call Mark, 618-566-4054.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

EDUCATIONAL SERVICES

On-camera education training: Also instruction in shooting and editing field footage. A fast and thorough program. Employment assistance. The Media Training Center, 602-285-1143.

On-camera training. For TV reporters. Polish anchoring, stand-ups, interviewing, writing. TELEPROMPTER. Learn from former ABC Network News correspondent/ New York local reporter. DEMO TAPES. Private lessons. 212-921-0774. Eckhart Special Productions. (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

KYCA, Prescott, AZ, needs satellite receiver for Sat-Com 1R digital audio. Need down converter and audio shelves, to be used as back-up for our Scientific Atlanta 7300. Contact Al Hartzell, 602-445-1700.

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, 1976, 1974) ** 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 10,000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMarlin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

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.

Nautel 1985, AMFET-5, 5KW AM transmitter like new condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen, Television Technology, 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Betacam, 3/4" & 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - \$5.99. 3/4" - 20 minutes \$4.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info. call toll free, 1-800-238-4300.

Sony PAC-58 Editor package - 1 in stock with 5800, 5850, RM440, cables, B&W monitors. All for \$8,900.00. Like new system. Call Video Brokers, Inc. 407-851-4595.

1" VTR - In stock - Ampex VPR-80, VPR-5, VPR-20; Sony BVH-1100A, BVH-1000, BVH-2500 - All ready for immediate delivery with 100% Video Brokers Warranty. Call Video Brokers, Inc. 407-851-4595.

Sony VP-5000 and VP-7020 Playback 3/4" - Very low time. 50 units on hand at time of ad. Call Video Brokers, Inc. 407-851-4595.

Chyron RGU-2CG - single or dual channel - 2 in stock. Full set of font disks. 30 day warranty. Call Video Brokers, Inc. 407-851-4595.

9" dual monitors - Ikegami - New with rack mount - \$495.00 per pair. Call now and save. Call Video Brokers, Inc. 407-851-4595.

Portable Beta play/rec - Sony BVW-25 - Low hours and 30 day warranty. Several in stock. Call Video Brokers, Inc. 407-851-4595.

BVW-40 - Like nNew - Also BVW-10 & 15 in stock - Save on Beta. Call Video Brokers, Inc. 407-851-4595.

Grass 400 Routings Switcher 32X30 with 2 Ch. of audio - 30 control panels crated and ready to ship. Call Video Brokers, Inc. 407-851-4595.

Time code boards for Sony BVH-2000 - 1 set of these hard to find TCB's. Call Video Brokers, Inc. 407-851-4595.

Aurora 220 Graphics Station complete option. Special blow out pricing. Call Video Brokers, Inc. 407-851-4595.

Ampex VPR-2Bs, VPR-1Cs. Hitachi HR-230s, Sony BVU-800s. Complete JVC CR-850 AB roll edit system. Complete Sony 1100A/Pallex Vanguard edit suite. Sony BVU-110s. RCA TP-66s on special this month. Must sell. Call now to list your surplus equipment or for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Acrodyne A-1401-U one kilowatt low power UHF transmitter. 4 yrs old. Excellent condition. Maze Broadcast. 205-956-2227.

Maze Broadcast will buy your old microwave system. Any brand in broadcast band. 205-96-2227.

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.

Ampex Betacam demo equipment: Prices drastically reduced! Includes new equipment warranty. Contact your nearest Ampex representative for availability and delivery: California 415-367-2202, 818-365-8627, Georgia 404-491-7112, Illinois 312-593-6000, Maryland 301-530-8800, Massachusetts 617-932-6201, New Jersey 201-825-9600, Texas 214-960-1162.

48 sections of 3-1/8" transmission line, 50 ohm w/ hangers; (1) 12 bay RCA - FM antenna, 91.3; Call 904-223-0616.

360 ft. Truscon guyed solid rod tower. 48 inch face, with lighting, insulators and 60 ft. pole. Call Bill Glasser, WHBC, Canton, OH 216-456-7166.

LPTV transmitter. TTC XL 1000 MU. 1 kilowatt, for UHF LPTV. Low hours, available immediately. Paul Bailion, 406-232-5626.

Copper #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

Cash or equipment trade for TV antennas, transmitters and/ or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

RCA film island 2 TP-66 film projectors and TK-29B camera w/ multiplex. Also, 1 TK-29B camera all in good condition. Call for more info. 318-474-1316. Jimmy Martin.

This must get stolen! Video System: Custom designed cases. Directors & engineers - Sony & Panasonic industrial equipment. Thieves, burglars, equipment pirates welcome! Call for address & times for entry! 215-752-2100. Answering service. 215-750-1776. Home.

Gates FM-10H3 transmitter, FMC-6 antenna, de-icers. 92.9MHz. Worked well when recently turned off. All offers considered. Bob Williams, KRWN. 505-327-4449.

Mobile truck. 28 ft. 2 generators, racks, monitors, sync system, 3/4" VCR's, 2" VTR, switcher, audio -- more. Good condition. \$15,000. Bob, 818-505-9991.

1) Demonstrator Vidifont graphics system. Viditext II (Only 12 months old) includes: vidiclock, 20 meg. disc drive. Digitizing Tablet, color capture font and logo compose. (New warranty). 1) Used Ampex 1" video recorder. Includes: console and bridge, Tektronix 523 and B/W monitor, has slo-mo and time base corrector. Excellent condition. Model VPR-1C. Hurry! Call for pricing!! Lines Video Systems, 219 S. Jefferson, Springfield, MO 65806. 1-800-641-4674/ Out-of-State. 417-862-5533/ In State.

RADIO

Help Wanted Management

IMMEDIATE OPENING AFFILIATE SERVICES MANAGER

Major national radio network located in Northeast seeks manager to oversee affiliate services department. Position requires training and oversight of staff, station contact and involvement in program development. Previous network management experience preferred but not required. Excellent salary, incentive and benefit package along with solid growth potential. Send resume and salary history to:
Box R-46. EOE

CENTRAL PENNSYLVANIA FM

New Class B FM scheduled for June debut needs general manager, sales executives, and programming staff. Solid market. Group owner looking for professionals who want to grow and enjoy the challenge of building a winner.

If you'd like to join our team, write us with your background, references and salary goals. We're looking for the best. GM may receive equity participation. EEO employer.

Box R-41

Situations Wanted Management

BOB BOLTON

SEEKING CHALLENGE IN MANAGEMENT AND/OR PROGRAMMING. ALL OFFERS CONSIDERED. I'M A 29-YEAR VET WITH VAST EXPERIENCE IN ALL ASPECTS OF BROADCASTING.

CALL ANYTIME: (205) 626-7875

GENERAL MANAGER

Experienced broadcaster. Talented pro with rock-solid 25 year management track record highlighted by turnaround success rate of 100%. Specialist in EEO, affirmative action and community involvement. An achiever who by doing it all well brings out the best in others. Expert in sales, promotion, engineering (FCC licensed, NARTE certified) and production. Stable cost-conscious executive with excellent credentials. Northeast preferred.

Reply: RADIO MANAGER

2340-P S.R. 580
Suite 134
Clearwater, FL 34623

Situations Wanted Programing Production & Others

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Proven winner
with excellent references.

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TELEVISION

Help Wanted Management

VIDEO PRODUCTIONS MANAGER \$38,667-\$60,882

Appointment may be made above the minimum depending on qualifications.

The Video Productions Manager directs the operations of the Phoenix Channel, the City's cable television station. This position works closely with City Management and staff. City departments, cable and commercial media representatives and community groups to plan, develop and implement video programming responsive to both internal and external needs. The Video Productions Manager oversees a staff of 12 full-time professional and technical employees and reports to the Public Information Officer.

Requires 5 years professional and management experience in the television industry and a Bachelor's degree in Broadcasting, Journalism, Mass Communications or a related field.

To request application, call 602-262-6277 or write. Applications will be accepted from February 27, 1989 until selection has been made. EOE.

CITY OF PHOENIX

Personnel Department
135 North 2nd Avenue
Phoenix, AZ 85003



AA/EEO/H Employer

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Help Wanted News

KCRA-TV/Sacramento

is seeking an experienced anchor to co-anchor its early morning and noon newscasts. If you're a skilled communicator and a good writer, send a non-returnable aircheck and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE M/F.

KCRA-TV Kelly Entertainment Company

is seeking an experienced news reporter with a minimum of five years experience for a new weekly news magazine program. Superior long form writing and story telling skills a must. Live remote experience a must. Submit non-returnable tape, resume and salary requirement to:

John Reim, General Manager
Kelley Entertainment
3 Television Circle
Sacramento, CA 95814-0794
No calls, please—EOE, M/F.

Help Wanted Sales

REGIONAL SALES REP

SuperSpots, the nation's leading producer of television marketing for the broadcast and entertainment industry seeks regional sales rep. Excellent compensation, bonus and benefit plan. If you are a self-motivated professional with a record of performance, apply today. Send letter and resume with references to:

Joe Kelly, CEO
SuperSpots - CHICAGO AV, Inc.
215 West Ohio
Chicago, IL 60610

No calls please. SuperSpots - CHICAGO AV, Inc. is an equal opportunity employer.



SUPERSPOTS®



Help Wanted Programing Production & Others

**We are looking
for a promotion genius.**

Our person will have excellent creative writing skills, great marketing sense and a flair for community involvement. He or she will be a highly motivate, take charge, self starter with a passion for news. If you are that person write to me.

**Don McGouirk
WMAZ-TV
P.O. Box 5008
Macon, GA 31213
E.O.E.**



MULTIMEDIA

TV BROADCAST SALES

Famous international optical company seeks a New York area based individual to handle sales of TV camera lenses to dealers, mfrs., prod. studios and TV stations and networks. A knowledge of broadcast television camera electronics and/or microprocessor technology helpful. Able to travel U.S. and occasionally abroad.

Please send resume and salary requirements (no telephone calls please) in complete confidence to:

Angenieux Corp. of America
7700 N. Kendall Drive, Miami, FL 33156

Director of Local Programingh

Top 5 market station has a department head level position available for the Director of Local Programming. The ideal candidate will have 3 or more years as a line producer or "EP" and have current experience in executing local sports, entertainment, news documentaries, and current affairs programming.

The winning candidate will need to demonstrate a strong, solid background in all areas of local production, including writing, producing, directing, editing, photography, and most importantly, original creative thinking. This is a hands-on job for a highly motivated and productive leader who can produce quality local programming for prime time without requiring exorbitant budgets or staffing.

This is a great job in one of the best cities and stations in the country. Top benefits and salary.

**Equal opportunity employer. M/F
REPLY TO BOX R-20**

Help Wanted Technical

ELECTRONIC MAINTENANCE ENGINEER

The nation's #1 Independent station and Washington, DC's most watched station is seeking an Electronic Maintenance Engineer. Experience in all areas of television maintenance, such as VTR's (1", 3/4" 1/2"), monitors, switchers, cameras, and distribution system is required. System installation and design skills are a plus. If qualified, please send resume to:



Personnel
Fox Television/WTTG
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016
E.O.E.

FIELD SERVICE TECHNICIAN

Optical mfr. seeks qualified individual for field/ bench service. Skills in precision mechanics preferred. Knowledge in electronics helpful. Opportunity for growth into direct sales. Based in Miami, Fla. Must be willing to travel in U.S. & abroad.

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California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes or other oversized materials to Blind Boxes.

**Help Wanted Progaming
Production & Others Continued**



Producer - Radio

Public radio station in Southern California seeks a self-starting production professional. Current signal pattern covers most of the Los Angeles market. Licensed to the San Bernardino Community College District. Will produce and announce programs for the station's classical music format. Must have at least 60 semester units of college-level coursework with an emphasis in music theory, drama, fine arts, or a related field, and at least 1 year of experience as a full-time paid radio announcer or in a closely related position in broadcast operations. Salary range is \$15,101 to \$18,346, with excellent family medical and dental benefits, and employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by March 31, 1989. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533, Extension 13

ALLIED FIELDS

Situations Wanted Sales

BROKER

with established
Washington D.C. office
seeks relationship with
outside dynamic organization.
BOX R-35

Help Wanted Instruction

HOFSTRA UNIVERSITY

Full Time Openings for Fall, 1989

Department Chair/TV Institute Director. Nationally known individual with extensive academic and professional experience to chair the Department of Communication Arts and to direct the Hofstra Television Institute. Responsibilities will include: administrative and academic leadership of the department (eleven full-time faculty and 500 majors); supervision of the undergraduate curriculum and development of a graduate program; direction of broadcast-quality television facilities; supervision of Television Institute productions and programs intended for on-campus, PBS and Cable television outlets; and rentals of the production facility. The ideal candidate will have a Ph.D. and the appropriate academic experience to head a department. Extensive experience relevant to directing a major production facility is also required.

Executive Producer/Training Coordinator. Duties include planning and producing special extra-curricular television productions and teaching courses in the use of sophisticated broadcast equipment and advanced post-production editing.

Hofstra's Television Institute is one of the largest and most sophisticated non-commercial broadcast-quality facilities in the East. Located on a 250-acre residential campus in suburban Long Island, 25 miles from Manhattan, Hofstra is a private, comprehensive university enrolling 6800 full-time undergraduate and 5000 graduate and part-time students in all areas of the Liberal Arts and Sciences as well as in Business, Education, Engineering and Law. EOE

Applications or nominations should be sent to Dr. Jerome Delamater, Chairperson, Department Personnel Committee, Department of Communication Arts, Hofstra University, Hempstead, NY 11550.

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AND TAPE EDITORS**

Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programming people. For details call:

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We'll Send You On Your Way.**

Send us your resume if you're looking for something more than a job change. MCN is not just personnel specialists looking to find you a slot. We're people who have worked in broadcast and media related jobs like yours. So we understand what you're looking for. The right environment, market and salary. Send us your resume so we can get under way sending you on your way.



Media Careers Network (MCN)
PO Box 15174 • Charlotte, NC 28211

Business Opportunities

**Why have your money
tied up in a broadcast tower?**

Tower Corporation of America, an experienced tower owner and operator, will buy your tower for cash and guarantee a long-term lease for your station's antennas.

For details on how to take advantage of this offer contact

Mary Anne Benedict,
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Three Days of Street Racing Action From the Motor Capital of the World!

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313-878-9085

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Minimum \$50,000 PROFIT
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with broadcast education program.
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These successful stations offered at excellent bargain on attractive terms to strong buyer. Colleges, university, major medical nearby. All recreation (kids will love it).

AM/FM (with C-2 CP) combo
in midst of beauty
with over 3 million yearly visitors.

AM in fast growth area.
Only commercial AM service
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in community proposed
to double in population.

Existing cash flow
will support price.
Can buy combo
separately from AM.

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Low Price - Terms Available
Well-equipped - State-of-the art
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Brokers Welcome

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AM-FM combo. \$2.2 million, terms.
Excellent facilities.

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FULL CLASS C
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real growth potential. Asking \$850,000.
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combo asking
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For details contact:

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MEDIA BROKER
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(201) 579-5232

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4 00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

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

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

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

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

Fates & Fortunes

Media

Dick Jolliffe, VP and manager, domestic sales, Republic Pictures Corp., Los Angeles, joins KWHY-TV there as general manager.



Peterson

William B. Peterson, president and general manager, WTKR-TV Norfolk, Va., joins WPEC(TV) West Palm Beach, Fla., as president and general manager.

Rick Starr, VP and general manager, KDKA(AM) Pittsburgh, joins WMAQ(AM) Chicago as VP and general

manager. Starr replaces **David Pearlman**, who is leaving station to pursue other interests.

John L. Peroyea, chief operating officer, Narragansett Radio Inc., Baton Rouge, La., named president. Narragansett Radio Inc. owns two AM's and three FM's.

Bill Franks, program manager, KRBK-TV Sacramento, Calif., named station manager.

William L. Service, VP and general manager, WTVQ-TV Lexington, Ky., joins WRDW-TV Augusta, Ga., as VP and general manager.

Ted Atkins, managing general partner, Commonwealth Broadcasting of Northern California, group owners, Sacramento, Calif., joins WWSW-AM-FM Pittsburgh as general manager. Atkins replaces **Diane Sutter**, who was recently named VP and general manager of WTVQ-TV Lexington, Ky.

Bart Brandmiller, general sales manager, WKLQ(FM) Grand Rapids, Mich., named general manager.

Curt Peterson, VP and general manager, KAYI(FM) Muskogee, Okla., joins KIDO(AM)-KLTB(FM) Boise, Idaho, as general manager.

Daniel Gorby, general manager, Caravelle Broadcast Group's WVCN(AM) North Charleston and WDXZ(FM) Mt. Pleasant, both South Carolina, named VP and general manager, Caravelle Broadcast Group, Charleston, S.C.

Fred L. Newton, VP and general manager, WMAZ(AM)-WAYS(FM) Macon, Ga., joins Piedmont Communications, group owner there, as president and general manager; **Oscar Leverette**, operations manager, WMAZ(AM)-WAYS(FM) joins Piedmont's WDDO(AM)-WPEZ(FM) Macon as station manager.

Marketing

Leo F. Harvey, national account manager, Gannett Company, New York, joins National Black Network there as director of sales.

Sandy Toscano, VP, commercial operations,

MTV Networks, New York, named VP, operations and administration, advertising sales.

Alex Swan, director, Turner Cable Network Sales, Atlanta, named VP, communications, Turner Cable Network Sales.

Kenneth Ellis, account executive, TKR Cable, Warren, N.J., named Tri-System advertising sales director. Tri-System serves 27 central New Jersey communities.

Warren Spellman, VP, advertising and promotion, CBS/Broadcast Group, New York, joins Rainbow Advertising Sales Corp. there as director of marketing services.

Monica Shaffer, media director, Biederman & Co., New York, named executive VP and made member of financial and executive committees.

Appointments at MMT Sales Inc.: **David Branagan**, account executive, MMT Sales Inc., Detroit, named sales manager; **Michael Faherty**, salesperson, Telerep, New York, joins MMT Sales, Detroit, as account executive; **Kitty Hutchens**, account executive, Petry Television, Detroit, named account executive; **Derek Dalton**, director of marketing, Chronographics, publishing company, New York, joins MMT Sales there as account executive.

Tom Morris, account executive, KABC-TV Los Angeles, joins Prime Ticket Network, Inglewood, Calif., as senior account executive.

Marybeth Alvin, director of investor relations, Advanta Corp., Horsham-Pa.-based financial services company, joins QVC Network Inc., Westchester, Pa.-based cable network, as director, corporate communications.

Liliana B. Story, account executive, WVEU(TV) Atlanta, joins National Cable Advertising there in same capacity.

Linda L. Lucht, advertising director, *Ms.* magazine, Chicago, joins Cycle Sat Inc., communications network delivering spot television commercials, Chicago, as VP, sales.

Brenda Newby, sales assistant, Hillier, Newmark, Wechsler & Howard, Los Angeles, joins Durpetti and Associates there as account executive.

Adam Herman, assistant group head, Grey Advertising, New York, joins Waring & LaRosa Inc. there as media supervisor.

Ken Walker, account executive, WBBM(AM) Chicago, joins CBS Radio Networks' Midwest office there as account executive.

Kristin Nutter, sales representative, WBOS(FM) Brookline, Mass., joins WRKO(AM) Boston in same capacity.

Sylvia McGhee, account executive, WENN(AM)-WAGG-FM Birmingham, Ala., joins WVBF(FM) Boston in same capacity.

Steve Wrath, general sales manager, KKOBB-AM-FM Albuquerque, N.M., joins KORK(AM)-

KYRK-FM Las Vegas in same capacity.

Scott R. Hamula, account executive, WSJM(AM)-WIRX(FM) St. Joseph-Benton Harbor, Mich., named sales manager, WSJM.

Donald Marion, general sales manager, WSUN(AM)-WYNF(FM) Tampa, Fla., joins KTXQ(FM) Dallas as general sales manager.

Kerima Thomas, account executive, N.W. Ayer, New York, and **Leonard Sims**, marketing director, Gulfgate and Northline Malls, Houston, join KPRC(FM) Houston as account executives.

David Harper, sales manager, Storer Cable, Charleston, S.C., joins WVCN(AM) North Charleston and WDXZ(FM) Mt. Pleasant, both South Carolina, as sales manager.

Tim McCoy, local sales manager, KAMJ(AM) Phoenix, joins KTAR(AM) there in same capacity; **Bob Coffman**, account executive, KCMJ(AM) Palm Springs, Calif., joins co-owned station KKLTV(FM) there in same capacity.

Ronald A. Palmer, general manager, KBND(AM)-KLRR(FM) Bend, Ore., joins KUPL-AM-FM Portland, Ore., as account executive.

Bruce A. Smith, senior account executive, WGNA(FM) Albany, N.Y., joins WSCG(FM) Corinth, N.Y., as general sales manager.

Appointments at WAXY(FM) Fort Lauderdale,

LEARN TO SELL TELEVISION TIME

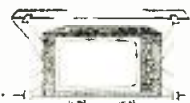
There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open. But to learn the business you had to be in the business. Until now.

Now, **Martin Antonelli**, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and markets. You'll understand the role of news, movies, specials, sports and cable.

The program works. Former students now successfully sell time for firms like NBC, TeleRep, Blair, and Katz. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for our free information packet. But do it today because new classes are starting soon.



ANTONELLI MEDIA TRAINING CENTER

20 West 20th Street, NY, NY 10011
(212) 206-8063

Lic. by NY State Dept. of Education

Fla: **Mike Bredahl**, sales executive, named director, national sales; **Tony Bonvini**, local sales manager, named retail sales manager; **Joanne Coblentz**, local sales manager, WFLA(AM)-WFLZ(FM) Tampa, Fla., named general sales manager.

Robin M. Cahill, continuity coordinator, WVIT(TV) New Britain, Conn., joins WXCT(AM) New Haven, Conn., as account executive.

Bill Calvert, sales manager, KXKL-AM-FM Denver, joins WOW-AM-FM Omaha as director, sales department.

Dan Loving, senior account executive, KKNR(FM) Oklahoma City, joins KEBC(FM) there as general sales manager.

Thomas R. Libby, account executive, KXXY-AM-FM Oklahoma City, joins WSJS(AM)-WTQR(FM) Winston-Salem, N.C., as sales manager.

Diane C. Newman, general sales manager, WYTE(FM) Whiting, Wis., joins WMLR(FM) Madison, Wis., as sales manager.

George Goldman, supervisor, West Coast office, Concert Music Broadcast Sales, rep firm, Los Angeles, joins KMNY(AM) Los Angeles. KMNY(AM) is Money Radio Network with all business format.

Robert L. Novak, account executive, KLAC(AM)-KZLA-FM Los Angeles, named marketing director; **Tom Fenno**, national sales manager, named sales manager.

Andy Roat, coordinator, national sales, Palmer Radio Networks, Des Moines, Iowa, named network sales manager.

David Priest, sports network director, WIRE(AM)-WXTZ(FM) Indianapolis, named general sales manager.

Des Phelan, general sales manager, KLAC(AM)-KZLA-FM Los Angeles, joins KIOI(FM) there in same capacity.

Appointments at KNX(AM) Los Angeles: **Brian LaBonge**, retail sales manager, named manager, new business development; **Joey Aines-Sommers**, account executive, named retail sales manager.

Luis F. Hernandez, account executive, KRIA(AM) San Antonio, Tex., named sales manager.

Jeffrey A. Storey, general manager, WRKG(AM) Lorain, Ohio, joins WLOW(FM) Bluffton, S.C., as general sales manager.

Jane E. Gaunce, local sales manager, KMBZ(AM)-KMBR(FM) Shawnee Mission, Kan., named general sales manager.

Sandy Rust, account executive, KROR(FM) Yucca Valley, Calif., named local sales manager.

Programing

John Miller, VP, advertising and promotion, corporate communications, NBC, Burbank, Calif., named senior VP. Miller will assume program responsibilities as member of NBC's program development group.

Douglas Roth, director, network research, Columbia Pictures Television, Los Angeles, named VP, research.

Rick Hull, manager, dramatic series develop-

ment, ABC Entertainment, Los Angeles, named director, dramatic series development.

Robert Kaplan, program executive, GTG Entertainment, Culver City, Calif., named director of comedy development.

Kate McSweeney, program executive, Turner Broadcasting System, Atlanta, named senior program executive.

Rod Murray, director of sales, marketing division, MMT Sales Inc., New York, joins D.L. Taffner/Limited there as director of research.

Richard Zimmer, executive director of research, Orion Television Syndication, Los Angeles, named VP, research.

Penny Rotheiser, director of publicity, Multimedia Entertainment's *Donahue* show, New York, named director, marketing and development, Multimedia Entertainment.

Patricia Saphier, development associate, Telecom Entertainment, Los Angeles, joins Patchett-Kaufman Entertainment, Culver City, Calif., as director of development, movies and mini-series.

Tony Ford, executive VP, Gaylord Productions, Los Angeles, joins Heritage Entertainment, production company, North Hollywood, as in-house producer.

Appointments at Movietime cable network, Hollywood: **Jim Kosub**, manager, post-production, named director, post-production; **Terri Utley**, news writer and field producer, KCRA-TV Sacramento, Calif., named entertainment news anchor.

Leo Leichter, independent producer, joins Hawkeye Entertainment Inc., Los Angeles, as senior VP, development and production.

Bill Faris, director and editor, Innervision Productions, St. Louis-based video and film production company, named operations manager.



Shupack

Arnold Shupack, senior VP, facilities management, Lorimar Studios, Culver City, Calif., named senior VP and general manager, studio operations.

Appointments at The Media Group, Columbus, Ohio-based production Co.: **Rob Curschman**, freelance videographer, named cameraman; **Susie Reece**, production technician, WTTV(TV) Bloomington, Ind., named assistant editor.

Michael Chamlee, master control operator, The Weather Channel, Atlanta, named program coordinator, Prime Time Tonight. Prime Time Tonight is cable tune-in service and joint venture of Landmark Communications (parent company of Weather Channel).

William J. Lamb, president, Polymuse Inc., production company, Los Angeles, joins Maryland Public Television, Owings Mills, Md., as executive producer, *Sea Power* series.

Bill Butler, director of programing and promotion, WPGH-TV Pittsburgh, joins WLVI-TV Boston as program manager.

Trudi Brown, senior producer, WCAU(TV) Philadelphia, joins noncommercial WHY(TV) Wilmington, Del., as producer; **Jim Barry**, freelance producer, named producer.

Tom Seaver, former major league baseball player, joins WPIX(TV) New York as broadcaster, New York Yankees Baseball.

Carole Adornetto, producer, Home Box Office, Los Angeles, joins Arkansas Educational Television Network, Fayetteville, as executive reporter.

Appointments at Pollack Media Group, radio consulting firm, Los Angeles: **Jeff Pollack**, founder, named chairman and CEO; **Tommy Hedges**, senior programing adviser, named president.

Peter King, production manager, WHEN(AM)-WRHP(FM) Syracuse, N.Y., named program director.

Gloria Friedman, director of audience services, noncommercial WNYC-AM-FM New York, named director of marketing.

Al Tavera, music director, KPWR(FM) Los Angeles, named assistant program director.

Anthony Lambert, production assistant, WSOS(FM) St. Augustine, Fla., joins WBXB(FM) Edenton, N.C., as assistant program director.

Dick Sheetz, assistant program director and production director, KKZN-FM Spokane, Wash., named program director.

Larry Berger, former program director, WPLJ(FM) New York, joins KIOI(FM) San Francisco as program director; **Bobby Cole**, program director, KIOI(FM), named VP of programing for parent company, Fairmount Communications Corp., San Francisco.

News and Public Affairs

Appointments at ABC News: **Reid Orvedahl**, production associate, *Nightline*, Washington, named associate producer. London: **Julie Hartenstein**, producer, *Nightline*, New York, named freelance producer. ABC's *World News Tonight*, *American Agenda* series, New York: **Pam Kahn**, producer, *Nightline*, Washington, named producer. *World News Tonight*, *American Agenda*, Washington: **Tracy Day**, production associate, *Nightline*, New York, named associate producer; **Margaret Koval**, senior researcher, *Nightline*, New York, named associate producer; **Maryellen Cox**, senior production associate, *Nightline*, New York, named associate producer; **Sandy Mayer**, production associate, *Nightline*, New York, named senior production associate; **Shari Finkelstein**, desk assistant, *Nightline*, New York, named researcher; **Linda Pattillo**, reporter, WPLG(TV) Miami, joins ABC News, Atlanta, as correspondent.

Judith Williams, editor, *CBS Evening News*, Los Angeles, named producer, CBS News.

Jim Ware, news assignment manager and assistant news director, KSPR(TV) Springfield, Mo., named news director.

Appointments at WKBW-TV Buffalo, N.Y.: **Joe Rohm**, chief assignment editor, named managing editor; **Jon Miller**, managing editor and acting news director, KATC(TV) Lafayette, La., named chief assignment editor.

Scott Petitjean, producer, named executive producer; **Steve Hochbrunn**, producer, KATCTV) Lafayette, La., named producer; **John DiSciullo**, producer, WWOR-TV Secaucus, N.J., named news producer.

Lynne Emons, news anchor, WWMT-TV) Kalamazoo, Mich., named public affairs director.

Mike Green, assistant news director and assignment editor, WBKO-TV) Bowling Green, Ky., named news director; **Rick Hightower**, weekend anchor and reporter, named co-anchor.



Sze



Choi

Mei-Ling Sze and **Philip Choi**, anchor and reporter respectively, Hong Kong Television Broadcasting Company, Hong Kong, join KTSF-TV) San Francisco, as news anchors, *Chinese News at Nine*.

Lucrezia Garza-Cuen, reporter/anchor, KBAK-TV Bakersfield, Calif., joins WFAA-TV Dallas as staff reporter.

Appointments at KUTV-TV) Salt Lake City: **Daniel J. Webster**, assignment manager, *USA Today, The Television Program*, Washington, named news director; **Rick Shenkman**, investigative reporter, named Washington bureau chief.

Steve Karlin, general assignment reporter, WOIT-TV Ames, Iowa, joins KCCI-TV Des Moines, Iowa, as reporter and weekend weather anchor.

Diane Gonzolas, public affairs director, KOLN-TV) Lincoln and KGIN-TV) Grand Island, both Nebraska, named newsroom manager.

Deborah Kent, reporter, WFSB-TV) Hartford, Conn., named consumer reporter.

Brian Sussman, weathercaster, KDKA-TV Pittsburgh, joins KPDX-TV) San Francisco as 6 and 11 p.m. weather anchor.

Appointments at WLNE-TV) New Bedford, Mass., as result of addition of two newscasts and increased news breaks: **Scott James**, 11 p.m. producer, named executive producer; **Mark Young**, assignment manager, named news operations manager; **Mark Silberstein**, assignment editor, *Nightside*, named daytime assignment editor; **John O'Connor**, editor, KAUF-TV Wichita Falls, Tex., named night assignment editor; **Ann Dougherty**, reporter, named weekend anchor; **Tim Kelly**, meteorologist, WMUR-TV Manchester, N.H., named weekend meteorologist and environmental reporter; **Jack Groh**, anchor, KREM-TV Spokane, Wash., named morning and noon co-anchor; **Lori Wisner**, recent graduate, University of Texas, named associate producer; **Leah Nall**, graphic artist, WFAA-TV Dallas, named graphic artist; **Larry Huante**, director, KDFW-TV) Dallas, named morning and noon newscast director; **Pamela Watts**, weekend

anchor, named morning and noon co-anchor; **Robin Costello**, associate producer, named Massachusetts bureau chief; **Joe Defillipis**, associate producer, named noon producer; **Nancy Gelston**, associate producer, named weekend producer; **Cathy Gleason**, associate producer, named overnight producer; **Karen Mancini**, intern, named associate producer; **Gene Lavanchy**, sports anchor, WBBH-TV Fort Myers, Fla., named weekend sports anchor; **David Zapatka**, photographer, named video director; **Bob Murphy**, WSET-TV Lynchburg, Va., **Dave Marlin**, KREM-TV Spokane, Wash., **Dave Riley**, WAND-TV Decatur, Ill.; **Matt Braatz**, KHOU-TV Houston; **Bob Crowley**, WMTW-TV Poland Springs, Me., and **Matt McGlashen**, WILX-TV Onondaga, Mich., all photographers, join WLNE in same capacity.

Tony Brown, special assignment reporter, KBMT-TV) Beaumont, Tex., joins WKSC-TV Jacksonville, Fla., as general assignment reporter.

Carol Robinson, national broadcast executive, Western United States, Associated Press Broadcast Services, Washington, named broadcast executive for Washington, Maryland, Virginia and West Virginia. Robinson will coordinate broadcast marketing activity and provide membership support for radio and television stations.

Susan Spencer, medical correspondent, CBS Radio Network, New York, named anchor, *Healthtalk*.

Technology

Kell B. Benson, corporate controller, Zenith Electronics Corp., Glenview, Ill., elected VP and controller.

Edward Cheramy, executive VP and chief financial officer, IDB Communications Group Inc., supplier of audio, video and data/voice satellite transmission services, Los Angeles, named president.



McCarthy

Thomas E. McCarthy, regional sales manager, Northeast region, JVC Professional Products Co., Elmwood, Park, N.J., named general manager.

Kindsay Allen, product manager, industrial audio products, Ampex Corp., Redwood City, Calif., named manager, professional audio tape products. Named corporate VP's, General Instrument Corp., New York: **Anthony J. Aukstikalnis**, general manager, Jerrold subscriber systems division; **Ronald A. Ostertag**, general manager, Computer products division; **Richard C. Smith**, director of taxes; **Lemuel A. Tarshis**, general manager, Jerrold distribution systems division, and **Eugene A. Weisberger**, president, Defense systems group.

Kelly Daniels, graphics applications engineer, Broadcast Television Systems Inc., manufacturers of broadcast and video equipment, Salt Lake City, named product manager.

er.

William Freiberger, senior technical manager, field operations, ABC, Los Angeles, joins VTE Mobile Television Productions Inc. there as VP, director of engineering.

Appointments at Anixter Cable TV, Skokie, Ill.-based cable TV equipment supplier: **Wendell Woody**, national director of sales, Catel Telecommunications Inc., manufacturers of audio-video equipment, Kansas City, Mo., joins Anixter there as fiber optic applications manager; **Gene Robinson**, Western regional VP, named executive VP, national accounts. Robinson will relocate to Anixter's new national account and research & development center in Denver.

Steven Strassberg, regional sales manager, Eastern division, Adams-Smith, audio equipment manufacturers, Hudson, Mass., joins New England Digital Corp., manufacturers of digital audio systems, White River Junction, Vt., as Eastern division manager.

David Penn, chief engineer, noncommercial WGUC(FM) Cincinnati, joins University of Texas, Austin, Center for Telecommunication Services as assistant director, technical services.

Promotion and PR



Hudson

Betty Hudson, VP, corporate and media relations, NBC, New York, named senior VP, corporate communications.

Robert W. Deigh, associate editor, *U.S. News and World Report*, Washington, joins Public Broadcasting Service, Alexandria, Va., as director of corporate public information.

Don DeMesquita, VP, corporate communications/publicity, Columbia Pictures Television, named senior VP, corporate communications/publicity.

Marisa H. Spitz, account supervisor, The Lippin Group, public relations agency, New York, named VP.

Steve Fleming, manager, on-air promotion, Madison Square Garden Network, New York, named director, on-air promotion.

Toni Palmieri, publicist, Walt Disney Pictures/Touchstone Pictures, Burbank, Calif., joins On the Scene Productions, Los Angeles, as publicist.

Appointments at WNEV-TV Boston: **Doug Spearman**, writer and producer, WJLA-TV Washington, named senior producer, promotion; **Diane Szawlowski**, writer and producer, named promotion producer.

Brian Blum, assistant director, creative services, WCAU-TV Philadelphia, joins WCIX-TV Miami, Fla., as director of communications.

David Conrad, promotion manager, Connecticut Public Television, Hartford, named acting public relations manager.

Laurie M. Foster, marketing manager, WFYF-TV) Watertown, N.Y., joins WYNY-TV

Carthage, N.Y., as sales promotion coordinator.

J.R. Nelson, production director, WHIZ-FM Newark, N.J., joins KDWB-AM-FM Minneapolis as corporate creative services director and production director.

Denise Jenkins, producer, WXYT-AM Detroit, named promotion director.

Carlana Moscheo, executive director, State of Tennessee Cystic Fibrosis Foundation, Nashville, joins WLAC-AM-FM there as promotions director.

Michelle Langston, assistant director, promotion and publicity, George Grube Advertising and Bookings Inc., Oklahoma City, joins KLTE-FM there as director, promotion and public relations.

Allied Fields

Appointments, FCC, Washington: **Anne M. Siegel**, special counsel, Common Carrier Affairs, office of General Counsel, will resign March 17. **Ruth M. Milkman**, staff attorney, Common Carrier Bureau, named special assistant to general counsel.

Ellen C. Ehrlich, communications consultant, joins U.S. Chamber of Commerce, Washington, as director of public relations, communications development.

Theresa Barrett, attorney, O'Sullivan, Graev & Karabell, New York, joins Home Box Office there as associate counsel, network operations and corporate development.

Lawrence Gunnels, general counsel, Tribune Company, Chicago, joins Mayer, Brown & Platt, Chicago-based international law firm, as partner.

Sheila Tate, former campaign and transition secretary to President Bush, joins Cassidy and Associates Inc., consulting firm, as vice chairman, communications.

John Bohnet, associate director, preventive security and technology in Europe, Middle East and Africa, Motion Picture Association of America, London, named general manager, international security and technology.

Hal Shoup, strategic communications consultant, joins American Association of Advertising Agencies Inc., Washington, as executive VP and director, Washington office.

Paul Harvey, radio commentator, ABC Radio Network, named recipient of Capital Cities' ABC's *Louell Thomas Award for Distinguished Service*. Award is named after founding stockholder of Capital Cities and was established in 1983 to memorialize his contributions to Capital Cities and broadcast journalism.

Ken Ross, director of nontheatrical program-

Lending a hand The Hearst Corp. has created the *Hearst Broadcast News Fellowship*, an internship program designed to provide minorities with experience in television news and management. Applicants are required to be dedicated to a career in television and graduate in 1989 with a degree in journalism or communications from a college or university in one of the six Hearst television markets: Kansas City, Mo.; Baltimore; Boston; Dayton, Ohio; Milwaukee; and Pittsburgh. Applicants will be screened by a Hearst committee. Finalists will be interviewed at WCVB-TV Boston, where the program is scheduled to begin next September.

ing, CBS/Fox Video, New York, named VP, video, CBS/Broadcast Group.

Gary S. Day, commissioner, State Government of New South Wales, Los Angeles, joins Channel 9 Australia Inc. there as chief executive, United States operations.

David Pulido, associate counsel, MCA TV, Universal City, Calif., named director, legal and business affairs.

Stephanie Nora, director of public affairs, Colorado Ski Country USA, organization representing Colorado's ski industry, Denver, joins Great American Broadcasting Company, Boston, as national sales and marketing manager, satellite services operation. Great American Broadcasting owns and operates five TV stations and 16 radio stations.

Robert E. Ruggiero, account executive, NTI, Nielsen Media Research, New York, named VP, East Coast marketing-advertiser.

John T. Woodruff, executive VP and chief operating officer, Enstar Communications Corp., Atlanta-based MSO, joins Waller Capital Corp., investment banking/media brokerage firm, New York, as VP.

Gillian Rose, former managing editor, *Video Age International*, London, joins International Council of National Academy of Television Arts and Sciences, New York, as program manager, responsible for supervising international Emmy award entries.

Appointments at Metromedia Company, Secaucus, N.J.: **Silvia A. Merkle**, assistant VP, financial planning and analysis, named VP, mergers and acquisitions; **Kenneth Wolk**, assistant controller, named VP, internal audit.

Deaths

Robert L. Weiner, 53, television and stage producer, died March 4 of acute kidney failure at Memorial Sloan Kettering Cancer Cen-

ter, New York. Weiner started out in theater and was general manager and production supervisor for various Broadway productions. In 1970's he moved to TV and produced television specials including *Spoon River* and *A Child's Christmas in Wales*. He was associate producer and talent coordinator for *Robert Klein Time* on USA Network. Most recently, Weiner was with Foxboro Production Co., Los Angeles.



Doyle

James E. (Ned) Doyle, 86, co-founder, Doyle Dane Bernbach (DDB) Inc. advertising agency, died March 5 at his home in New York. He had emphysema. Doyle graduated from law school in 1930 but chose instead to enter advertising. In early 1930's he became Western manager of *Cosmopolitan Magazine*. In 1936, he joined newly formed *Look* magazine as advertising manager. After World War II Doyle went to Gray Advertising. In 1949, Doyle, Bill Bernbach, creative director, Grey Advertising, and Mac Dane, founder, Maxwell Dane Inc. ad agency, decided to form their own agency. Doyle's titles at agency included executive VP, account services, and chairman of executive committee. Doyle retired from agency in 1969 but remained on board of directors. Doyle is survived by three children and four grandchildren.



Thayer

Walter N. Thayer, 78, lawyer and partner, Whitcom Investment Corp., chairman of Whitney Communications Co. and former president, *The New York Herald Tribune*, died March 4 of pneumonia at New York Hospital. Whitcom owns 40 community newspapers and cable systems in Maine and New Hampshire and co-owns, with Cook Inlet Region Inc., eight FM's, three AM's, and one TV station in major marketplaces. Thayer joined J.H. Whitney & Company investment firm in 1955 as partner. From 1960 to 1982 he was president of Whitney Communications Corporation (founded by Jock Whitney). In 1961 he became president of Whitney-acquired *New York Herald Tribune*. Thayer later became president of *International Herald Tribune*, which began publication in 1973. He operated WVOX(AM)-WRTN(FM) New Rochelle, N.Y., now owned by former son-in-law, Bill O'Shaughnessy. Thayer is survived by his wife, Jeanne Cooley Greeley, one son, three daughters and seven grandchildren.

Joshua Barry, 69, radio personality, died Feb. 11 of cancer at his home in Norfolk, Va. Barry joined WNOR-AM-FM Norfolk as announcer and engineer in 1950. His later titles included account executive and head of commercial department. In 1967 he was named VP and general sales manager. Barry is survived by his wife, Francis, one daughter and two sons.

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CBS's Don Wear: Taking on the world

CBS's Don Wear describes himself as he says Abraham Lincoln once described Ulysses S. Grant: "Splendid in action, dangerous when torpid." But for the 42-year-old head of CBS Broadcast's international operations, inactivity has rarely been a problem.

The physically imposing (six-foot-plus) Harvard graduate has been in his current post for just under three years. It is his longest tenure to date.

The self-described aggressive pursuer of new challenges may also have found his most difficult posting, notwithstanding a tumultuous two-and-a-half years early this decade as CBS's Washington vice president.

Wear, equally versed in broadcast management, communications law and programing, gains praise from some high places. Friend and former FCC Chairman Richard Wiley, for whom Wear worked as an assistant in the mid-1970's, says the executive "combines smarts and presence," and adds that he has "always found him to be a person mature beyond his years."

It was Wiley who recommended Wear for the job that brought him into the CBS corporate hierarchy, the post of CBS vice president, Washington.

Wear, son of veteran broadcaster Don Wear, had had his eye on CBS since serving as a mail clerk at the network's New York headquarters in 1966. It was also at the network that Wear had a long-time role model, network veteran Dick Jencks, who early on helped convince the college economics student that a bright lawyer could go on to a senior executive position in broadcast management, Wear's career ambition.

But Wear hardly followed a straight line toward his goal. After law school and a two-year stint at a leading Washington law firm, Wear was bitten by the international bug while working with Wiley on newly surfacing issues such as Canadian trans-border broadcasts, copyright piracy and trade issues.

In 1976, Wear pulled up stakes for a four-year stay in Paris, where he opened his own private communications practice. His most important client, NBC, ultimately hired him full-time as its European counsel, later naming him to a Paris-based sports production post before bringing him to New York as an NBC Sports vice president.

Wear compares his move to CBS to joining a dynasty like that of the New York Yankees. But the Washington office may have been less a dugout than a bunker during his years there, with the industry grappling with issues still dominant today—high-definition television, financial interest and syndication, children's TV issues and network-cable crossownership, among others.

Wear admittedly viewed his CBS Washington stint as a sidestep, saying he made it



DONALD DAVIS WEAR JR.—senior vice president and general manager, CBS Broadcast International, New York; b. Nov. 18, 1946, Harrisburg, Pa.; BA, economics, Harvard University, 1968; Air National Guard, Birmingham, Ala., 1969; JD, University of Virginia, 1972; communications law associate, Dow, Lohnes & Albertson, Washington, 1972-1975; legal assistant, FCC Chairman Richard Wiley, Washington, 1975-1976; private law practice, Paris, 1976-1978; NBC European counsel, Paris, 1978-1979; vice president, European production, NBC Sports, Paris, 1979-1980; vice president, program and talent negotiations, NBC Sports, New York, 1980-1981; CBS vice president, Washington, 1981-1984; CBS vice president, policy, New York, 1984-1986; present position since May 1986; m. Janis Jones, Oct. 27, 1984; children—Christopher Dylan, three months.

clear to then CBS Chairman Tom Wyman when he took the job that he "didn't want to make his career in D.C."

And despite what former colleagues report was initial resistance by then CBS Group President Gene Jankowski to Wear's move to New York, the executive eventually assumed the post of vice president, policy, a transitional platform from which he prepared himself for his next move—to a direct management post in the company.

His opportunity—to run CBS's then five-year-old international operations—came in the midst of upheaval that hit the network in mid-decade, as it fought off a takeover bid by Ted Turner, opening the way for Larry Tisch's entrance.

Wear's main task: to stabilize an organization caught up in the turmoil, with two-thirds of its staff cut and its diverse business, which at one time included cable, teletext, and CBS's theatrical film arm, reduced to just the selling of CBS news material and other programing overseas.

So far, despite CBS's continuing companywide effort to tighten the budget, Wear has managed not only to keep his 28-person staff intact after the initial cuts, but has staved off more radical proposals,

some—reviewed as recently as last fall—to drastically revamp or even disband the unit. The division has even managed, he says, to show annual profits up more than 20% in each of the last three years, making it an important contributor to network profit, diminished as it has been by CBS-TV's third-place performance.

Former CBS executive John Eger, who headed CBI's predecessor organization, CBS World Wide Enterprises, prior to Wear's appointment, says of the executive: "The guy did take over at a very difficult time. The company was in play, and even before that and certainly after, there wasn't anybody other than Bill Paley really interested in CBS Worldwide or CBS International. I give him credit for holding it together and positioning it so now if Tisch wants to, he can maybe do something big. And I would hope he wouldn't miss the opportunity."

Given the more conservative fiscal philosophy at CBS these days, Wear has been harder put to make his mark for CBI on the world TV map, especially in comparison to the higher-profile investments of his colleagues at rival networks Capcities/ABC and NBC, which have, for instance, taken equity positions in foreign TV outlets, both new and established.

For now, Wear says, CBI's international approach will reflect the philosophy of chief executive Tisch—"conservative and stable, with a predictable return."

For U.S. companies doing business overseas, "the most secure and immediate return will be program distribution," says Wear, with the growth in program demand meshing well with American TV's high production values and comparatively low pricing. Investing in distribution outlets, Wear argues, is by contrast longer term and more speculative, with the investments more difficult and more costly to manage.

Yet Wear, who inherited some of the unit's more innovative deals from Eger—most notably a barter advertising deal with Chinese television and the concept of selling *CBS Evening News with Dan Rather* to foreign outlets—has moved recently to put his imprimatur on the unit's program-oriented activities.

Most recently, Wear has cut a deal with a prototype European program co-production consortium involving leading broadcasters in the UK, Germany, France, Italy and elsewhere. CBS will distribute the consortium's 50 hours of existing programs—adding to its regularly expanding program catalog—and will commit at least \$1.5 million to future productions.

"There's a great future for production in Europe for international marketplace and we want to be part of that. [This deal] also draws CBS closer to broadcasters in Europe and demonstrates to Europeans that the trade in international programing is not a one-way, imperialistic street. This is the age of international collaboration."

Johnny Carson, host of NBC's *Tonight Show* for past 27 years, has signed contract with network to continue with show for at least one more year. Show has been top-rated late-night show since other networks launched competitive programming against it in 1968.

Federal bankruptcy court in Chattanooga last week tentatively approved \$9 million transfer of Media Central's WDBD(TV) Jackson, Miss., to D&K Broadcast Properties Ltd. Partnership. Bethesda, Md.-based investor Donatelli & Klein is lead partner in D&K and is also licensee of WDSI-TV Chattanooga. Media Central, owner of eight television stations, had filed for Chapter 11 bankruptcy protection in July 1987. Court rejected D&K's \$5.67 million proposal to acquire WZDX(TV) Huntsville, Ala., although D&K anticipates modifying that plan. Media Central proposal to retain that station was also turned down.

NewCity Communications Inc., Bridgeport, Conn., announced last Friday (March 10) that it reached agreement in principle with Zapis Communications Corp., Cleveland, to swap its Worcester, Mass., stations, WFTQ(AM)-WAAF(FM), for Zapis's WEKS-FM La Grange, Ga. (Atlanta). Deal, subject to FCC approval, takes advantage of recent FCC ruling that reduces required mileage separation between two commonly owned stations of same service. Ownership of second FM station in Atlanta market (NewCity already owns WYAY(FM) Gainesville) would bring NewCity's total portfolio to nine FM's and five AM's. Transaction was handled by Charles Giddons of Media Venture Partners and Dan Gammon of Americom Media Brokers.

Senate Communications Subcommittee is holding hearing on legis-

Affiliate activists

Dissatisfaction with the image and representation of affiliate television is behind the meeting this week in Washington of executives representing a half-dozen station groups with more than 35 network affiliate stations. The executives intend to discuss whether a formal affiliate TV station organization should be formed, and what its agenda would be.

Nine station groups have been contacted about the meeting and six have indicated they will attend, including St. Petersburg, Fla.-based Anchor Media. Post-Newsweek President Bill Ryan told BROADCASTING he is interested in the outcome of the meeting but will be unable to attend because of a scheduling conflict.

The group is also noteworthy because many affiliate station groups were not contacted. Among those apparently left out included Multimedia, LIN Broadcasting, Pulitzer and Group W.

Anchor Media President Alan Henry told BROADCASTING that idea for group came after recent Association of National Advertisers meeting. Henry said that the meeting contained presentations representing cable and independent television—TVB President Bill Moll also spoke—but that no spokesperson specifically represented affiliate television.

"We feel strongly that there is not a group that speaks for the affiliated stations," said Henry. "The Television Operators Caucus includes independents who are taking on the affiliated groups with aggressive rhetoric. Heretofore, we were able to look to the networks to promote the best interest of affiliates...but now they have a diverse portfolio."

Henry emphasized that next week's discussion is preliminary. He also said that if a group is formed, it will not attempt to replace existing affiliate boards and will not "negotiate directly with the networks." Nor, said Henry, would the group attempt to duplicate efforts of the NAB, although he added the group might issue statements to publicize its views.

lution to enact fairness doctrine Wednesday, March 15. Testifying: Tom Krattenmaker, Georgetown Law Center; Jerome Baron, George Washington Law Center; Scott Denman, Safe Energy Communications Council, and Ana Goldoff, John Jay College.

European media moguls Silvio Berlusconi and Robert Maxwell are talking about forming new European media conglomerate with Italian financiers behind last month's takeover by Pathe Entertainment of New World Entertainment. Berlusconi's Milan-based Fininvest Group already has relationship with Pathe backers Giancarlo Parretti and Florio Fiorini, holding two board seats and option to purchase shares in company. Berlusconi has also had on-and-off media dealings with Maxwell, although two are now rival owners in competing French TV channels.

New York's Hauser Communications and King Broadcasting Co. of Seattle last week announced signing of agreement for sale to King of Hauser's cable system serving Northwest suburbs of Minneapolis. Buyer is King Videocable Co.; seller is Suburban Cablevision Co. Partnership is expected to, at closing, pass approximately 98,000 homes and serve at least 46,000 basic subscribers. Sale will be cash for assets transaction. No purchase price was disclosed. Hauser was represented by Waller Capital Corp. and Salomon Brothers Inc. King Broadcasting was advised by First Boston Corp.

Madison Square Garden Network and Tele-Communications Inc. reached long-term agreement last week that provides New York Yankees baseball, New York Knicks basketball, New York Rangers hockey and all other MSG Network programming to basic cable subscribers in New York, New Jersey and Connecticut serviced by TCI, TKR, Heritage and UA Columbia systems. Terms of deal were not disclosed.

Former FCC Commissioner **Mimi Weyforth Dawson**, who until last week served as deputy secretary of Transportation, **joins Wiley, Rein & Fielding** today (March 13) "to specialize in government affairs," according to Washington firm's announcement. Dawson had been appointed to DOT post by President Reagan late in 1987 and resigned on March 8. She served on commission from 1981 to 1987, following service as chief of staff to Senator Bob Packwood (R-Ore.). Managing partner of Wiley, Rein is Richard E. Wiley, former FCC chairman.



Three of four Post-Newsweek stations last week signed contract to participate in Premiere, Group W Television Sales' "broadcast collaborative" designed to sell advertising in local newscasts of top-50 market stations. WPLG(TV) Miami will not join—NBC's co-located WTVJ(TV) is already Premiere affiliate.

ABC has given hook to *A Fine Romance* (Thursday, 8-9 p.m.), and *Murphy's Law* (Saturday, 10-11). *Murphy's Law*, which averaged 6.5 rating/12 share, will be replaced by *Men*, drama about four male friends. Show makes its debut on Saturday, March 25. *A Fine Romance*, which averaged 5.4/8, will be replaced by *ABC Family Classics*, collection mostly of old Disney two-part movies.

***Mother's Day with Joan Lunden*, available as one-hour strip from Michael Krauss Productions, was cleared last week by wwor-TV New York** (and will be produced at station's Secaucus, N.J.-based studios) and KHJ-TV Los Angeles. *Lunden*, currently airing on Lifetime, will debut new episodes in fall, and will be seen on wwor-TV as daytime/early fringe offering, between 9 a.m. and 5 p.m., on KHJ-TV between 9 a.m. and 3 p.m., and on WGBO-TV Joliet, Ill. (Chicago), between 11 a.m. and 1 p.m. Show has been

cleared by 33 other stations in U.S. (BROADCASTING, Feb. 13).

U.S. Court of Appeals in Washington is in position to act on media groups' **motion for summary disposition of their argument that blanket ban on indecency programing**, as FCC requires in its latest indecency rule, is unconstitutional. Court two weeks ago rejected two moves by commission to delay action. One was request to court to defer decision in case pending Supreme Court action in "dial-a-porn" proceeding now before it. Other was request for extension of time to respond to media groups' motion for summary disposition. In response to court order, commission filed its opposition to that motion on March 3, and parties, their reply, on March 8. "So the case is ready for a decision," Timothy Dyk, lead counsel for the media parties, said last week.

Cablevision Industries Inc., Liberty, N.Y., is 11th of top 15 MSO's to announce that it **has signed to carry CNBC** cable channel when it signs on in April. According to Cablevision's Mike Egan, five-year charter contract calls for 25% of Cablevision's basic subscriber base of approximately 600,000 to receive CNBC in April and for 75% to receive it within three years.

It's official: **CNBC, scheduled to debut April 17, will not air sports programing during weekend hours.** Specific programing has not yet been announced, but will be consistent with weekday consumer news and business formula, according to CNBC spokesman.

Noncommercial **WETA-FM-TV Washington** last week authorized formation of committee to seek GM to replace president/CEO **Ward Chamberlin**. "I have run the stations for 13 satisfying and rewarding years," said Chamberlin, 67, who after August 1990 would become vice chairman with "external affairs" role in future of WETA-TV, among public TV's top three producers of national programing. "It's now time to begin to provide an orderly transition." Chamberlin has been VP and general manager of CPB, executive VP of WNET(TV) Newark, N.J., and senior VP of PBS. WETA executive VP, **Gerry Slater**, also took occasion to announce he will "stay on for a reasonable transition period, and then start exploring some entrepreneurial ventures."

Turner Broadcasting System's Turner Cable Network Sales last week established Turner Home Satellite, expanded direct-to-home satellite programing sales division. "Response to growing customer demand," said company, means increasing staff and moving to larger facilities within next three months. Turner Satellite Systems VP Wes Hanemayer, said passage last fall of H.R. 2848 "superstation bill" prompted "aggressive" Turner reentry into that market (see "Special Report," page 42).

TVRC Syndication's **Hoop du Jour—The Week in Pro Basketball has been cleared by 71 stations covering 70% of country**, including top 10 markets, and is "go" for April start. Ten half-hour weekly sports specials will be hosted by sports columnist Pete Vecsey and Hubie Brown, former coach of New York Knicks and Atlanta Hawks. Series is produced by LaRoseForte Entertainment Group.

Carolco Pictures last week announced intention to buy De Laurentiis Entertainment Group Inc., which filed for Chapter 11 status last August. Earlier this month Cannon Group Inc. CEO Giancarlo Parretti ended talks to buy DEG for reported \$22 million. Formed by producer Dino De Laurentiis in 1986, DEG's assets are said to include studio in North Carolina, film library, film projects, receivables and cash. Parretti also announced last week, in filing with SEC, intention to increase controlling stake in Cannon to at least 62% from present 39%, and rename company Pathe Communications Corp. Last year he organized investor group to buy Pathe Cinema, and in January formed Pathe Entertainment Inc., film studio run by Alan Ladd Jr.

Questions on 1,125/60

A letter dated last Thursday (March 9) was sent to Secretary of State James Baker questioning the U.S. government's endorsement of the 1,125/60 HDTV production standard at the CCIR (International Radio Consultative Committee) signed by Representatives John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Ed Markey (D-Mass.), chairman of the Telecommunications Subcommittee. The congressmen worried that "U.S. adherence to an international production standard dictates a domestic standard as well.... We question the authority of the department to become involved in the creation of a domestic production standard." The letter did not note that 1,125/60 has been approved by U.S. private industry standards-setting organizations, including the Advanced Television Systems Committee, the Society of Motion Picture and Television Engineers and the American National Standards Institute.

Dingell and Markey were also "concerned that representatives of foreign corporations have served as advisers to the [State] Department on this matter." According to Yozo Ono, U.S. representative of NHK (Japan Broadcasting Co.), which originally proposed the standard, neither he nor any other representative from NHK ever advised the State Department on its decision. Spokesmen from Dingell's and Markey's offices could not be reached for clarification last week.

Spanish-language programer **Univision International last week became official Conus satellite news cooperative user and contributor.** Univision, which over past several months has provided Conus with video of Hurricane Gilbert in Mexico, ferry disaster in Brazil and riots in Miami, has also used Conus to cover Moscow summit, President Bush's Asia trip, Republican National Convention and U.S. general election. Nightly half-hour Spanish-language newscast, *Noticiero Univision*, will be primary user in U.S.

Turner Broadcasting System reported last week operating profit of \$120 million on revenue of \$807 million in 1988, up 42% and 24%, respectively, from 1987. Interest payments on debt (\$201 million) caused cable programer to register hefty net loss (\$95 million) for year, but loss was down 28% from 1987's \$131.2 million. In prepared statement, TBS Chairman Ted Turner said report was "particularly satisfying" given increase in operating profit and decrease in net loss despite losses of \$14.7 million due to startup of TNT cable service last fall.

As Wall Street focused attention on Time Inc.-Warner Communications merger last week, **ripples of activity hit other media stocks.** Among most active: Gulf + Western, which closed at \$43.375 on Friday (March 3) before Saturday announcement of merger, traded at \$47.125 following Tuesday, and closed at \$46 on Friday (March 10). Capital Cities/ABC, for same period, jumped from \$365.25 to \$377 before closing at \$372.50, and MCA went from \$50.875 to \$54.75, before closing at \$55.50.

British independent television sector last week urged government to review alternatives to proposed auction of regional commercial TV franchises to highest bidder. With government expected to put forward extensive new broadcasting legislation later this year, UK's commercial broadcasters asked that there be no requirement for highest bid to win regardless of other factors, that new Independent Television Commission have discretion to choose between competing bids and to factor in quality considerations, that ITC be publicly accountable for its decisions and that winning bids be paid over full license term rather than in lump sum. ITV Association also proposed abolishment of government levy on franchisee's ad revenue.

Editorials

The deal felt 'round the world

The shock waves of the Time-Warner merger will be felt throughout the Fifth Estate and the rest of the communications universe for some time. From the outside, at least, this looks to be largely a television deal. It is those parts of the two companies dealing with visual media that look to be most ripe for interaction in this video age. And if there is concern over the mega-nature of the transaction it is because of the potential to affect the domestic balance of power in the television arena. (Curiously, many who may hesitate over the domestic effect may cheer over T-W's potential to upset the balance of power [trade] overseas.)

The most likely shock wave will be in the area of cable concentration, with the prospective Time-Warner forming the No. 2 MSO with some 5.6 million subscribers (11.4% of the industry; Time's ATC already was No. 2 with four million). Tele-Communications Inc., of course, was and remains No. 1 with 7.7 million (15.8%). Together the new top five would have 41.2% of the industry while the top 10 would have more than half (53%). Each escalation in this concentration hastens the day when the Congress or the FCC will elect to set ownership limits below those the marketplace would set on its own.

A secondary effect will be to escalate the debate over the financial interest rules, as the three major networks seek to broaden their competitive abilities beyond the present lines of dwindling business to which they find themselves confined. Indeed, in the near term, there is likely to be more action on that front than on the cable concentration issue itself.

In the final analysis, the Time-Warner merger may change the way of living for all in the communications business. At this reading, that prospect is far more exciting than threatening.

Everybody's war

From at least one media vantage (on the issue of reimposition of the so-called "fairness doctrine") March has come in like a lion (and not a Red one, either).

John Siegenthaler, editorial director of *USA Today* and president of the American Society of Newspaper Editors, has called on print journalists to stand with broadcasters in opposition to the doctrine, or to stand for them if they waver. "I submit to you that we have no option but to fight the proposed law that will deny our broadcast peers the same rights we now enjoy," Siegenthaler told his Dallas audience in a speech sponsored by the Freedom of Information Foundation of Texas. The speech was reprinted in the March issue of *The Quill*, the magazine of The Society of Professional Journalists, Sigma Delta Chi. And on March 6, *USA Today* devoted most of its "Debate" page to the fairness doctrine issue, including the newspaper's editorial opinion that "Decisions about what goes on local radio or TV should be made by local people who know the local circumstances and conditions. Not faceless bureaucrats in Washington." (The newspaper also chose to print an opposing viewpoint on the doctrine from the Media Access Project's Andrew Schwartzman).

In his speech, Siegenthaler debunked the central scarcity myth whose perpetuation has continued to compromise broadcasters' First Amendment freedoms:

"What's the difference between free speech in a newspaper and free press on the air? A television transmitter isn't a printing press, but polls tell us what we know: Most people get most of

their news from broadcast media, not from print. The free flow of information saturates homes through the broadcast media more than print. Multiple stations have made a lie of the scarcity argument. And cable has made it a joke."

Siegenthaler called on his audience, comprising representatives of freedom of information organizations in 12 states, to take advantage of the bicentennial of the two-year gestation of the Bill of Rights (1789-91) to "remind the public that it was a fallible, partisan, error-prone, rumor-mongering press that was given constitutional protection." The press of that era was by today's standards unfair, he said. "It was protected because the founding fathers knew that if the government controlled and censored unfairness, it would control and censor what was fair." The media of today, he continued, are "far more credible, far more responsible, far more independent..." but "are as needful of protection from government regulation."

Siegenthaler ended his speech with a call for help. It is one that broadcasters should welcome and that print media should heed—in their own interest, as Siegenthaler pointed out, as well as that of broadcasters: "Let me urge you to provide support to the broadcast media and to urge President Bush to veto any codification of the fairness doctrine."

We second the motion.

Lonely at the top

Whoever said "Three's a crowd" did not have the FCC in mind. The commission, whose complement was intentionally pared from seven members to a lean five, has been operating at three-fifths that strength since late 1987. The commission could hardly get less crowded without losing credibility, not to mention a quorum.

The two vacant chairs have remained so, despite the White House's nomination of qualified candidates, due to the inaction of a Senate that appears more interested in vengeance than in performing its constitutional duty. (Too bad you can't serve a writ of mandamus on Capitol Hill.) Meanwhile, such minor issues as telco-cable crossownership, comparative renewal, network rules and the development of high-definition television—to name a few—are left to be juggled by the capable but short-handed triumverate.

The commission, the Fifth Estate and the public are being done a continuing disservice by the needless delay.



Drawn for BROADCASTING by Jack Schmidt

"Put up or shut up" is not the same as asking for an order."



April 3 Special Report



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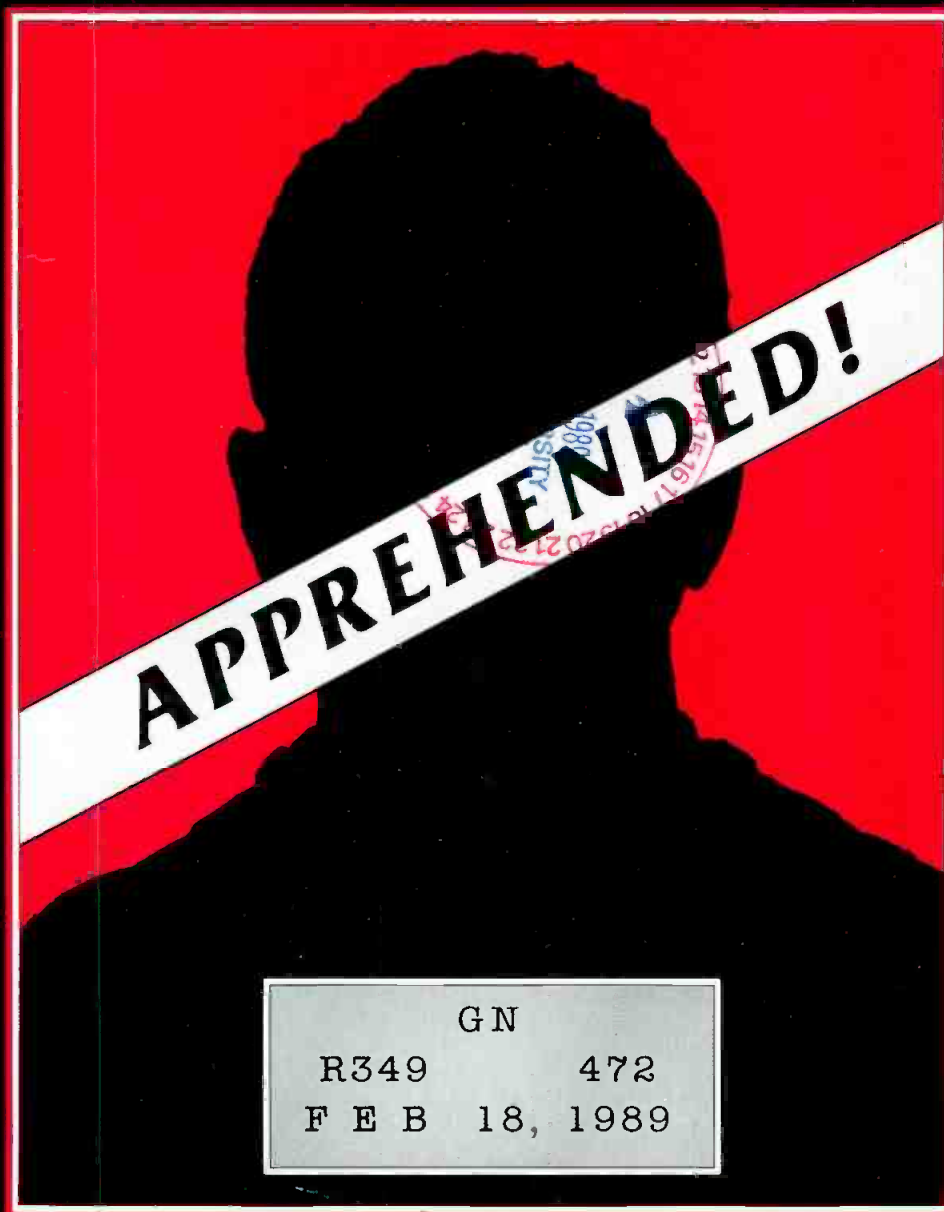
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