

# Broadcasting Mar 20

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50th Year 1989

**SPECIAL REPORT  
THE REP**

# February says it Hall!

SAJAK  
3.3

LETTERMAN  
3.6

ARSENIO  
4.0

## TIME PERIOD INCREASE FEB '89 VS. '88

| MARKET         | STATION | TIME PERIOD | % INCREASE |        |
|----------------|---------|-------------|------------|--------|
|                |         |             | RATINGS    | SHARES |
| NEW YORK       | WWOR/I  | 12:30A      | + 260%     | + 300% |
| LOS ANGELES    | KCOP/I  | 11:00P      | + 17%      | + 38%  |
| CHICAGO        | WBBM/C  | 12:00M      | + 40%      | + 27%  |
| PHILADELPHIA*  | WTFX/I  | 11:30P      | + 115%     | + 200% |
| SAN FRANCISCO* | KBHK/I  | 11:00P      | + 45%      | + 80%  |
| BOSTON*        | WLVI/I  | 11:00P      | + 120%     | + 500% |
| DETROIT        | WJBK/C  | 1:00A       | N/C        | + 4%   |
| WASHINGTON*    | WDCA/I  | 11:00P      | + 95%      | + 140% |
| DALLAS         | KTXA/I  | 10:00P      | + 2%       | + 13%  |
| HOUSTON*       | KTXH/I  | 10:00P      | + 93%      | + 83%  |
| DENVER         | KUSA/A  | 12:00M      | + 3%       | + 33%  |
| ATLANTA*       | WAGA/C  | 12:00M      | + 62%      | + 53%  |
| MINNEAPOLIS    | KMSP/I  | 10:30P      | + 185%     | + 150% |
| CLEVELAND*     | WJW/C   | 1:00A       | + 16%      | + 8%   |

The February sweeps are over and Arsenio Hall continues to capture a strong late-night audience.

With a 4.0 average household rating in the metered markets, THE ARSENIO HALL SHOW is out-delivering both LATE NIGHT WITH DAVID LETTERMAN and THE PAT SAJAK SHOW. Plus, Arsenio's time period performance has increased dramatically over last year. So when it comes to strength in late-night television February says it Hall!

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## Patrick: For the record...

Dennis Patrick adds repeal of telephone price caps to his regulatory credits as chairman of FCC. **PAGE 27.**



## Examining Knight-Ridder sales...

Industry analysts, station buyers and sellers assess effects of biggest



station transaction of 1989. Most agree television affiliate market has softened. **PAGE 27.**

## Selling the Fifth Estate...

BROADCASTING's special report looks at station representatives—those charged with selling radio and television in increasingly competitive marketplace—and examines, among other subjects, unwired networks, consolidation and computerization. **PAGE 41.**

### 29/ONE THAT GOT AWAY

International broadcasters conclude worldwide HDTV production standard is no longer realistic near-term possibility.

### 30/TIME-WARNER REVIEW

Impending union of Time Inc. and Warner Communications gets tentative approval from House subcommittee.

### 31/EXCLUSIVITY

Showtime Networks Inc. makes exclusive deal worth

more than \$500 million with Walt Disney Studios for motion picture product from Disney subsidiaries Touchstone and Hollywood Pictures.

### 31/MONDAY

Leading contenders for Fox Broadcasting Co.'s Monday night of prime time programing include two new comedy series and hour-long series based on Francis Ford Coppola's movie "The Outsiders."

### 64/ATTENTION GETTERS

Some radio stations find that

hiring newsmakers as on-air hosts spells sales boost for stations.

### 66/BRITISH REVIEW

Great Britain's commercial television companies weigh in strongly against government's proposed auctioning of regional franchises.

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Legislation codifying fairness doctrine appears headed for approval by Senate.

### 71/ON THE BACK BURNER

National League of Cities decides not to put priority on cable issues, focusing instead on such issues as taxes, clean air legislation and housing.

### 74/EQUIPMENT TALLY

National Association of Broadcasters survey finds high interest in HDTV and compact disks among television and radio chief engineers.

### 61/CNBC: AT THE GATE

NBC's 24-hour-a-day Consumer News and Business Channel will debut April 17 on 11 of top 15 MSO's.



CNBC's Michael Eskridge

### 76/SATELLITE SPOTLIGHT

Satellites are focus of this week's look ahead at technological offerings on display at National Association

of Broadcasters convention in Las Vegas April 29-May 2.

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FCC votes to eliminate 44-year-old rule limiting term of network-station affiliation agreements to two years.

### 95/TVRO PEACEMAKER

As president of Satellite Broadcasting and Communications Association, Chuck Hewitt puts forth interests of backyard dish owners while helping diverse competitors find common ground.

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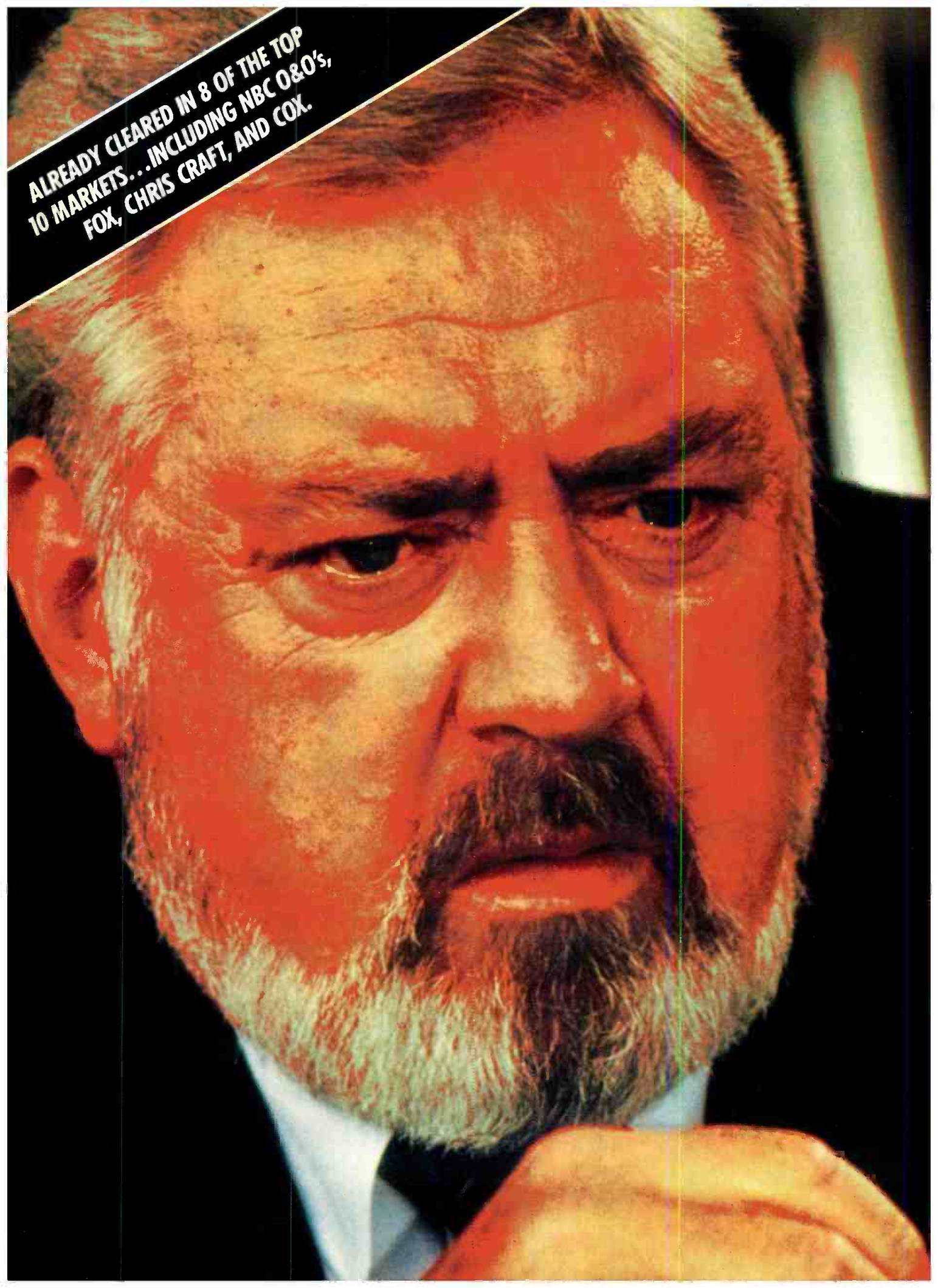
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## Good news with the bad

Although CBS first quarter 1989 earnings won't be out for several weeks, news accounts may focus on net earnings drop from last year's first quarter, which had gain from sale of CBS/Records Group. Bad news will obscure good news for television network, which is expected to report profit compared with loss in prior-year's quarter. Improvement will be based on good scatter market and some audience improvement. In reversal of roles, traditionally strong station group is expected to show little if any gain, with slowdown in New York and Philadelphia markets offset by strong Los Angeles and Chicago markets. Station profits will also be held back by promotional expenses for WCIX(TV) Miami. Radio is expected to add to operating income improvement for CBS/Broadcast Group in total.

## Counter-programing

Personification of cable industry, John Malone, president and chief executive officer of Tele-Communications Inc., will appear at National Association of Broadcasters annual convention in Las Vegas April 29-May 2. He will address television broadcasters on Monday morning (May 1) following speech by Bell Atlantic Chairman Ray Smith.

## All together now

Katz Radio Group appears to be likely choice for representation of all 16 stations owned by San Antonio-based Clear Channel Communications. Completion of deal would echo Emmis Broadcasting's decision last month to have all its stations represented by Interep. L. Lowry Mays, Clear Channel president, is expected to meet with Katz Group President Ken Swetz sometime this week to hammer out details.

## Inching closer

Mystery of whom Bush White House will nominate for two FCC vacancies may be cleared up before end of month. David Demarest, assistant to President for communications, is said to have told members of three network affiliate groups who were briefed at White House last week that White House personnel office would send recommendations to President "in two weeks." (He had gotten word from White House personnel chief Chase Untermeyer. On short lists: communications attorneys Sherrie Marshall, Susan Wing and James Smith and (running exclusively for chairmanship) Alfred Sikes, holdover head

of National Telecommunications and Information Administration.

Vacancies would number three if Chairman Dennis Patrick elects to leave agency. Some observers think that could be sooner rather than later, now that price caps issue is behind him (see page 27). It's noted he has accepted Federal Communications Bar Association-BROADCASTING invitation to address jointly sponsored seminar June 5.

## A star is born

Word has it that Disney-MGM Studios theme park, scheduled to open May 1 at Walt Disney World outside Orlando, Fla., has secured rights to TV shows for use in its SuperStar Television attraction, in which selected visitors will be inserted—via chroma-key, split screens and set recreations—into popular TV programs from 1950's through present-day prime time. Programs reportedly are *Today* (vintage 1950's), *Howdy Doody*, *I Love Lucy*, *General Hospital*, *Ed Sullivan Show*, *Bonanza*, Walter Cronkite's moon landing coverage, *Gilligan's Island*, *Golden Girls*, *Cheers*, *Tonight* and *David Letterman*, who reportedly taped special segments for attraction.

## Preemptive strike

Tele-Communications Inc. appeared close to agreement late last week to join with Bill Daniels-associated group of four regional sports networks—Prime Ticket, Prime Sports Network, Home Sports Entertainment and Sunshine Network. TCI has several embryonic regional sports in markets where it or its affiliates operate, including Pittsburgh, St. Louis, Salt Lake City and Hartford, Conn. Additionally, TCI and Viacom have launched part-time regional sports operation in Seattle area and two MSO's have talked extensively about launching San Francisco Bay area system.

Deal would likely bring Daniels group in as managing partner, much like HSE's agreement with Sunshine Network, where it manages systems while MSO's maintain ownership control. If deal goes through, TCI-Daniels combination would blunt expansion plans by NBC-Cablevision-owned SportsChannel, now at seven services. That group has targeted all top 25 markets to launch regional sports networks. It could, theoretically, outbid TCI in local market when sports rights contracts are up, but without cable distribution, launching service would be difficult. Separate working arrangement Daniels group has with unaffiliated regional networks for program exchanges further strengthens its hand.

## Laughing it up

HBO has begun series of meetings with top executives at largest MSO's about HBO's plan for basic cable 24-hour comedy channel. Direction of programing, service's costs were among topics discussed. Channel capacity remains chief problem, but if service reflects HBO quality, confirmed by one initial report, space dilemma would likely ease. Proposed pairing of HBO's parent, Time Inc., with Warner Communications will only strengthen programing.

## Battle lines

John McLaughlin may not be only "name" that will appear in CNBC's evening lineup. Sources say network is close to deal with Dick Cavett for weekday talk show to be carried at 7:30 p.m. CNBC neither confirms nor denies report. McLaughlin program is slated for 10 p.m. (see page 61).

Move would steer Consumer News and Business Channel into more mainstream area in prime time, tack that hasn't been lost on Turner Broadcasting, which owns CNN. Turner continues to berate NBC owner General Electric on stump and talk of Turner purchase of FNN, seen as CNBC competitor, continues. Turner board members Tele-Communications Inc. and Comcast have signed for carriage of CNBC, but ATC, Warner and Continental, all top 10 MSO's, have not.

## Course correction

Format adjustment is anticipated at jazz KKGO-AM-FM Los Angeles. AM station, which has received FCC nod to jump from 1 kw to 25 kw, is likely to change from simulcasting to independent classical format. FM station, now in its 30th year with jazz format, is expected to remain unchanged.

## Catching

Appetite for C-SPAN-type services abroad is heating up. In past year representatives from 25 countries, including Soviet Union and China, have been through public affairs network's Washington offices, seeing how operation works. Interest is also going other direction. C-SPAN plans extensive two-week coverage of French bicentennial in July, including French senate and national assembly, and will carry excerpts from Great Britain's House of Commons when it goes on television late this year. But C-SPAN remains most interested in European Parliament, convening in 1992.

# Where Things Stand

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

## AM-FM Allocations

■ FCC hopes to be prepared to adopt new rules to improve technical quality of AM radio signals before start of National Association of Broadcasters convention in late April. 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.

Commission also hopes to move on plan for implementing expanded AM band before NAB convention. 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 plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on

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cable through series of hearings. Bill would strengthen municipal authority to regulate cable 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. Top motion picture and cable executives are holding talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

## Children's Television

Proponents of children's TV legislation suffered blow when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

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 voluntarily to devise industry code regulating amount of commercials on kids' programs.

## Comparative Licensing

FCC may adopt order revamping 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 compul-

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\*Results of a recent PBSC survey.

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sory 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 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.

## Crossownership

**Telco-cable**—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

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

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

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

**Duopoly, one-to-a-market**—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer

spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

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

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

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

## Direct Broadcast Satellites

■ Total of 10 permittees and 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 small receiving dishes. Proponents say Ku-band DBS is 10 times more powerful than average C-band birds and will enable reception of video programming via affordable downlinks one-tenth size of average C-band dishes, thereby expanding C-band home satellite market well beyond current two million. Most agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. satellites, and Tele-Communications Inc., through subsidiary, Tempo Enterprises, are among applicants. Already holding permit to provide 32-channel service via two co-located birds, Hughes, which proposes 1992 launch, is considered most viable.

Comments filed in January and February on FCC's proposed requirement that permittees be assigned pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum, were split. Proponents of 32-channel services from single slot said pairing would double costs to operator and consumer, as well as reduce channel offerings. Other applicants already proposing paired east-west birds requested preference on positions. And others proposed 16-channel-per-slot limit.

FCC staff say that once pairing issue is settled, not for "several months," round of assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

Value of medium power HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, was "written down" \$35 million by HBO parent company, Time Inc., in last quarter of 1988—third of original value. HBO already provides Ku-band feeds of its pro-

## 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 <sup>1</sup> | 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. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

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OR DRAW**

**DOWN 7%**

**WHEEL OF  
FORTUNE**

**DOWN 7%**

**INSIDE  
EDITION**

**DOWN 14%**

The February sweeps are over, and guess what? The biggest access hit of the '88 season is now the biggest access hit of the '89 season.

ENTERTAINMENT TONIGHT is still going strong in the metered markets, up 12% in household share while the other access challengers continue to drop. That's why 20 more stations are already moving ENTERTAINMENT TONIGHT into access and are counting on it to remain the biggest access hit of next season.



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graming via Satcom K-1, K-3, and eventually K-4, was to 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). However, reports have European DBS operator, Astra, looking to buy K-3.

## High-Definition TV

■ House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing 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.

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. DARPA received 82 proposals.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consider-

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

## Home Satellite

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

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), has vowed to revive measure in 101st Congress.

## Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING Jan. 30).

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

## International

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 single 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

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structure and changes in BBC financing.

## 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

■ Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it world's largest media and entertainment company. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Two companies have agreed to exchange stock prior to closing, with Time exchanging 12.5% of its common stock outstanding for 12% of Warner's common stock outstanding. Both merger and preliminary exchange of stock are subject to Hart-Scott-Rodino waiting period. Merger will require shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems.

Rogers Communications Inc. closed sale of its U.S. subsidiary, RCA Cablesystems Holding Co., to a subsidiary of Houston, Tex.-based utility, Houston Industries, Inc. (HI). Price, pending final adjustments, was \$1.265 billion for systems serving roughly 525,000 subscribers in Laredo and San Antonio, Tex.; Minneapolis; Portland, Ore., and Orange County, Calif.

MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached an agreement in prin-

ciple 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 a majority of newly formed UAE. Companies expected to file revised proxy materials at SEC last week.

## 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.

## 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.

## Public Broadcasting

■ Senate appropriations subcommittee was scheduled to hold March 17 hearing on 1991 CPB federal funding. Administration would cap CPB funding at \$242 million, short of \$265 million authorization by Congress, and would also stop funding satellite replacement project at amount already appropriated for 1990—\$56.8 million—rather than provide total \$200 million over next three years, as authorized by Congress. With new Chairman, eight-year director Ken Towery, replacing Howard Gutin, whose term expired March 1, CPB will vote March 20 on proposed \$254.3 million 1990 budget that includes \$6 million for new National Independent Production Service and \$3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act.

PBS board March 15 removed proposed expansion to 24-hour feeds and one other initiative from proposed FY 1990 budget, but kept proposed \$700,000 increase in special programming funding. With final vote set for April 12 annual public TV meeting in San Diego, \$26,228,658 proposal represents 6.09% increase over 1989. In January, NAPT board recommended \$2.1 million FY 1990 budget.

New public TV National Program Funding Task Force options for restructuring include realigning funding mechanisms—including CPB National Program Fund, PBS Program Development Fund and CPB-PBS Program Challenge Fund—under one roof at PBS. CPB President Donald Ledwig said, however, that Corporation "is moving ahead with our independent study" of that subject, results of which it must present to Congress by January 1990.

Task force will meet once again, March 23, before presenting options to annual public TV meeting in San Diego in April. About 80% of PBS stations have already agreed on limited same-night prime time carriage next fall.

NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling, \$1.4 million less than earlier management proposal. Board also amended budget for July start-up of expanded newscasts, ordered top-priority news programming improvement, and requested that staff also seek program and service reductions elsewhere. This month board appointed 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November.

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## This week

**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 (R-Iowa), and Federal Trade Commissioner Terry Calvani. Willard hotel, Washington. Information: (202) 898-0089.

**March 21**—"Directing Live Sports," second 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 21**—*Cabletelevision Advertising Bureau* sales orientation seminar. CAB offices, New York.

Information: (212) 751-7770.

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

**March 22**—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. Park Lane hotel, New York. Information: (202) 429-5420.

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

**March 22**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, VP, early morning, Capcities/ABC, and Jack Reilly, executive producer, ABC's *Good Morning America*. Topic: Update on early morning television. Copacabana, New York. Information: (212) 765-2450.

**March 22**—Second annual *Women in Cable (New York chapter)* "career day." Viacom conference center, New York. Information: (212) 889-4670.

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

**March 23**—*MTV Networks'* local advertising sales workshop, open to cable systems, interconnects, ad sales/marketing management and account executives. Crystal City Marriott, Arlington, Va. Information: Elizabeth Miropol, (212) 944-4754.

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

## Also in March

**March 28**—"Directing Talk Shows," third 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 29**—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

**March 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Winston (Tony) Cox, chairman-CEO, Showtime, on "Cable Month." Copacabana, New York. Information: (212) 765-2450.

**March 29**—"Upfront '89," syndication conference, featuring new fall first-run programing, sponsored by *Advertiser Syndicated Television Association and Ad Age*. New York Hilton, New York. Information: 1-800-233-3435.

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

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

## 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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■ **March 30-April 1**—*National Federation of Local Cable Programers, Central States region*, spring conference. Kellogg Center, Michigan State University. East Lansing, Mich. Information: (517) 355-2300.

**March 31**—Deadline for entries in eighth International Radio Festival of New York, honoring "best radio programs, programming formats and on-air personalities in the U.S. market and overseas." Information: (914) 238-4481; fax: (914) 238-5040.

**March 31**—Deadline for applications to *Gannett Center for Media Studies* leadership institute, for "administrators and aspiring administrators in journalism or mass communications education." Information: Shirley Gazsi, (212) 280-8392.

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

■ **March 31-April 1**—*Radio-Television News Directors Association* regional conference. Lawrence, Kan. Information: (202) 659-6510.

■ **March 31-April 1**—*Radio-Television News Directors Association* regional conference. New Orleans. Information: (202) 659-6510.

■ **March 31-April 1**—*Broadcast Education Association* Southwest regional meeting. Sheraton Park Central hotel, Dallas. Information: Bob Eubanks, (409) 294-1340.

**March 31-April 2**—"Economic Growth and the Quality of Life," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

## April

**April 2-5**—*Association of National Advertisers* business-to-business marketing conference. Bill-

more, Coral Gables, Fla.

■ **April 3**—"How C-SPAN Has Changed Congress," panel discussion and luncheon celebrating 10th anniversary of C-SPAN and National Cable Month, sponsored by *National Academy of Cable Programming*. National Press Club, Washington. Information: Lisa Taylor, (202) 775-3611.

**April 3-5**—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

**April 4**—"Directing Daytime Dramas," last 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.

■ **April 5**—"Cable: Bringing More Baseball to Viewers," luncheon panel, during National Cable Month, focusing on new deals for baseball on television, sponsored by *National Academy of Cable Programming*. Fairmont hotel, Chicago. Information: Lisa Taylor, (202) 775-3611.

**April 5**—Presentation of *Scripps Howard Foundation* national journalism awards. Cincinnati. Information: (513) 977-3825.

**April 5**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Robert Lipsyte, host, *The Eleventh Hour*, on WNET-TV New York. Copacabana, New York. Information: (212) 765-2450.

**April 5-8**—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

**April 5-9**—*National Association of Black Owned Broadcasters* 13th annual spring broadcast management conference. Saddlebrook Resort, Tampa, Fla. Information: Ava Sanders, (202) 463-8970.

**April 6**—Matrix Awards luncheon of *New York Women in Communications*. Waldorf-Astoria, New York. Information: (212) 532-3669.

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

**April 6-7**—Sixth annual minority career workshop, sponsored by *International Radio and Television Society* and *IRT Foundation*. Viacom conference center, New York. Information: (212) 867-6650.

**April 6-7**—"Cable Television Law: Dealing with the New Challenges," seminar sponsored by *Practising Law Institute*. Hyatt Regency, San Francisco. Information: (212) 765-5700.

**April 6-8**—*New Mexico Broadcasters Association* annual convention. Marriott hotel, Albuquerque, N.M.

■ **April 7-8**—*Broadcast Education Association* East Coast meeting. Baltimore. Information: Frank Holston, (301) 396-7980.

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

**April 9-11**—*Virginia Cable Television Association* 23rd annual convention. Wintergreen, Va. Information: (804) 780-1776.

**April 9-12**—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Luncheon speaker: Howard Stringer, president, CBS/Broadcast Group. Loews Anatole, Dallas. Information: (312) 296-0200.

**April 9-12**—*Cabletelevision Advertising Bureau* eighth annual conference. Theme: "Cable: Making Television Better Than Ever." Waldorf-Astoria, New York. Information: (212) 751-7770.

**April 10**—Presentation of Sports Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* (to be telecast April 15). Sheraton Center, New York.

**April 10**—"Women, Men and Media," conference sponsored by *Gannett Foundation* and *University of Southern California*. National Press Club,

Washington. Information: Mindi Keirnan, (800) 368-3553.

**April 10-12**—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

■ **April 12**—*National Academy of Television Arts and Sciences*. New York chapter, drop-in luncheon. Speaker: Marc Lustgarten, president, CEO, Rainbow Program Enterprises. Copacabana, New York. Information: (212) 765-2450.

**April 12-14**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

■ **April 12-14**—*Indiana Broadcasters Association* spring conference. Carlton Lodge, Merrillville, Ind.

**April 13-16**—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

**April 14-15**—Reunion of former employees of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama*. Information: Ed Mullins, (205) 348-5520.

**April 15**—12th annual Great Lakes Radio Conference. *Central Michigan University*, Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

**April 15**—KCSM-FM-TV San Mateo (San Francisco Bay area) alumni reunion. Information: Nancy Eddy, (415) 883-0174 or P.O. Box 961, Novato, Calif. 94948.

**April 17-19**—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**April 18**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

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

■ **April 19-22**—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists*, *Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

## Errata

March 6 Major League Baseball "Special Report" failed to note local TV originator of 21 regular season Oakland Athletics games, KICU-TV San Jose, Calif. Going into last season of two-year contract with team, said station's VP-general manager, John Davison, "advertisers are knocking on our door and the season inventory is virtually sold out, thanks to the phenomenal success of the team last year"—so phenomenal that station ran five-hour Bash-a-thon highlights show at season's end. Advertisers include Shasta beverages, Jack-in-the-Box, Foster Farm foods and Levitz furniture. Flagship for nine-station network, KICU-TV aired two preseason games from Arizona on March 11 and 12 and will air pre- and post-game shows through season, hosted by sports director John tk spelling Schrader, who will occasionally join A's network announcers, Monte Moore and Ray Fosse, in booth.

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## Setting an example

EDITOR: I feel it's necessary to point out the seriousness of the subject you are favoring with your "slanted" opinions.

Thousands of licensees are against indecent speech. We are proud of our decent speech and we question the motives of your editorial. [The reference is to a Jan. 30 editorial applauding the U.S. Appeals Court's stay of FCC implementation of the 24-hour ban on indecent programing.] Shock radio, like print pornography, has deep effects on listeners and readers. It pulls down the quality of life in our communities and the country as a whole.

I urge you to do all you can to build up the quality of broadcasting—both the profession and the magazine. As a 40-year reader (and subscriber for 30-plus years) I know how influential your magazine is, and as a broadcaster I know how much we affect the quality of life. How about it, let's draw the line here. Let's set high standards. Let's confine indecent speech to indecent places, and keep our airways clean and uplifting. Our children deserve the best. As for the judges and courts—let's set an example for them by letting them in on the fact that broadcasting is a decent, uplifting, quality profession. *Carl L. Schuele, president, KRUZ(FM) Santa Barbara, Calif.*

**Editor's note:** *BROADCASTING applauds the setting of high standards by broadcasters. It opposes—as it has for almost six decades—the imposition of content regulation by the government. Or, as the motto atop our editorial page puts it, we remain "Committed to the First Amendment and the Fifth Estate."*

## People problem

EDITOR: As a small-market radio owner/operator I have fought the endless battle of recruiting quality people for my station for eight years now. Even during my days in the larger markets of Des Moines and Pittsburgh, the pool of well-qualified and career oriented prospects was relatively much smaller for broadcasting than general business, other sales fields or even government.

Radio and television, the most powerful media conceived by man, have done a poor job of selling our industry to America's youth. Look at the industry recruiting done in the business machine industry, medicine, insurance, the armed forces and even the CIA, to mention a few. How does broadcasting stack up? Are we even contenders? We need not wonder any more why we have a hard time attracting good people, we only need do something about it.

The National Association of Broadcasters should create a series of announcements about broadcasting as a career to be aired on the networks and local broadcast outlets.

Its book, "Careers In Radio/Television," should be made more substantive and directed at high school students making informed career decisions. Every broadcaster in America should attend NAB's high school and college "Career Days" and sell our industry. NAB, the Television Bureau of Advertising and the Radio Advertising Bureau might even consider a national recruiting campaign for sales, engineering

and bookkeeping/traffic trainees.

Finally, small and medium market broadcasters need to review their pay scales. Broadcasters must begin using their considerable selling power to make radio and television careers very desirable in the minds of our youth.—*Rod Orr, president, KOM-C(AM)-KRZK(FM) Branson, Mo., and member of NAB's Small Market Committee.*

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A frequency lottery commentary by David Tillotson, Arent, Fox, Kintner, Plotkin & Kahn, Washington

**T**he FCC's recently announced proposal to use lotteries rather than comparative hearings as a means to select a winner from among competing applicants for new broadcast facilities represents a flagrant attempt by the commission to abandon its responsibility to regulate in the "public interest." In fact, if the FCC is correct that there is no better way to award broadcast frequencies than by selecting numbered balls from a tumbler, there is no need for the FCC to be involved in the process at all, and Congress should give serious consideration to auctioning frequencies and putting the auction proceeds in the public treasury.

No one familiar with the FCC's comparative hearing process would dispute the FCC's claim that the process is an inefficient, irrational mess. But this observation about how the process currently works does not establish that the process cannot be made efficient and rational. The problems that the FCC points to as justifying its lottery proposal are all problems of the FCC's making, and are all problems that the FCC can easily and quickly remedy.

Two FCC actions and one congressional action of the early 1980's have contributed to most of the litigation, cost and delay in the hearing process. The first action was the FCC's holding in *Anax Broadcasting* that the ownership interests of "passive" investors were not to be considered in evaluating the comparative attributes of competing applicants. The *Anax* ruling had two immediate consequences.

First, it opened the way for persons who did not possess the attributes (e.g., minority status, local residence, civic participation) that were considered pluses in comparative proceedings as well as for persons whose other media interests would be counted heavily against them in a comparative proceeding to, in essence, buy or rent the services of a person who possessed all of the positive comparative attributes (and no negative ones) to stand in for them as the "active" investor in an application for a valuable property.

The second consequence of *Anax* was that it opened up an entire new area for litigation. Because the competitive strength of a "structured" applicant (one with "active" and "passive" investors) turned on the *bona fides* of the structure and the claim that the "active" investor(s) would have complete control over the affairs of the applicant and the operation of its proposed radio station, every comparative hearing involving a "structured" applicant of necessity involved extensive litigation to determine the *bona fides* of the structure. I would conservatively estimate that in excess of half of all of the litigation in comparative cases swirls around the issue of "structure"



**"The problems that the FCC points to as justifying its lottery proposal are all problems that the FCC can easily and quickly remedy."**

and whether the putative "active" investor is in control.

The second commission action that precipitated the explosion of applications, and the expansion of litigation, was its 1981 decision to permit applicants to simply certify that they are financially qualified to construct and operate their proposed station rather than submit documentation demonstrating that they are financially qualified. As a result, a vast number of applicants who never would have considered filing applications if they had to establish to the satisfaction of the commission that they were financially qualified have filed applications in the hope (and reasonable expectation) that the lack of a reasonable basis for their financial certification would never be discovered. Again, while it is not possible to estimate with precision how much time and effort has been devoted to litigation over financial certification, a conservative estimate would be that efforts to discover the *bona fides* of financial certifications account for at least one-fourth of all time and expense involved in comparative hearing litigation.

A third development that contributed substantially to the explosion of applications and litigation was that Congress amended the Communications Act in 1982 to remove the cap on how much could be paid to settle cases. Previously, the act had

provided that applicants could not be paid anything over their legitimate and prudent expenses for dismissing their applications. The removal of the settlement cap was an open invitation to speculators and charlatans who had no prospect of, or interest in, winning a frequency to file applications for the sole purpose of garnering large profits in a settlement.

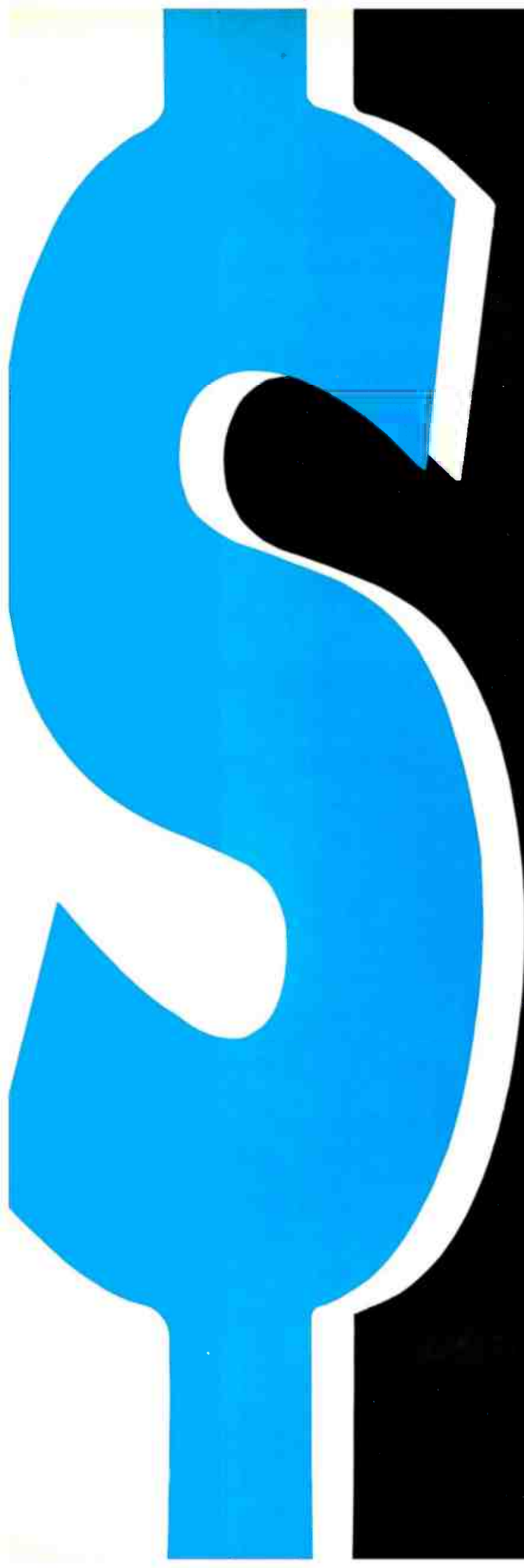
The FCC could immediately solve the problems of inefficiency and delay in the hearing process by taking the following actions:

- Reconsider and reverse the *Anax* decision in the context of any of the many comparative cases currently awaiting full commission review and announce that, henceforth, all ownership interests, whether active or passive, will be taken into consideration in evaluating applicants under the comparative criteria.

- Require all applicants to provide the basic documentation upon which their financial certifications are predicated at the time they file their applications. The elimination of the requirement of financial documentation has fostered more litigation to test the *bona fides* of financial certifications than previously arose concerning the adequacy of financial showings.

- Forbid settlement payments to dismissing applicants in excess of expenses. If there were no opportunity to profit from filing an application that had no realistic prospect of winning a frequency, few such applicants would be filed, and those that were filed would drop out of the competition early on, while there was still a prospect of recouping initial expenses. Better still, forbid even the reimbursement of expenses after a specified time to remove any incentive for unscrupulous attorneys to encourage weak applicants to remain in the proceeding so the attorney may earn fees and hope to collect them in a settlement.

With the major problems of the comparative hearing process resolved by adoption of the foregoing proposals, the commission could then turn its attention to discharging its congressionally mandated responsibility of determining how best to serve the public interest in awarding authorizations for new broadcast stations. The last time the commission considered this question was more than 20 years ago. It is possible that after a complete inquiry the commission would conclude that it is not possible to develop a rational set of criteria for selecting the applicant that will best serve the public interest. But the possibility that such a conclusion might be reached at the end of a reexamination of the comparative criteria is not a legitimate excuse for the FCC not to first make a serious effort to devise a rational system for awarding frequencies "in the public interest."



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**I**N 1977, the House of Representatives voted to allow television coverage of its proceedings. Bob Rosencrans was then president of a large cable company known as UA-Columbia. The idea of creating a public affairs network on cable to televise Congress was being widely discussed. It seemed like a risky proposal to many industry leaders. Nevertheless, Bob believed the time was right for the cable television industry to demonstrate its commitment to public service.

The son of Russian and Austrian immigrants, Bob Rosencrans grew up in New York during the New Deal and World War II. "We were a very idealistic family," he recalls. So much so that his own idealism endured despite the loss of his older brother in combat. Since then, he says, "I still look for the better side of people."

While many saw the value of a public affairs network, Bob and his business associate, Ken Gunter, were ready to move ahead. Together they made the initial contribution to start C-SPAN. What better gift, they asked, could this growing private industry make to the American people

than live gavel-to-gavel coverage of the United States Congress?

Mr. Rosencrans' contribution proved to be only the first step as other cable industry leaders soon followed suit. The result was enough seed money to enable cable's public affairs channel to launch successfully, with Bob Rosencrans as its first chairman.

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# Broadcasting Mar 20

Vol 116 No 12

TOP OF THE WEEK

## Fairness and price caps: Patrick legacy

How much longer Dennis Patrick will stick around as chairman of the FCC is anybody's guess, but he could step down tomorrow secure in the knowledge that he has left his mark on the Fifth Estate.

In August 1987, just four months after succeeding Mark Fowler as chairman, Patrick led the agency's repeal of the fairness doctrine—a move that to this day has soured his relations with Congress. Congress or the courts may yet overturn the action, but the FCC action pushed the First Amendment protections of broadcasting further than ever before.

Last week Patrick and his two fellow commissioners introduced the country to a new form of telephone regulation: price caps. The FCC will substitute limits on prices for traditional rate-of-return regulation of AT&T on July 1, and, if all goes well, it will extend the scheme to the federally regulated services of local telephone companies a year later.

The repeal of the fairness doctrine and price caps—which were, incidentally, proposed the same day fairness was repealed—may well be the twin pillars of the Patrick legacy.

The price cap vote attracted just as

much media attention as the fairness doctrine repeal, and it is likely to have a far greater impact on the public. According to the FCC's calculations, the



Patrick

new regulatory regime will save AT&T \$900 million over the next four years.

As Patrick put it, the caps will give telephone companies a real incentive "to cut, innovate and be more efficient."

And to make sure the savings from the cost-cutting are shared with customers, the caps will come down each year.

Patrick's handling of price caps shows how much he has grown politically in his two years as chairman. He went ahead with the repeal of the fairness doctrine in spite of Congress. He brought price caps to a vote only after he arrived "at a substantial consensus" with Congress. The interaction with Congress concerning price caps was "absolutely unprecedented" in his experience, he said, and it resulted in substantial and positive changes.

Congress accepted the price caps in the end, but skepticism lingers. Congressional leaders were planning last week to introduce legislation that would require the FCC to monitor closely the impact of price caps. "Trust, but verify" was the watchword on Capitol Hill.

Price caps put Patrick in the media spotlight. He spent the afternoon following the vote with reporters, and the next morning he appeared on ABC's *Good Morning, America*.

After all the attention, Patrick left for a one-week vacation. What happens after that, only Patrick knows. And he isn't talking.

## Knight-Ridder's legacy: more meager multiples

### Near-complete station group sale has observers examining trends in station pricing

Last week Adam Young agreed to buy WTEN-TV Albany, N.Y., from Knight-Ridder for an estimated \$38 million. With contracts signed for seven of Knight-Ridder's eight stations, and negotiations said to be under way to sell the eighth, WJRT-TV Flint, Mich., to George Lilley and TA Associates, the assessment of the biggest station transaction so far in 1989 was under way.

Industry assessment of the prices Knight-Ridder obtained—the total appears to just exceed \$400 million—was by no means unanimous. But a number of current and recent sellers who commented agreed with buyers that the largest transaction of 1989 indicated a slight dampening of station multiples—the station's sale price divided by its cash flow. How important and how reversible such a movement in the multiple

appeared depended on what scale and time frame one used in charting the movement.

Narragansett Capital Inc. has been both a recent seller (KQVR-TV Sacramento, Calif.) and buyer (WPRI-TV Providence, R.I., and WTKR-TV Norfolk, Va.). Gregory Barber, a managing director of the Providence-based firm, said it appeared that "multiples are coming in more at 11-13 times [cash flow], compared to 12-14 or 15 times previously."

At least a few particulars of the Knight-Ridder transaction made it a less-than-perfect litmus test of the marketplace. Price multiples from the sales were being expressed relative to 1988, or "trailing" cash flow—the convention of recent years had been to use current or next-year cash flow, almost always higher. Further confusing the issue is that at least a few of the stations are said to expect lower cash flow in 1989.

Adding further confusion is the effect of rising interest rates on station prices. The increase in banks' cost of funds and their

changing perception of the affiliate station business might have led them to deny financing to some would-be bidders, thus reducing the pool of buyers.

But several veteran observers dismissed any significant effect of interest rates on transaction multiples. Ron Beck of Morgan Stanley said that while the prime rate is up several percentage points over a year ago, rates for junk bonds, which apply to many media securities issues, have changed little over the past year. Also agreeing that interest rates played little role in dampening station multiples was Barber: "Rates going up implies inflation, and nothing is better as an inflation-hedge investment than advertiser-driven television."

Thus the major factors influencing buyers' perceptions and bids are said to be industry fundamentals, including slower advertising growth and possible reductions in affiliate compensations. Broadcast Investment Analysts estimated that 1989 revenue growth in the eight Knight-Ridder

markets will be 3% lower than the national average. And the National Association of Broadcasters' 1988 Television Financial Report said that network compensation accounts for between 6% and 8% of total revenue for stations in markets the same size as those of the eight-station affiliate group. Another factor is programming liabilities, which included *Cosby* for several of the Knight-Ridder stations.

One reason for the interest in the Knight-Ridder prices is the relative scarcity of ma-

**“Multiples are coming in more at 11-13 times [cash flow], compared to 12-14 or 15 times previously.”**

jor station transactions, making observers focus all the more on the few transactions taking place. BROADCASTING's analysis of FCC filings in 1989 indicates that only 40% of the 28 station sales taking place involved affiliates, even though they make up two-thirds of the existing stations. And three of the 11 affiliates were satellite stations.

Already some observers are looking forward to the next station group transaction to see whether the perceived multiple reduction will continue. Groups testing the waters, including stations affiliated with George Gillett, Malcolm Glazer and Outlet Communications, are of particular interest because not all of those taking bids are thought to be under pressure to sell.

When initially reported (“Closed Circuit,” Nov. 7, 1988), Glazer had been thought to need money to make a takeover bid for Formica Corp., but since then he is said to have instead sold his stock at a considerable profit, making him cash rich. Observers speculate that while Wesray may be interested in cashing out its already considerable profit in Outlet, of which it owns roughly three-quarters, it is not under pressure to do so.

Outlet Chairman David Henderson said that multiple watching may obscure a less quantifiable, but equally important, trend in station acquisitions: “Television stations have never been exactly alike, but the differences were perceived as relatively small in a rapidly expanding economic environment. But today there are outstanding television stations which are uniquely positioned to provide substantial earnings for the owners and other stations who are not in that position. If you want to look at the precursor of what is happening to TV station pricing, look at radio. There they examine power, dial position, format...a whole gambit of considerations. With TV stations they are starting to do similar analyses, especially for programming liabilities.”

WTEN is an ABC affiliate on ch. 10 with 200 kw visual, 30 kw aural and antenna 1,000 feet above average terrain. □

## Westinghouse, NBC sued by Petry

**Rep says contract was broken with unwired network deal**

Petry Television Inc. has filed suit against Westinghouse Broadcasting Co. and NBC alleging that the two companies “willfully, maliciously and tortiously” induced stations to breach their contract with the representative by joining Group W's unwired network.

The suit, filed March 10 in New York State Supreme Court, seeks damages of \$9 million each from Westinghouse and NBC as well as a permanent injunction against their alleged interference in Petry's contracts with its represented stations.

Petry's action came after three Post-Newsweek stations agreed to participate in the Premiere Announcement Network (PAN) unwired network being set up by Westinghouse's Group W Television Sales. Petry represents four Post-Newsweek sta-

**PETRY**

tions, but only three are participating in the network.

In a statement issued in response to the suit, Group W Television Sales President Ed Goldman said: “We view this suit as a blatant attempt by certain members of the rep community to interfere and hamper our business efforts in development of the Premiere Announcement Network.... We will defend this suit vigorously, and are confident we will prevail. We are also investigating the actions of Petry and others, which are apparently aimed at interfering with a free and open marketplace.”

Group W, which announced the establishment of the unwired network in January, seeks to sell advertising time on a national network comprising one major-network-affiliated station in each of the approximately top 50 markets. Group W's plan is to sell up to 10 minutes per week on the stations' early local news broadcast and up to seven minutes per week on the stations' late newscast.

When PAN was publicly launched, Group W announced the participation of the company's five owned stations, the seven NBC O&O's and two Multimedia stations. A third Multimedia station joined later on.

**GROUP W**

Last week, six days after the lawsuit was filed, Group W said it had signed contracts that would include three stations owned by H&C Communications, also represented by Petry, in the unwired network. Twenty-

three stations are participating in PAN, covering nearly 50% of Nielsen U.S. households, according to Group W.

Spot sales for NBC and Group W are both handled by in-house reps, while the Multimedia stations are represented by Katz Television Group.

Although Group W refers to the participating NBC O&O's as participants in the unwired network, Petry alleges that NBC joined Westinghouse in “planning, developing and promoting the PAN venture and in soliciting the Petry-represented stations to join the PAN network.”

While several reps have said that their stations' participation in PAN or other unwired networks would appear to violate their standard contracts to be exclusive national sales representatives, Petry is the first representative, it is believed, to file a suit challenging an unwired network. The independent reps have also come out against PAN for economic reasons, saying that the unwired network would be removing valuable time from the inventory the independent reps sell.

Petry's decision to sue Westinghouse and NBC for inducement of breach of contract rather than the Post-Newsweek stations for breach of contract indicates the sensitive nature of its legal challenge and its apparent desire not to antagonize its represented stations. “We're not going to sue our clients. They didn't start this. They didn't create this. They were approached,” said Petry Executive Vice President Harry Stecker. “Certainly, you don't want to confront your station directly,” said MMT Sales President Jack Oken. Referring to Petry and Post-Newsweek, Oken said: “They've had a long-lasting and very cordial relationship.... Certainly, Petry would want to continue that relationship.”

However, it seems possible that the stations might become involved in the suit. A section of the contract Group W has written in connection with the unwired network specifies that Group W and the participating station are free to enter the contract and indemnify the other party for its participation in the agreement, a source said. If such a clause is in the contracts with the Post-Newsweek stations, it might entangle the stations in the legal action. Presumably, that issue will be decided as the situation develops.

Katz Communications, which represents the Multimedia stations that have agreed to participate in the unwired network, had no comment on what legal course it might pursue. Regarding the Petry lawsuit, Katz Chairman Jim Greenwald said: “Every representative firm must make decisions based on facts known specifically to them. However...we support our brethren reps emotionally, if not practically.” MMT and other reps said that they were considering filing friend-of-the-court briefs on Petry's behalf. Two MMT-represented stations, United Television-owned KTVX(TV) Salt Lake City and KOML(TV) San Antonio, Tex., have signed letters of intent to participate in the network. □



**Unions united.** Officials of the world's broadcasting unions in Washington last week were (front row, l-r) Spencer Moore, North American National Broadcasters Association; Regis de Kalbematlen, European Broadcasting Union; Amaury Daumas, Organizacion de la Television Iberoamericana; Hugh Leonard, Asia-Pacific Broadcasting Union; Terence Holder, Caribbean Broadcasting Union; Gennadij Codr, International Radio and Television Organization (OIRT); (back row, l-r) Albert Scharf, EBU; Sakari Kiuru, OIRT; Beverly Wakem, ABU; Donald Wear, NANBA; Lester Spaulding, CBU; Raouf Basti, Arab States Broadcasting Union, and Kassaye Demena, Union des radiodiffusions et televisions nationales d'Afrique.

## HDTV production standard: None in the hand, future in the bush

**Washington conference says worldwide agreement on technical parameters will come only after advances in digital technology**

A world high-definition television production standard is no longer a realistic possibility in the near term, international broadcasters concluded last week at a Washington gathering. But futurists present at the World Conference of Broadcasting Unions, a once-every-three-year meeting of about 200 international broadcast management and technical executives, were optimistic a world HDTV standard could be achieved when current analog studio and transmission techniques are eclipsed by developing digital technologies.

The inter-union group said in a unanimously approved recommendation reached after a continuous 13-hour technical session that, "a consensus does not presently exist among broadcasting unions in favor of any single HDTV production standard presently before CCIR [the International Radio Consultative Committee responsible for setting world technical standards]. Achievement of a single worldwide HDTV production standard is presently made difficult due to seemingly unresolvable differences of opinion."

The HDTV production standards discussion was the most controversial item on an agenda that also included approving a study on a global satellite news exchange and debates on the potential for broadcasters' entry into the communications carrier business and on escalating TV sports rights fees.

The main technical barrier to international agreement on an HDTV standard is the different field rates used by the world's incompatible TV systems. While Japan and

most of the countries in the Western Hemisphere that now use the NTSC standard (525 scanning lines/59.94 hz field rate) prefer an HDTV standard based on a 60 hz rate, in Europe, Africa and most of Asia, where the PAL and SECAM systems (625 lines/50 hz) are now used, a 50 hz system is favored.

The field-rate dispute was "an insurmountable difference" during the conference meeting, according to Joseph A. Colson, vice president, network engineering and operations, CTV Television Network, Ontario, who serves as chairman of the

North American National Broadcasters Association's technical committee and chaired the technical meeting on HDTV production.

Previously, the unions, which include NANBA, the European Broadcasting Union and associations from Eastern Europe, Asia-Pacific and other regions, suggested that the most likely system to be adopted as the world standard was the 1,125/60 system, supported by countries in North America and the Far East.

But the development of a rival 1,250/50 system by the Eureka consortium in Europe and sharp differences of opinion among the member countries of unions that have supported 1,125/60 in the past, such as NANBA, have damaged 1,125/60's chances for world approval.

Henrikas Yushkivaitshus, vice chairman of the Soviet Union's State Committee for Television and Radio, expressed disappointment with the short-term conference recommendation. "I think that we are losing the last opportunity to have a single world standard," he said. "Until now, television and radio technology was destroying all obstacles to the free flow of information. We have come to the stage where new technology will build obstacles."

Some at last week's conference believed that their recommendation may foreshadow events to come at CCIR meetings on the HDTV subject, particularly a May gathering in Geneva of the study group charged with HDTV production standard investigations.

In recent months, CCIR working groups have looked at possible compromises between the two sides (BROADCASTING, Feb. 13). The ray of hope some attendees saw last week was that at an undetermined time in the future a world standard would become possible as new digital technologies in production, distribution and reception make the field rate dispute moot. □

## Getting down to the nitty-gritty of Time Warner

**SEC filings show some details of proposed merger, including financial arrangements for various executives**

Papers filed at the Securities and Exchange Commission last week by Time Inc. and Warner Communications relating to their proposed merger indicated that Warner Chairman and Chief Executive Officer Steven J. Ross is not likely to lose his status as one of the country's highest-paid CEO's. The filing also highlighted the freedom that both companies have to make substantial cable television acquisitions prior to the merger. Meanwhile, Wall Street observers continued to watch the stock prices of both companies, unsure whether other companies might interrupt the merger process by making a bid for either Time or Warner.

Ross is expected to receive nearly \$50 million in the merger from terms of his

employment agreement with Warner, according to a report in *The Wall Street Journal*. In addition, Ross stands to receive a minimum annual salary over the next 10 years of \$800,000 per year, plus at least four-tenths of 1% of Time Warner's pre-tax consolidated net income as a bonus. Ross would thus earn \$7.1 million in 1990, based on projections of Time Warner's financial results made by County NatWest USA analyst Lisa Donneson. This figure does not include deferred compensation, which would amount to at least \$400,000 per year. Over the decade following the merger, Ross is scheduled to begin as co-CEO and co-chairman and end up as the sole chairman of Time Warner.

Time Inc. Chairman J. Richard Munro will initiate his term as co-chairman and co-CEO of Time Warner earning an annual base salary and bonus totaling \$1.4 million. If he retires as co-CEO before June 1990,

Munro will receive deferred compensation of \$4.3 million. After his retirement, Munro will earn \$750,000 annually as chairman of Time Warner's executive committee.

In 1987 Ross signed a compensation agreement with Warner that entitled him to total compensation of as much as \$180 million over 10 years.

Ross earned \$4.1 million in 1986, according to Professor Graef S. Crystal of the University of California at Berkeley business school. In an article Crystal wrote for Time Inc.'s *Fortune* magazine last year, he judged Ross as one of the top three executives of 170 major corporations whose actual pay most exceeded his "rational" pay (which takes into account such factors as company size, performance and risk).

In constructing different committees of the board of directors, the agreement sets up the compensation committee with a majority of Warner directors, while Time directors have a majority on the finance committee. The executive, audit, and nominating and governance committees will each comprise an equal number of directors nominated by Time and Warner.

A section of the merger agreement relating to business conduct before the merger permits Time and Warner to make acquisitions amounting to \$500 million "relating to the cable television business of such party." Because the same section limits business acquisitions in general to investments less than \$100 million, the question is raised of whether Time's majority-held American Television & Communications or Warner's cable operation are contemplating major cable acquisitions. Last week, ATC announced a \$16.7 million purchase of cable systems in North Carolina (see page 70). Final bids were due last week on the Centel Cable systems that are for sale, but it was not known whether Warner or ATC had submitted any.

Time and Warner's filing at the SEC last week was prompted by the two companies' agreement to exchange stock prior to their merger. Warner will transfer 17.3 million shares of its common stock to Time, representing 12% of its outstanding common stock prior to their issuance and 10.7% of their common stock after they are issued. Simultaneously in the preliminary exchange, Time Inc. will transfer 7.1 million shares of its common stock to Warner, representing 12.5% of outstanding common stock before issue and 11.1% afterward.

Last Friday (March 17), Warner closed down \$1.50, at \$47.25, while Time closed down \$2.75, at \$114.25. Warner was thus at 41.4% of Time's price, slightly lower than its relationship to Time a week before. Warner shares will be exchanged for 46.5% of a Time share, according to the merger agreement.

To take advantage of the difference between the exchange ratio and the price ratio of the two stocks, the normal strategy for an arbitrageur would be to buy Warner stock and sell Time stock short. But, said one arbitrageur, if one shorts Time and the deal does not go through, "you could get murdered," because Time stock could rise substantially, given its high valuation in the private market and because the stock is traded thinly. □

## Time-Warner merger passes first Hill review

### Proposed deal gets tentative blessing from House subcommittee

Last week's House hearing on the proposed media mega-merger between Time Inc. and Warner Communications (BROADCASTING, March 13) reinforced the view that Congress is unlikely to stop the impending union. Rather, it seemed that members of the Judiciary Subcommittee on Economic and Commercial Law were, for the most part, willing to give the deal their blessing despite some concerns raised about the effects of vertical integration and the concentration of ownership within the cable industry.

Overall, the lawmakers embraced the merger as a necessary move to fortify Time and Warner and enable them to compete in what the media executives contend is becoming an increasingly global business. Moreover, the congressmen seemed all too aware of the potential of foreign media giants waiting in the wings to "snap up" U.S. entertainment and media properties.

It was appropriate that the merger was being "cloaked in a patriotic, apple pie argument about foreign competition," said Representative Dan Glickman (D-Kan.). What worried him was whether Time Warner would "stay under American control."

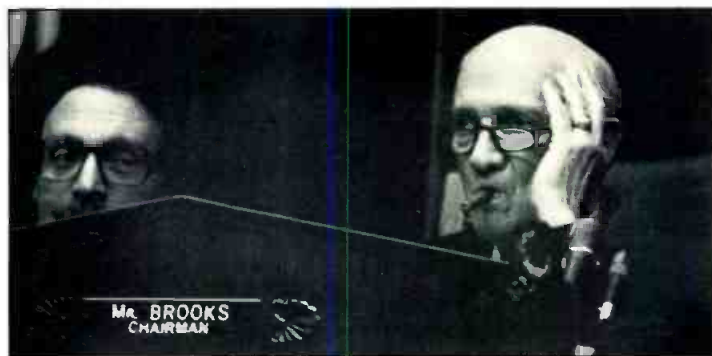
At the close of the hearing, Subcommittee Chairman Jack Brooks (D-Tex.) promised to "monitor" the situation and convene more hearings if necessary, but said he recognized Time Warner's need to "stay strong" and compete in an international market. In his opening remarks, Brooks said the merger's proponents "maintain that if an American entry is to join the exclusive ranks of these media giants and meet the eco-

nomie realities of the new marketplace, then a company will need to draw upon the efficiencies and 'synergies' of a multifaceted corporation, like the proposed Time Warner company." Others, however, consider the transaction "the beginning of the end of domestic competition at all levels of the entertainment and media markets," he pointed out.

As chairman of the subcommittee and parent Judiciary Committee, the Texas congressman said he would "closely follow competition questions in this industry well after the antitrust scrutiny of this particular merger is complete." Several of the chairman's questions focused on cable issues. "Is it true that the majority of cable systems are monopolies?" Brooks asked Steven J. Ross, Warner's chairman and chief executive officer. Ross replied that they are not. Cable franchises are not granted on an exclusive basis, he said, although he admitted it is often uneconomical to build a competing cable system where a franchise already exists.

"Will the merger increase consumer choices?" Brooks then asked. "The combination of Time Warner will give us more resources to expand channel capacity," Ross told the chairman. The congressman also wanted to know what effect the merger might have on cable rates. Time's J. Richard Munro, chairman and chief executive officer, said it would have none.

Ross emphasized that the two companies' combined cable operations (Time's



Subcommittee chairman Brooks



Chairmen: Warner's Ross and Time's Munro in Washington

ATC and Warner Cable) "will still rank far, far below the largest cable company, TCI, which controls 25% of the market." Moreover, he pointed out that ATC's and Warner's systems are for the most part located in separate geographic markets and do not compete head to head."

Representative Michael DeWine (R-Ohio) was concerned about vertical integration. But Munro pointed out that some concentration has really increased diversity. "Vertical integration has brought you C-SPAN, Black Entertainment Television, The Discovery Channel and CNN," he told the congressman. Munro selected examples of cable programming networks that were either launched or helped along by cable support.

DeWine also questioned Munro about HBO's reluctance to sell to wireless cable operators. The congressman referred to testimony from James Theroux of MetroTen Cablevision, a wireless operator who later told subcommittee members that he believes the "only reason HBO refuses to negotiate in good faith with us and to sell us their product is because HBO is owned by Time, which also owns ATC, a major cable MSO. The cable interests are therefore exerting their power and influence over the cable programming sources to refuse the product to wireless cable operators."

Robert Schmidt, president of the Wireless Cable Association, blasted the cable industry for anticompetitive practices and expressed the WCA's fears that the Time-

Warner merger "would be a harmful blow to program diversity for consumers." WCA adopted a resolution calling for a careful congressional review of the merger.

George Garvey, professor of law at the Catholic University Law Center, believes the transaction raises some "serious" anti-trust issues. And he feared it would drive the "entire media and entertainment industry into a merger frenzy."

But both Alan Kassan with Shearson Lehman Hutton and Barry Kaplan of Goldman, Sachs & Co. supported the Time-Warner deal. "It is my opinion that the major communications companies in the U.S. must be allowed to combine and vertically integrate in order to compete effectively with their foreign competition." □

## Showtime makes exclusive Disney deal

**Pay channel will receive output from Touchstone and Hollywood Pictures through 1996**

Showtime Networks Inc. and Walt Disney Studios last week announced a new agreement, worth more than \$500 million, whereby all motion picture product from Disney subsidiaries Touchstone and Hollywood Pictures will have exclusive pay television exhibition on Showtime Networks' pay service through 1996. The deal is being called the largest and longest pay television agreement ever struck.

A two-year-old arrangement between the companies encompasses all Touchstone films through 1991, while the new agreement extends the relationship for an additional five years, and includes all Hollywood Pictures' yearly theatrical release output is expected to range between 12 and 15 films.

Fred Schneier, executive vice president, programming, Showtime Networks Inc., would not put a firm price tag on the deal, but he told BROADCASTING "it is a well-known fact that the high end for such arrangements is \$5 million a title and up, and we're looking to have 100 first-run titles." An industry source put the figure on the "upside" of \$500 million.

Showtime/The Movie Channel now has exclusive rights to approximately 350 films, Schneier said, adding the Disney deal to previously announced contracts with Nelson Entertainment, Orion, Cannon, Caroleco, Weintraub and Imagine.

The Disney deal calls for a three-year Showtime/TMC window, after which the films are available to broadcast television in a two-year window, then revert to Showtime/TMC for 12 months of repeat performances. The films will not be available for airing on different cable services until five years after they have run on Showtime/TMC.

As part of the arrangement, Walt Disney Television will also develop and produce programming for Showtime. Schneier said an original half-hour comedy series, now being developed, will debut on Showtime's Friday night comedy slate later this year.



with other shows to be announced in the near future.

Bill Mechanic, Walt Disney Co. president, worldwide video and international theatrical distribution, said that conversations had been held with other pay services, but that the extension of Showtime's exclusive rights indicated not only a commitment to the pay service but the spirit of competition. Touchstone is the only major studio with which Showtime currently has an exclusive arrangement, while the larger, Time Inc.-owned competitor, Home Box Office, has exclusive exhibition contracts with Paramount, 20th Century Fox and Warner Bros.

Negotiations for extension of the agreement had been ongoing prior to the announcement of the Time-Warner merger, but in light of that transaction, Disney's renewal provides Showtime with a well-timed boost. According to Schneier, the agreement "recognizes and strengthens Showtime/The Movie Channel's ability to compete foursquare in the pay television arena." □

## Fox getting ready for Monday

**Network previews programs under consideration for its third night**

Fox Broadcasting Co. officials last week unveiled the leading contenders to fill the network's third night of prime time programming, Monday (8-10 p.m.), starting Sept. 11.

Among the 13 projects selected (four of which are from 20th Century Fox Television), two are comedy series, one of which would be a live program from The Brillstein Co. entitled *Bill Gets a Life*. It stars comedian Bill Maher, who plays a "Larry King-like" radio talk show host. The program is being produced at Fox's owned station in Los Angeles, KTTV(TV). Garry Shandling will serve as executive producer.

Producers generally stopped doing live series with the development and widespread use of videotape in the early 1960's. NBC's *Saturday Night Live* is the major exception. The Fox stations currently broadcast a live

comedy show on Saturday nights from a comedy club in Los Angeles, called *Comic Strip Live*.

The other series commitment for Monday night is *Let's Get Mom* from Universal, starring Carol Kane as a mother constantly being tested by her four rambunctious sons. Both series commitments are for 13 episodes.

FBC has not yet committed to any hour-long series for Monday, but the most promising pilot, executives said, is one from Francis Ford Coppola based on the movie he directed several years ago, "The Outsiders," about rebellious youth in small-town Oklahoma.

Other drama pilots with a shot at a Monday night time slot include:

■ *Alien Nation*, from Kenneth Johnson (*V*, *Incredible Hulk* and *Battlestar Gallatica*), based on the 20th Century Fox movie of the same name about an alien subculture co-existing with humans on earth.

■ *K-9000*, a comedy action/adventure



'Bill Gets a Life' star Bill Maher

from Fries Entertainment about a Los Angeles undercover police officer and a police dog with a computer-enhanced brain who can communicate with his human sidekick.

■ *Wurlitzer*, from Patrick Hasburgh Productions, a time-travel drama tied to top pop music hits from the past 25 years.

■ A comedy hour starring Keenan Wayne ('Hollywood Shuffle') described as an "ethnic version" of *Laugh-In* or *Saturday Night Live*.

Other half-hour finalists include:

■ *Molloy*, from Warner Bros. Television, about a street-wise kid from Brooklyn who's suddenly whisked off to a ritzy Beverly Hills private school and the culture clashes that ensue.

■ *Ghost Writer*, from New World Television, described as a "scarecom" starring Anthony Perkins of "Psycho" fame.

■ *Babes*, a female buddy comedy from 20th Century Fox Television.

■ *Hollywood Dog*, from Lorimar Television, about a dog and his human sidekick and combining elements of live action and animation.

■ *Arabian Nights*, from Witt/Thomas and Stephen J. Cannell, a comedy exploring male-female relationships.

■ *Dumbest Person Alive*, which the title explains, from 20th Century Fox.

All of these projects, and about a dozen others, were discussed at FBC's affiliate meeting in Los Angeles in January. The general affiliate reaction to FBC's development effort was positive. "Based on what I've seen, I like them all," said Michael Fisher, general manager, KTXL(TV) Sacramento, Calif., and chairman of the FBC affiliate board. "The good news is they have pilots at this stage," he said, not just short clips or concepts on paper.

The announcement last week came as a preview to the advertiser presentation FBC is giving in Los Angeles this Wednesday (March 22). "The development is much stronger than I expected," said Peter Cherin, who joined the network March 1 as president of Fox Entertainment Group.

The network is basking in some significant ratings gains for both Saturday and Sunday over the past year. Household ratings for Saturday in February were up 82% compared to a year ago, to an average 4.0,



'Let's Get Mom' star Carol Kane

while Sunday night ratings were up 58% to an average 7.6%, according to Andrew Fessel, FBC research vice president. The network's 7-9 p.m. Sunday schedule was first

in adults 18-34 and teenagers during February, Fessel said.

Meanwhile, FBC will kick off a monthly movie night on May 8, with the Fox theatrical release, "The Fly." FBC President Jamie Kellner said last week he expects that movie night will be a weekly event within one year. FBC affiliates are currently being surveyed about the movie night and how they want to see it evolve.

Through the summer, the monthly movie will air on a Monday. When the new Monday night series begin on Sept. 11, the movie will move to Tuesday.

Fox affiliates will also be polled on another development—the possibility of FBC programming a two-hour children's block, probably starting in 1992. "It's safe to say a majority of affiliates are for it," said Fisher, citing greater efficiencies to the stations in carrying a network program block, as opposed to making their own syndication purchases. "It's really a question of whether the economics are feasible" for both the stations and Fox, said Fisher. □

## Cable gets first crack at off-network hour shows

The soft market in hour-long, off-network programs continues to prompt detours from the traditional route of network to syndication to cable, most recently with the news that distributors for *Moonlighting*, *L.A. Law*, *Beauty and the Beast* and *thirtysomething* are looking to cable rather than syndication for initial off-network distribution. And that soft market has apparently given the cable channels the upper hand in negotiating license fees, with big money deals such as the ones that USA Network made for the rights to *Murder, She Wrote* and *Miami Vice* (with some reports putting

the price tag at \$400,000 per episode) perhaps a thing of the past.

Neil Hoffman, vice president, programming, USA Network, said the four distributors, MGM/UA (*thirtysomething*), 20th Century Fox (*L.A. Law*), CapCities/ABC (*Moonlighting*) and Republic Pictures Television (*Beauty and the Beast*) have been "testing the waters in cable to gauge interest in the shows."

Hoffman also agreed that the cable channels are in the driver's seat when it comes



'thirtysomething'



'Beauty and the Beast'



'L.A. Law'



'Moonlighting'

to off-network hour programs. "We certainly have the momentum right now," he said. "Hour-long have gotten the most publicity as far as the soft market," he said, "but it has been shown that hour-long can be successful on basic cable if programed properly. Therefore," he said, "many distributors are looking to us for distribution of their hour product."

Hoffman said that USA Network is not jumping at the opportunity to acquire any of the four properties. "As far as USA goes, we said we would look into whether we had the proper schedule slots and if the shows fit our audience needs." □

## Telcos step up lobbying effort

**USTA members updated on group's efforts on phone company entry into video; included is videotape presentation of arguments**

The U.S. Telephone Association's campaign to eliminate the legislative and regulatory barriers blocking telcos from entering the television business is moving at an accelerated pace. In Washington last week, telco executives attending USTA's annual government relations conference were given an expansive briefing (with a videotape presentation) on the subject before calling on Capitol Hill.

The industry had the FCC's price caps decision to digest (see page 27), and the Bell operating companies are trying to remove restrictions in the modified final judgment that prevent them from providing information services and manufacturing equipment, but it was clear from the conference agenda that USTA was activating its membership on the telco-TV front.

During the meeting, lawmakers, Hill staff, telco executives and broadcasters addressed the idea of telephone companies becoming a full-fledged video provider.

Reaction on the Hill was mixed. Senate Minority Leader Robert Dole (R-Kan.) told the USTA crowd he endorses the idea of telcos as video programmers. But for some congressional staff the issue is not a priority.

Tom Cohen, senior counsel with the Senate Commerce Committee, does not see any "press on the Hill to change the existing law." Larry Sidman, chief counsel and staff director for the House Telecommunications Subcommittee, said the "burden of proof rests upon the telcos to demonstrate change is necessary or desirable." This is not an issue where the telcos have "marched on the field and cable is making a goal-line stand. The play is still between the 40-yard lines," he said.

Sidman said there is a "growing disquiet" among subcommittee members over what is happening in the cable industry. Nonetheless, those concerns are "very far from any critical mass."

Roy Neel, an aide to Senator Al Gore (D-Tenn.), who is a frequent cable critic, thinks cable rate increases have the potential of becoming the "most important consumer issue in this country."

As for the telephone industry's desire to build an alliance with broadcasters, repre-



sentatives from the Association of Independent Television Stations and Fox Television expressed a willingness to work with the USTA. But John Abel, the National Association of Broadcasters' executive vice president, operations, was far more cautious about an alliance with the telcos. Abel said telco entry "on the surface appears to be a great idea" given that "the broadcasting industry has been pushed around by the cable industry." But Abel expressed concern about replacing one monopoly with another. With telcos, "we think we'll get pushed around even more," he said. "You could bid up the price of programing," he said, adding, "I don't believe it when you tell me you're just interested in distribution."

## Battle plan

ABC will schedule the remaining 11½ hours of its *War and Remembrance* mini-series over five nights beginning Sunday, May 7, 8-11 p.m. The remaining installments will air on Monday, May 8, 9-11; Tuesday, May 9, 9-11, and Wednesday, May 10, 9-11, and the series will conclude on Sunday, May 14, from 9 to 11:30. Scheduling the first and last episodes on Sundays puts those two installments on a night that traditionally has the week's highest HUT level.

How this second part of the mini-series performs during the May sweeps could determine whether ABC maintains its second-place position over CBS in the network season race. The first 18 hours of the mini-series, which aired during the November sweeps, while critically acclaimed, were a disappointment ratings-wise. Over its 10 days, the first part averaged an 18.6 rating/29 share, well below the 20.5 rating guaranteed to advertisers.

Tom Herwitz, vice president, corporate and legal affairs, Fox Television, was blunt on why Fox supported telco entry—"because we're getting screwed by the cable industry." Citing carriage and channel positioning, Herwitz said, "We have this tremendous pent-up frustration at the way things have existed for the past five years." He went on to say telco entry "is really a consumer issue rather than another line of business telcos can get into."

Jim Hedlund, vice president, government relations, INTV, denied that INTV's talks with USTA were meant to put heat on the cable industry. "Our interest is totally unrelated to attempting to leverage the cable industry in terms of must carry or syndex," Hedlund said. The INTV-USTA dialogue, he said, is needed so both sides can understand each others' businesses.

To help mobilize grass-roots support, the USTA has distributed a 35-minute videotape called *The Telco Challenge*, produced by USTA President John Sodolski and distributed to association members. In material accompanying the tape, Sodolski urged his members to "use this information in your discussions with local business and community leaders, state legislators and regulators, and your customers." Members were also urged to lobby their congressmen.

The commentators in the tape warn that, among other things, the existence of small

## Sitting on the sidelines

As the United States Telephone Association presses ahead with its effort this year to eliminate the barriers to telephone companies' entering the television business, it will do so without U.S. West.

In a March 1 memo obtained by BROADCASTING, Wayne Allcott, executive director, public affairs, U.S. West, advised the state public affairs directors of the Bell operating company that the telco "is not joining the USTA lobbying effort on this issue."

The memo cites two reasons for the company's passivity: "We have not yet defined our position on a crossownership bill...[and] we have marketing interests at variance with the USTA position. USWC is pursuing a cooperative supplier relationship with cable TV industry, and has no plans at this time to compete in the domestic cable market."

After confirming that the memo was his, Allcott said U.S. West believes any restriction on its business activities "ought to be removed." But at the same time it does not want to do anything to "jeopardize" the business relationships it is trying to build with cable operators, the nature of which he declined to describe. "The point of the memo is we are not going to be on the leading edge in this effort," he said.

Said USTA President John Sodolski: "We have a board vote to do what we are doing and U.S. West has supported us in everything we've asked for."

telephone companies will be jeopardized if cable companies are allowed to deliver voice while telcos are stymied from providing cable service.

The tape begins with an introduction by Sodolski, followed by a two-part report—the first from the telcos' perspective, the second from the cable industry's. Produced like a newscast, the tape ends with recommendations on how telcos can rebut cable arguments.

It also features telephone company executives from Bell Atlantic, Rochester Telephone and Sugar Land Telephone, who explain how telco entry would provide lower rates, more varied programming and access to information services with fiber technology. And local regulators discuss their frustration with the cable industry and their desire for competition.

Among those appearing in the cable portion are John Sie, senior vice president, Telecommunications Inc., who said telcos haven't figured out "how to ring the bell" using fiber, and Washington lawyer Phil Verveer, who discusses the telcos' uncertain commitment to the First Amendment. They argue that telcos would restrict some services, would use their monopoly power to put cable out of business, and would force phone users to pay for their fiber plant. □

## GE Americom signs Viacom cable group

Viacom International's Showtime Networks, C-SPAN and The Weather Channel will together lease 18 or 19 C-band transponders on two future GE Americom Communications satellites. Showtime announced last Friday.

The value of the deal over the expected 12-year lives of GE's Satcom C-3 and Satcom C-4, both to be launched in 1992, will be "more than" \$10 million per transponder, said Showtime Networks Chairman and CEO Tony Cox.

The deal, which also includes an in-orbit backup protection satellite to be shared with long-distance carrier Alascom, could bring GE Americom about \$180 million through the year 2004, and assures that GE will continue to operate satellites for the cable industry into the next century.

GE executives did not return phone calls.

Divided between the two 24-transponder birds, traffic will include the east and west feeds of Showtime, The Movie Channel, MTV and Nickelodeon (accounting for eight transponders) and single nationwide feeds of VH-1, The Weather Channel, C-SPAN I and C-SPAN II. That leaves six or

seven transponders for "other programming services to cable systems," Showtime said.

Sources said The Disney Channel and, possibly, Lifetime, are those others.

Cox said he hoped last week's announcement would dispel rumors that GE was dropping out of the satellite communications business. "We wanted to make clear that GE will launch two birds that will carry some very substantial cable programming," Cox said. The deal, however, said one source, is still contingent on the FCC assigning C-4 to a 50-state orbital position.

Hughes Communications sold several transponders—one source said 10—on two next-generation C-band satellites, plus access to an in-orbit spare, to HBO and Turner Broadcasting System last month (BROADCASTING, Feb. 27). Neither HBO nor Hughes executives could be reached last Friday for comment.

Several well-placed sources said that ESPN has decided it will split its satellite business between Hughes and Americom. Roger Williams, ESPN vice president, affiliate marketing, said no decision had been made. □

## Television network affiliates: bustin' out all over

*Television network affiliates, which once took a back seat to their networks in terms of Washington representation and general industry activity, are experiencing a new lease on life. Last week alone, two new—and separate—affiliate organizations appeared on the*

*scene, one blessed by the establishment and designed presumably to help preserve the traditional network-affiliate structure, the other apparently of a more independent stripe.*

*Group One is "The Initiative of Local Network Affiliates" (TILNA),*

*spearheaded by the chairmen of the existing ABC, CBS and NBC affiliate board of governors. Group Two is the "Television Affiliates Group" (TAG), whose spokesperson is Alan Henry of Anchor Media. The first developments of the two groups are described below.*

**TILNA** □ TILNA hopes to elevate affiliate positions before the Congress and at the FCC. The initiative is being spearheaded by the chairmen of the ABC, CBS and NBC affiliate board of governors: ABC, David Lane with WFAA-TV Dallas; CBS, Benjamin Tucker of Retlaw Broadcasting, and NBC, James Siefert of Cosmos Broadcasting, Greenville, S.C. The chairmen of the networks' government relations committees are also involved: ABC, John Behnke, Fisher Broadcasting, Seattle; CBS, Joseph Carriere with Caprock Telecasting, Roswell, N.M., and NBC, Cyril Vetter of WFLA-TV Baton Rouge.

The affiliates were in Washington as participants in a government relations conference hosted by the three major TV broadcast networks. Following that session they met to outline the goals of their initiative. Said to be high on their list of public policy priorities is repeal of the financial interest and syndication rules, preservation of the network nonduplication rules and speedy implementation of the FCC's new syndex rules. In January, the NAB television board voted to give each network affiliate group a seat on the board.

**TAG** □ The first meeting of affiliate station operators to discuss whether to form an organization representing that industry segment also took place in Washington. A three-person steering committee was selected from among the eight group executives present, and given the task of "creating a mission statement," said one of those present.

The eight groups—said to own 46 affiliates—represented at the meeting were Albritton Communications, Anchor Media Corp., Cosmos Broadcasting, Gillett Communications, H&C Communications, King Broadcasting, McGraw-Hill Broadcast-

ing and Times Mirror Broadcasting.

As of last week the executives had yet to decide whether to formally organize a group, which has a preliminary name of the Television Affiliates Group (TAG), but had already started considering what the membership requirements would be. No additional operators would be included in TAG until after the next meeting, scheduled for late April, said Anchor Media President, Alan Henry, the group's designated spokesperson. At that point, if the decision was made to organize, affiliate operators would be invited who had "a predominant part of their TV broadcast assets in network-affiliated stations." Not yet resolved was whether network owned groups would be allowed to join.

Henry said the major issue of discussion at the five-hour meeting was whether the group would duplicate or conflict with efforts of existing groups: "We are not in competition with the affiliate boards, but rather cut across them since they deal with their respective affiliate problems. The Television Operators Caucus is an organization that few people know about and they have independent stations in their group. It was unanimously felt that we would not be duplicative." Henry added that the group would not conflict with the National Association of Broadcasters but added it would probably "reserve the right to make political forays."

The three executives chosen for the steering committee were Henry; Edward Reilly, president of McGraw-Hill Broadcasting Co., and James E. Crowther, president of H & C Communications. Three of those present were also designated to talk with the affiliate relations heads of ABC, CBS and NBC.



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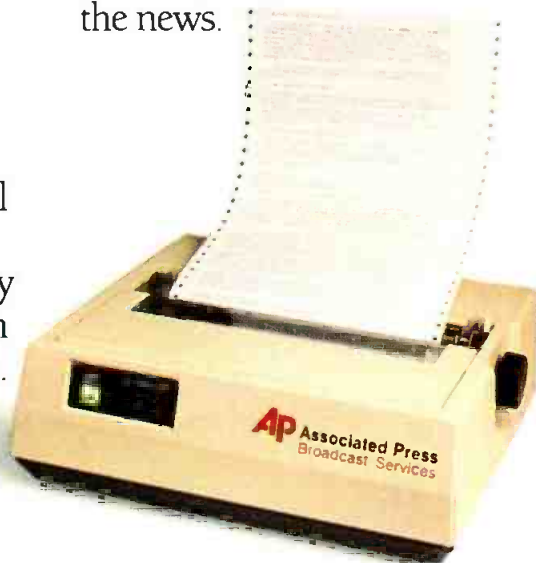
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|                                  |         |         |       |        |     |       |
|----------------------------------|---------|---------|-------|--------|-----|-------|
| N (CCB) Capital Cities/ABC....   | 380     | 377     | 3     | 00.79  | 23  | 6.147 |
| N (CBS) CBS .....                | 174 1/4 | 170 1/2 | 3 3/4 | 02.19  | 9   | 4.117 |
| A (CCU) Clear Channel.....       | 13 1/2  | 13 1/2  |       | 00.00  | 24  | 52    |
| A (HTG) Heritage Media .....     | 5 1/4   | 5 1/4   |       | 00.00  | -6  | 59    |
| O (JCOR) Jacor Commun. ....      | 6       | 6       |       | 00.00  | -13 | 58    |
| O (LINB) LIN .....               | 87 3/4  | 87 5/8  | 1 8   | 00.14  | 56  | 4.534 |
| O (OBCCC) Olympia Broad. ....    | 3       | 3 1/4   | - 1/4 | -07.69 |     | 7     |
| O (OSBN) Osborn Commun. ....     | 8 1/2   | 8 3/4   | - 1/4 | -02.85 | -7  | 43    |
| O (OCOAC) Outlet Commun. ....    | 29 1/4  | 29      | 1/4   | 00.86  | -11 | 191   |
| A (PR) Price Commun. ....        | 7 1/4   | 7       | 1/4   | 03.57  | -6  | 70    |
| O (SAGB) Sage Broadcasting       | 4 1/4   | 4       | 1/4   | 06.25  | -6  | 16    |
| O (SCRIP) Scripps Howard .....   | 63 1/2  | 63 1/2  |       | 00.00  | 51  | 655   |
| O (SUNNC) SunGroup Inc. ....     | 1 7/8   | 1 7/8   |       | 00.00  | -2  | 4     |
| O (TLMD) Telemundo .....         | 6 3/4   | 6 3/4   |       | 00.00  | -1  | 51    |
| O (TVXGC) TVX Broadcast .....    | 3       | 3 1/4   | - 1/4 | -07.69 |     | 17    |
| O (UTVI) United Television ..... | 34      | 33      | 1     | 03.03  | 55  | 372   |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                                   |        |        |         |        |    |        |
|-----------------------------------|--------|--------|---------|--------|----|--------|
| N (BLC) A.H. Belo .....           | 26 1/4 | 25 3/8 | 7/8     | 03.44  | 10 | 277    |
| O (ASTV) Amer. Comm. & TV         | 1/32   | 1/32   |         | 00.00  |    | 2      |
| N (AFL) American Family .....     | 16     | 15 7/8 | 1/8     | 00.78  | 13 | 1.295  |
| O (ACMA) Assoc. Commun. ....      | 32 1/4 | 32 1/4 |         | 00.00  |    | 461    |
| O (BMAC) BMA Corp. ....           | 30 3/4 | 30 1/4 | 1/2     | 01.65  | 83 | 322    |
| N (CCN) Chris-Craft .....         | 33 1/2 | 32 3/4 | 3/4     | 02.29  | 74 | 729    |
| O (DUCO) Durham Corp. ....        | 32 1/4 | 31 1/2 | 3/4     | 02.38  | 27 | 271    |
| N (GCI) Gannett Co. ....          | 38 1/4 | 36 3/4 | 1 1/2   | 04.08  | 19 | 6.193  |
| N (GY) GenCorp .....              | 18 1/8 | 17 1/8 | 1       | 05.83  | 1  | 575    |
| O (GMXC) GMX Commun. ....         | 3/32   | 3/32   |         | 00.00  | 1  | 575    |
| O (GACC) Great Amer. Comm. ....   | 10     | 9 3/8  | 5/8     | 06.66  | 10 | 263    |
| N (JP) Jefferson-Pilot .....      | 33 1/2 | 33 1/2 |         | 00.00  | 14 | 1.322  |
| N (KRI) Knight-Ridder .....       | 45 7/8 | 46 1/4 | - 3/8   | -00.81 | 17 | 2.609  |
| N (LEE) Lee Enterprises .....     | 26 1/4 | 26 1/4 |         | 00.00  | 18 | 652    |
| N (LC) Liberty .....              | 35 3/8 | 36     | - 5/8   | -01.73 | 13 | 328    |
| N (MHP) McGraw-Hill .....         | 66 7/8 | 67 5/8 | - 3/4   | -01.10 | 20 | 3.224  |
| A (MEGA) Media General .....      | 35 5/8 | 34 3/4 | 7/8     | 02.51  | 23 | 1.004  |
| N (MDP) Meredith Corp. ....       | 31 3/4 | 31 1/2 | 1/4     | 00.79  | 13 | 610    |
| N (MCG) Mich. Energy .....        | 30 1/2 | 30 3/4 | - 1/4   | -00.81 | 20 | 82     |
| O (MMEDC) Multimedia .....        | 92 3/4 | 94 1/2 | - 1 3/4 | -01.85 | 90 | 1.020  |
| A (NYTA) New York Times .....     | 26 3/4 | 26 3/4 |         | 00.00  | 13 | 2.193  |
| N (NWS) News Corp. Ltd. ....      | 18 7/8 | 19     | - 1/8   | -00.65 | 10 | 5.029  |
| O (PARC) Park Commun. ....        | 27 3/4 | 27 1/4 | 1/2     | 01.83  | 22 | 382    |
| O (PLTZ) Pulitzer Publishing...   | 29 1/8 | 27 1/4 | 1 7/8   | 06.88  | 19 | 305    |
| N (REL) Reliance Group Hold. .... | 5 5/8  | 5 5/8  |         | 00.00  | 6  | 421    |
| O (RTSRY) Reuters Ltd. ....       | 36     | 36 3/4 | - 3/4   | -02.04 | 24 | 29.890 |
| O (STAUF) Stauffer Commun. ....   | 138    | 138    |         | 00.00  | 46 | 138    |
| N (TMC) Times Mirror .....        | 36 7/8 | 36 3/8 | 1/2     | 01.37  | 17 | 4.771  |
| O (TMC) TM Communications .....   | 9/32   | 9/32   |         | 00.00  | 1  | 2      |
| N (TRB) Tribune .....             | 41     | 38 3/8 | 2 5/8   | 06.84  | 22 | 3.128  |
| A (TBSA) Turner Bcstg. 'A' .....  | 26 1/2 | 27 5/8 | - 1 1/8 | -04.07 | -4 | 577    |
| A (TBSB) Turner Bcstg. 'B' .....  | 25 3/8 | 26 5/8 | - 1 1/4 | -04.69 | -4 | 552    |
| A (WPOB) Washington Post .....    | 217    | 217    |         | 00.00  | 14 | 2.787  |

## PROGRAMMING

|                                  |        |        |        |        |     |        |
|----------------------------------|--------|--------|--------|--------|-----|--------|
| O (SP) Aaron Spelling Prod. .... | 7 1/8  | 7 1/8  |        | 00.00  | 5   | 130    |
| O (ALLT) All American TV .....   | 3 3/8  | 3 3/8  |        | 00.00  |     | 7      |
| O (BRRS) Barris Indus. ....      | 7 5/8  | 7 7/8  | - 1/4  | -03.17 | -3  | 59     |
| N (KO) Coca-Cola .....           | 51 1/2 | 49 3/4 | 1 3/4  | 03.51  | 21  | 19.333 |
| A (CLR) Color Systems .....      | 1 1/8  | 1 5/8  | - 1/2  | -30.76 |     | 6      |
| N (KPIV) Columbia Pic. Ent. .... | 17 5/8 | 17 3/4 | - 1/8  | -00.70 | 251 | 1.933  |
| O (CAVNE) CVN Cos. ....          | 14 7/8 | 14 7/8 |        | 00.00  | 12  | 258    |
| A (DEG) De Laurentiis Ent. ....  | 11/16  | 3/4    | - 1/16 | -08.33 |     | 7      |
| O (dcp) Dick Clark Prod. ....    | 4 1/8  | 4 3/16 | - 1/16 | -01.49 | 10  | 34     |
| N (DIS) Disney .....             | 77 1/4 | 76 1/8 | 1 1/8  | 01.47  | 23  | 10.241 |
| N (DJ) Dow Jones & Co. ....      | 31     | 31 3/8 | - 3/8  | -01.19 | 14  | 2.985  |
| O (FNNI) Financial News .....    | 9 1/2  | 9 7/8  | - 3/8  | -03.79 | 43  | 114    |
| A (FE) Fries Entertain. ....     | 2 3/4  | 2 3/4  |        | 00.00  | 11  | 14     |
| N (GW) Gulf + Western .....      | 48     | 46 5/8 | 1 3/8  | 02.94  | 8   | 2.885  |
| A (HHH) Heritage Entertain. .... | 2      | 2      |        | 00.00  | 2   | 9      |
| A (HSN) Home Shopping Net. ....  | 6      | 6      |        | 00.00  | 27  | 523    |
| N (KWP) King World .....         | 25     | 25     |        | 00.00  | 16  | 721    |
| N (MCA) MCA .....                | 53 7/8 | 53 1/2 | 3/8    | 00.70  | 29  | 3.917  |
| N (MGM) MGM/UA Commun. ....      | 17     | 17     |        | 00.00  | -9  | 851    |
| A (NHI) Nelson Holdings .....    | 5/8    | 11/16  | - 1/16 | -09.09 | -6  | 16     |
| A (NWE) New World Enter. ....    | 5 5/8  | 5 7/8  | - 1/4  | -04.25 | 15  | 60     |
| O (NNET) Nostalgia Network ..... | 1 1/16 | 13/16  | 1/4    | 30.76  | -1  | 5      |
| N (OPC) Orion Pictures .....     | 16 1/8 | 16 1/4 | - 1/8  | -00.76 | 14  | 278    |

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio (000,000)  
Mar 15 Mar 8

## PROGRAMMING

|                               |        |        |        |        |     |       |
|-------------------------------|--------|--------|--------|--------|-----|-------|
| O (MOVEQ) Peregrine Ent. .... | 9/32   | 11/32  | - 1/16 | -18.18 | -9  |       |
| N (PLA) Playboy Ent. ....     | 13 1/8 | 13 1/4 | - 1/8  | -00.94 | 14  | 123   |
| O (QNTX) Qintex .....         | 4 1/8  | 4 1/2  | - 3/8  | -08.33 | -9  | 28    |
| O (QVCN) QVC Network .....    | 9      | 9 1/4  | - 1/4  | -02.70 | -18 | 91    |
| O (RVCC) Reeves Commun. ....  | 5 3/4  | 5 5/8  | 1/8    | 02.22  | 28  | 72    |
| O (SMNI) Sat. Music Net. .... | 5 1/4  | 5 1/4  |        | 00.00  | 47  | 47    |
| N (WCI) Warner .....          | 49     | 47 3/4 | 1 1/4  | 02.61  | 26  | 6.181 |
| O (WONE) Westwood One .....   | 8 5/8  | 8 3/4  | - 1/8  | -01.42 | 11  | 124   |

## SERVICE

|                                 |        |         |         |        |     |       |
|---------------------------------|--------|---------|---------|--------|-----|-------|
| O (AMEA) A.M.E. Inc. ....       | 9 3/4  | 8 3/4   | 1       | 11.42  | 10  | 48    |
| O (AGRP) Andrews Group .....    | 5 1/2  | 5 3/8   | 1/8     | 02.32  | -2  | 36    |
| O (BSIM) Burnup & Sims .....    | 19 3/8 | 17 3/4  | 1 5/8   | 09.15  | 42  | 309   |
| N (CQ) Comsat .....             | 27 3/8 | 27 1/4  | 1/8     | 00.45  | -10 | 502   |
| N (DNB) Dun & Bradstreet .....  | 49 7/8 | 48 3/4  | 1 1/8   | 02.30  | 19  | 7.581 |
| N (FCB) Foote Cone & B. ....    | 23     | 23 1/2  | - 1/2   | -02.12 | 11  | 191   |
| O (GREY) Grey Advertising ..... | 121    | 118 1/2 | 2 1/2   | 02.10  | 16  | 147   |
| O (IDBX) IDB Communications     | 10 3/4 | 10 1/2  | 1/4     | 02.38  | 43  | 43    |
| N (IPG) Interpublic Group ..... | 39     | 38 1/2  | 1/2     | 01.29  | 17  | 875   |
| O (OGIL) Ogilvy Group .....     | 29 1/2 | 30      | - 1/2   | -01.66 | 14  | 420   |
| O (OMCM) Omnicom Group .....    | 20 3/4 | 20 3/4  |         | 00.00  | 14  | 510   |
| N (SAA) Saatchi & Saatchi ..... | 20 1/4 | 21 1/2  | - 1 1/4 | -05.81 | 9   | 2.950 |
| O (TLMT) Telemation .....       | 1 1/2  | 1 3/8   | 1/8     | 09.09  | 6   | 6     |
| A (UNV) Unitel Video .....      | 13     | 12 1/8  | 7/8     | 07.21  | 19  | 28    |

## CABLE

|                                   |         |         |        |        |      |       |
|-----------------------------------|---------|---------|--------|--------|------|-------|
| A (ATN) Acton Corp. ....          | 19      | 16 5/8  | 2 3/8  | 14.28  | 3    | 22    |
| O (ATCMA) Amer. TV & Comm. ....   | 39 1/4  | 39 1/2  | - 1/4  | -00.63 | 87   | 4.269 |
| O (CTEX) C Tec Corp. ....         | 50      | 51      | - 1    | -01.96 | 22   | 275   |
| A (CVC) Cablevision Sys. 'A' ..   | 40 3/8  | 39 3/4  | 5/8    | 01.57  | -13  | 849   |
| O (CNCA) Centel Cable .....       | 45 1/2  | 46 1/8  | - 5/8  | -01.35 | 146  | 1.137 |
| N (CNT) Centel Corp. ....         | 68 1/2  | 69      | - 1/2  | -00.72 | 19   | 2.979 |
| O (CMCSA) Comcast .....           | 20 3/4  | 19 3/4  | 1      | 05.06  | -94  | 927   |
| A (FAL) Falcon Cable Systems      | 20 1/2  | 20 1/2  |        | 00.00  | -64  | 131   |
| O (JOIN) Jones Intercable .....   | 16 1/8  | 16 1/4  | - 1/8  | -00.76 | 50   | 205   |
| T (MHPQ) Maclean Hunter 'X' ..    | 13 1/8  | 13 1/8  |        | 00.00  | 36   | 967   |
| T (RCI.A) Rogers Commun. 'A' ..   | 125     | 115 1/2 | 9 1/2  | 08.22  | -192 | 1.546 |
| T (RCI.B) Rogers Commun. 'B' ..   | 107 3/4 | 95 1/4  | 12 1/2 | 13.12  | -165 | 1.333 |
| O (TCAT) TCA Cable TV .....       | 34 3/4  | 35 1/4  | - 1/2  | -01.41 | 68   | 419   |
| O (TCOMA) Tele-Commun. ....       | 29 3/8  | 28 1/8  | 1 1/4  | 04.44  | 58   | 4.445 |
| N (TL) Time Inc. ....             | 117 1/4 | 114 7/8 | 2 3/8  | 02.06  | 28   | 6.852 |
| O (UACI) United Art. Commun. .... | 32 3/8  | 32      | 3/8    | 01.17  | 269  | 1.329 |
| N (UCT) United Cable TV .....     | 37 3/4  | 37 3/8  | 3/8    | 01.00  | -198 | 1.407 |
| N (VIA) Viacom .....              | 40      | 40 5/8  | - 5/8  | -01.53 | -5   | 2.134 |
| N (WU) Western Union .....        | 2 3/8   | 2 3/8   |        | 00.00  |      | 75    |
| O (WSMCA) WestMarc .....          | 19 1/2  | 19 1/4  | 1/4    | 01.29  | 24   | 279   |

## ELECTRONICS/MANUFACTURING

|                                |        |        |         |        |      |        |
|--------------------------------|--------|--------|---------|--------|------|--------|
| N (MMM) 3M .....               | 68 1/2 | 66 5/8 | 1 7/8   | 02.81  | 17   | 15.582 |
| N (ARV) Arvin Industries ..... | 23 1/2 | 23 3/4 | - 1/4   | -01.05 | 9    | 447    |
| O (CCBL) C-Cor Electronics ..  | 25     | 25 1/2 | - 1/2   | -01.96 | 41   | 50     |
| N (CHY) Chyron .....           | 3 7/8  | 3 7/8  |         | 00.00  | 13   | 39     |
| A (COH) Cohu .....             | 13 3/4 | 13 1/8 | 5/8     | 04.76  | 13   | 25     |
| N (EK) Eastman Kodak .....     | 47 1/8 | 46 3/8 | 3/4     | 01.61  | 13   | 15.970 |
| N (GRL) Gen. Instrument .....  | 30 5/8 | 31 1/8 | - 1/2   | -01.60 | -22  | 1.023  |
| N (GE) General Electric .....  | 45 7/8 | 45 3/8 | 1/2     | 01.10  | 19   | 41.991 |
| O (GETE) Geotek Inc. ....      | 11/16  | 11/16  |         | 00.00  | -2   | 2      |
| N (HRS) Harris Corp. ....      | 27 7/8 | 27 3/8 | 1/2     | 01.82  | 12   | 1.141  |
| O (ITEL) Intel Corp. ....      | 22     | 21 5/8 | 3/8     | 01.73  | 51   | 583    |
| N (MAL) M/A Com. Inc. ....     | 8      | 7 7/8  | 1/8     | 01.58  | -5   | 216    |
| N (IV) Mark IV Indus. ....     | 11 3/4 | 11 1/2 | 1/4     | 02.17  | 7    | 127    |
| O (MCDY) Microdyne .....       | 3 5/8  | 3 5/8  |         | 00.00  | -2   | 15     |
| O (MCOM) Midwest Commun. ....  | 5 1/8  | 5 1/8  |         | 00.00  | 12   | 15     |
| N (MOT) Motorola .....         | 41 1/4 | 42 3/8 | - 1 1/8 | -02.65 | 17   | 5.333  |
| N (OAK) Oak Industries .....   | 1 1/8  | 1 1/8  |         | 00.00  | 11   | 85     |
| A (PPI) Pico Products .....    | 1 7/8  | 1 5/8  | 1/4     | 15.38  | -37  | 6      |
| N (SFA) Sci-Atlanta .....      | 14 3/4 | 14 1/8 | 5/8     | 04.42  | 12   | 345    |
| N (SNE) Sony Corp. ....        | 53 3/8 | 54 1/4 | - 7/8   | -01.61 | 87   | 12.342 |
| N (TEK) Tektronix .....        | 22 3/8 | 22 5/8 | - 1/4   | -01.10 | 745  | 620    |
| O (TLCR) Telecrafter .....     | 4 3/8  | 4 1/4  | 1/8     | 02.94  | 19   | 6      |
| O (TVTK) Television Tech. .... | 1 1/4  | 1 1/2  | - 1/4   | -16.66 | 125  | 8      |
| N (VAR) Varian Assoc. ....     | 26 7/8 | 26 7/8 |         | 00.00  | -141 | 586    |
| N (WX) Westinghouse .....      | 54 1/8 | 54 1/8 |         | 00.00  | 10   | 7.769  |
| N (ZE) Zenith .....            | 19     | 19 3/4 | - 3/4   | -03.79 | -24  | 492    |

|                             |        |        |  |      |  |       |
|-----------------------------|--------|--------|--|------|--|-------|
| Standard & Poor's 400 ..... | 342.97 | 339.81 |  | 3.16 |  | 00.93 |
|-----------------------------|--------|--------|--|------|--|-------|

T-Toronto, A-American, N-NYSE, O-OTC. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by

Standard & Poor's or as obtained by Broadcasting's own research.

# Television and Radio Reps ⚡ 1989

## On Excellence...

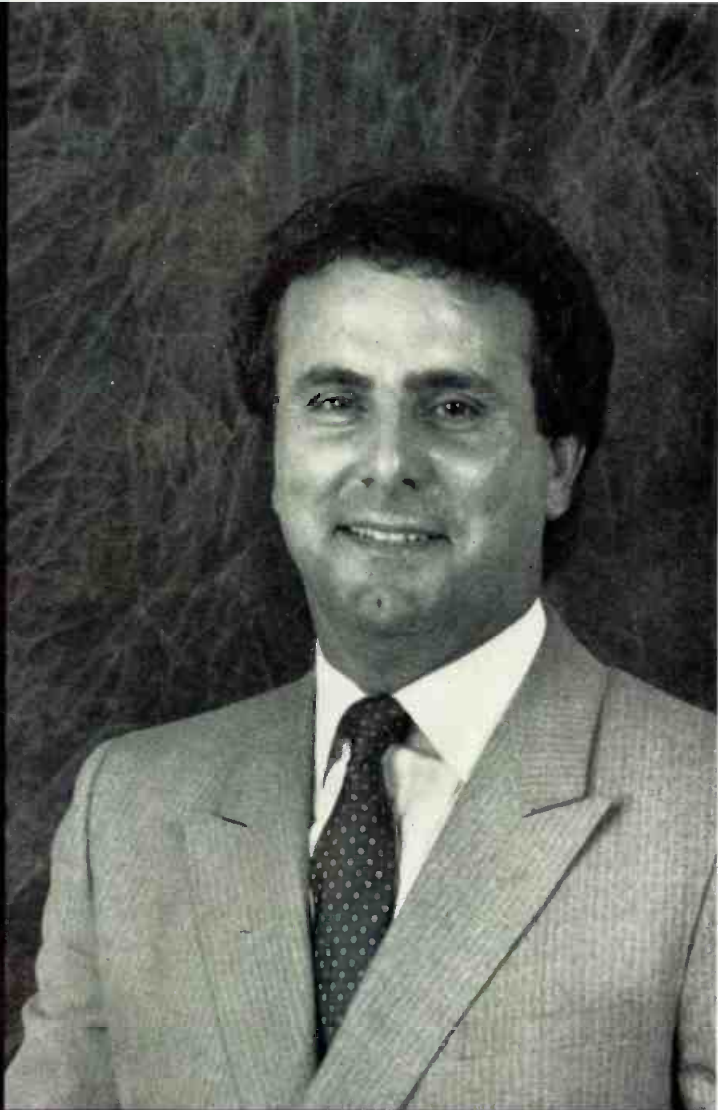
"In 1985 when we started our company, we made some very bold statements. We promised to provide stations with superior, distinctive service. The type of service that produces results.

We promised to be different. To be a rep firm where the radio station comes first, every station is special, and relationships are more important than ratings.

At Durpetti & Associates, we're proud of our entrepreneurial spirit and our Commitment To Excellence.

We care."

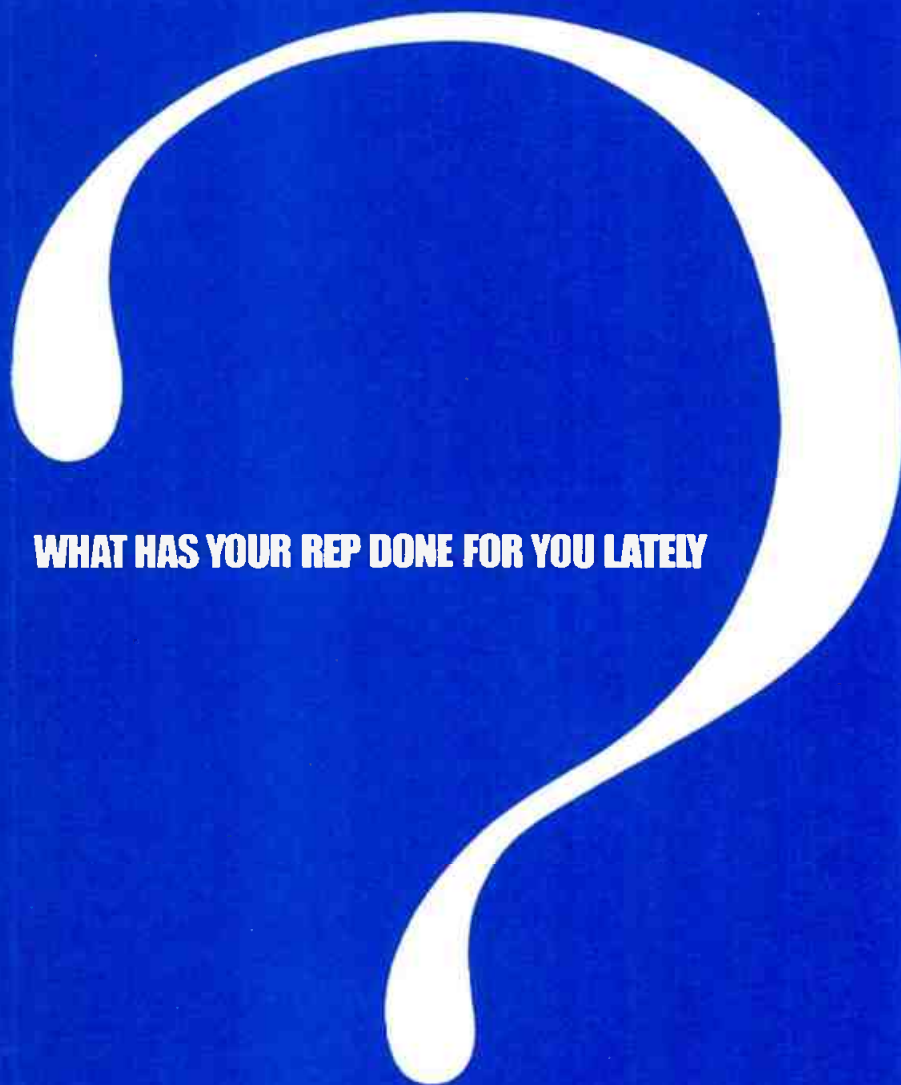
*Tony Durpetti, President  
Durpetti & Associates  
(312) 819-0100.*



## DURPETTI & ASSOCIATES

A Commitment To Excellence

▲ AN INTEREP COMPANY



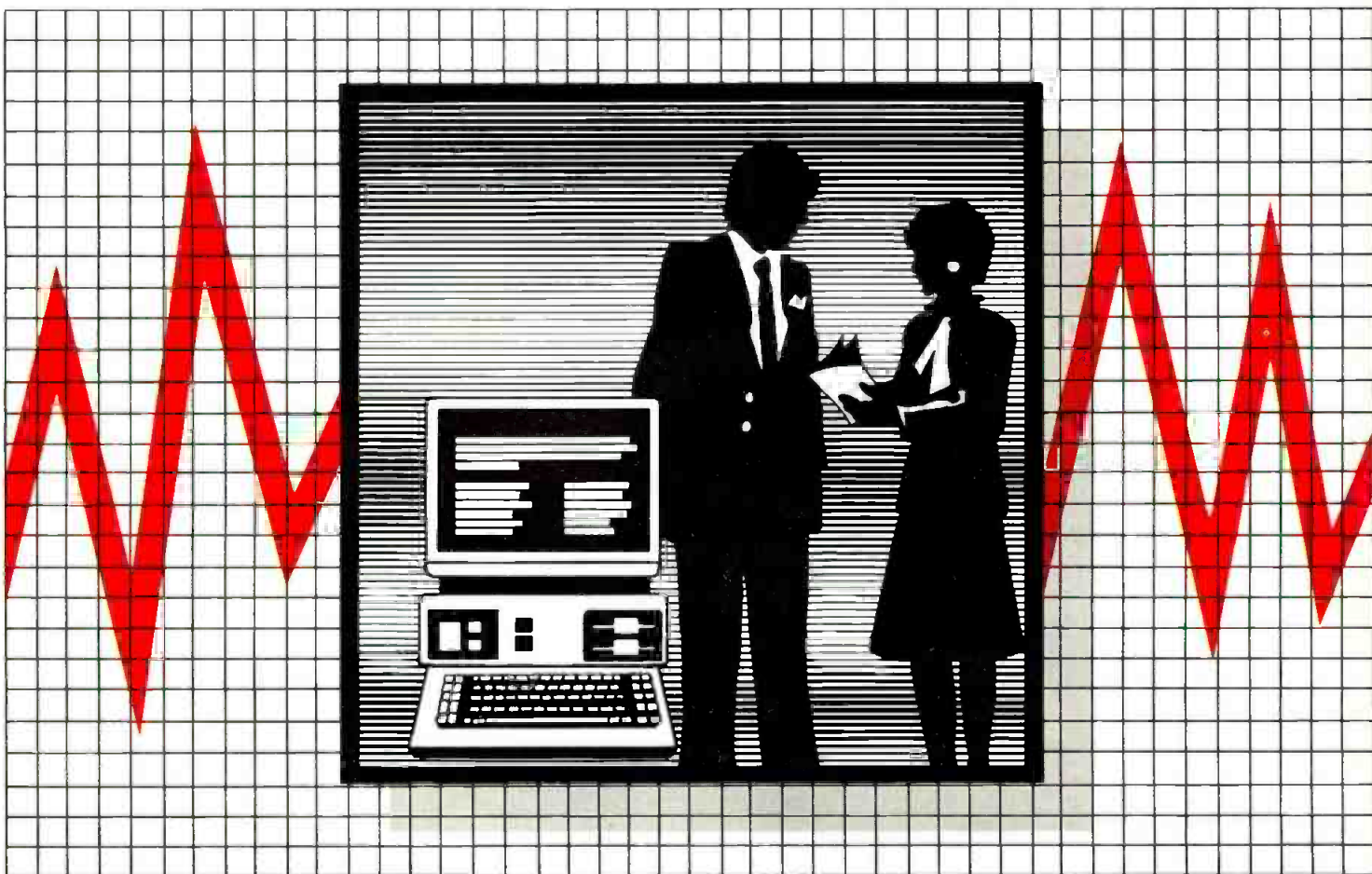
**WHAT HAS YOUR REP DONE FOR YOU LATELY**

**ASK  
BLAIR**

Blair Television. A subsidiary of John Blair Communications, Inc.

# REPS

*Selling the medium. That is what station representatives, both TV and radio, continue to do in a more competitive marketplace than ever before. As the following stories tell, the reps are trying new techniques to meet their charge and survive the battle for national and regional advertising dollars. What follows is an analysis of their efforts, as well as observations by the station representatives themselves and those with whom they do business. Of topics there are plenty, including unwired networks, consolidation, advertising taxes, corporate marketing and computerization. In side-by-side comparison, the industry's major participants are profiled.*



**T**elevision station representatives are finding themselves between rocks and hard places. After the boom years that lasted from the mid-1970's through the early 1980's, growth has slowed to disappointing single digits. Some marketing dollars have shifted into promotions and out of media. Among the remainder, spot share of the pie is getting sliced into smaller pieces as barter syndication and cable advertising continue to grow, and networks slice up their inventory into 15-second servings. They feel pressure on one side from advertisers relentlessly in pursuit of efficiencies. Independent reps in particular feel pressure from stations seeking more attention and services at lower commission rates. For various reasons, their cost of doing business has increased and shows no sign of decreasing, and so the reps are treading on the narrow line between revenue and costs.

The growing difficulties of the business have taken their toll. Steve Herson, vice president and director of operations at TeleRep, says that when he started in the business in 1971, there were 27 national television reps at work. Today, 13 national rep firms pay dues to the Television Bureau of Advertising. And insiders suspect that number will drop.

But faced with a grim set of statistics, the reps, both independent and in-house, are doing what any salesperson would do: selling his or her way out of a problem. No rep has a shred of doubt about the intrinsic value of spot television and his or her ability to survive through these lean times.

"We still represent the finest way to reach your target audience that's ever been devised, and I think that we're going to be around for a long time to come," said Petry President David Allen. Rather than confining their sales expertise to time negotiation, the reps are mining for new business in vendor support and promotion. To develop new sales, they've increased their internal marketing staffs, hired consultants, and increased their commitment to the national arm of the TVB.

And beyond the growth groomed from commissions on increased sales, reps are seeking increased revenue from other sources. While one rep firm has considered charging stations for research services, at least one other firm has attempted to make a profit center out of services previously offered free to its stations. That same firm,

### Spot TV advertising

|           |               |
|-----------|---------------|
| 1965..... | \$0.9 million |
| 1970..... | \$1.2 million |
| 1975..... | \$1.6 million |
| 1980..... | \$3.2 million |
| 1983..... | \$4.8 million |
| 1984..... | \$5.5 million |
| 1985..... | \$6.0 million |
| 1986..... | \$6.6 million |
| 1987..... | \$6.8 million |
| 1988..... | \$7.1 million |

Seltel, is expanding into representation of foreign television. Group W Television Sales continues to sell public service programming vehicles, mostly on a for-profit basis. The owners of Adam Young have expanded their station holdings.

In the early 1970's, 75%-80% of his business, Herson said, was out of two offices: New York and Chicago. But as advertising began to regionalize, the national reps felt compelled to add offices.

When Herson started out, the flow of information a rep handled was relatively slow and small: no one had computers, there were fewer sweeps and no overnights. But as agencies began to computerize, so did the reps.

Something else that changed the business was the increased complication of the programming market. As time passed, stations needed more research, and reps had to add programming staffs in their development from sales agents to "full-service" reps.

Programming research and recommendation is "one of the key services that a rep firm in the 80's is offering that back in the 70's really wasn't looked for from the rep firm. That's been a big transition," said Jack Oken, president of MMT.

"If somebody told me in 1978 that the MMT cost of operations in 1988 was going to be what it was, I'd tell him to take the funny cigarette out of his mouth—that there was no way that we would be spending that amount of money to run a rep company," said MMT Chairman Gary Scollard. Because of everything from training programs to research staffs, agreed Petry Executive Vice President Harry Stecker, the cost per sale today "is far more expensive than it's ever been."

Because of the investment required to add offices, keep up with technological growth and add other personnel, one couldn't stay in business without a substantial client list, Herson says. "The economics were against the smaller rep firms and against, really, the owned and operateds," such as Metromedia, RKO and Storer, MMT's Scollard said. Because of their estimates of the returns they would make, many in-house rep firms "didn't want to take the leap into the number of offices and the support services that it would require to become a full-fledged, if you would, rep firm," Scollard said. Currently five in-house rep firms survive: Capital Cities/ABC, CBS, NBC, Group W and Univision.

The new way of business, especially the reliance on a growing amount of electronic data, has brought new problems, according to the reps. "It's a sad state of affairs," said Seltel President Raymond Johns. "The vast majority of advertisers are totally geared into one thing: that's efficiency. They have really lost context of what they're trying to accomplish with their client, and that is to move product." He adds: "By having this great demand on cost-per-point and efficiencies, they've forced the price and the value down on the spot marketplace."

And if all that isn't enough, reps have accepted lower and lower commissions to hold onto stations or pull them away from other companies. "The reps are offering more services today than they ever have, yet the commissions have not really gone up," Johns said, estimating that industry-wide, commissions are below 10%. Although commissions have gone down in the past five years, Allen said, he thinks that they have stabilized.

Several reps said that operating margins were lower over the past few years, with Johns saying that they have gone from double-digits to single digits over the past five years.

Meanwhile, the supply-demand equation that rules the spot business has shifted some. "That's really all this business is—supply and demand," Herson said. Demand is static, "and supply—every time you turn around, there's more inventory," he said. In the past five years, Herson pointed to new stations on the air (each independent, estimates Scollard, adds 3,500 units to a market); the growth of 15-second commercials on network television; the growth of barter advertising to a billion dollar-per-year business, and the similar growth of cable advertising.

What the reps are waiting for is for advertising demand to catch up with supply. "There obviously has to be a period where [the new inventory] is absorbed," Herson said. "I'm just not sure we're at the end of the absorption period yet. It's going to be more time before the demand catches up with the supply." Said John Watkins, president of Capital Cities/ABC National TV Sales: "Whether in-house or independent, we cannot afford to be standing still."

And the reps aren't merely waiting for demand to catch up with supply. One measure taken to increase supply is to sell it in a new format: the unwired network. For all the controversy that has developed around unwired networks, both Blair and Katz, two reps that have organized them, say that the unwireds are not a significant part of their business. Four or five years from now, Katz Television Group President Pete Goulazian said, he expects unwired networks to be generating 5% of Katz Television's total revenue. "We're far, far, far from that now," he said.

Last year, industry-wide selling on unwireds was "spit," said Tim McAuliff, president of Blair Television. However, he added: "When you've got 4% growth projected, you've got to look for a way to get another quarter point or another half a point."

On the other hand, TeleRep's Steve Herson says that unwireds destroyed spot radio. And according to Peter Ryan of Harrington, Righter & Parsons: "It seems to us that what you're creating is a growing set of alternatives which will compete at ever lower costs—

# INTRODUCING INTEREP'S RADIO STORE EXECUTIVES

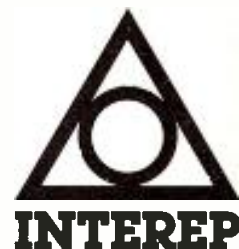
## *The Radio Store* <sup>SM</sup>

INTEREP's Radio Store is one stop shopping for radio buying opportunities. The Radio Store is uniquely positioned to respond to expanding the role radio has in the advertising mix.

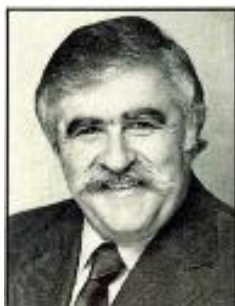
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President



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Atlanta



**TOM POULOS**  
Boston



**MIKE DISNEY**  
Chicago



**RICK FROMME**  
Dallas



**JIM HAGAR**  
Detroit



**JEFF DASHEV**  
Los Angeles



**MARC GUILD**  
New York



**BOB LION**  
New York



**PAM LITTLE**  
Philadelphia



**AUSTIN WALSH**  
San Francisco



**GARY AHRENS**  
St. Louis

per-thousands."

The reps are unified in their support of the TVB. "We all realized if we didn't have the Television Bureau to develop new accounts...we would soon have to go out and start such an organization," said Petry President David Allen. In an action that began last year, the 14 national reps based in New York—including the Spanish network Univision—have gradually doubled the size of their contribution to the TVB, funding the expansion of the national sales department. The rep's contribution is now believed to be close to \$500,000 per year.

Jim Joyella, a 20-year sales veteran of CBS, became TVB's senior vice president of national sales last April. He has hired two national marketing managers based out of two new cities for the department, Atlanta and Los Angeles. He plans to add a second marketing manager to the Chicago office, bringing the marketing staff to six people. Serving a function that Joyella likened to being the board of directors of the TVB's national sales department, representatives from the 14 rep firms work together on the TVB's National Sales Advisory Committee (NSAC), chaired by HRP's Ryan. One of NSAC's subcommittees targets possible spot advertisers with calls paid by a TVB manager and reps from two different firms. In the past 90 days, 75 visits have resulted, Ryan said.

Another NSAC committee, chaired by Harry Stecker of Petry, is examining electronic data transfer. "The more information that can be transmitted electronically, the less labor-intensive national spot becomes," Joyella said. "That makes the medium more attractive and appealing." Although much information is transmitted electronically between stations and their reps, the goal is to link agencies in the computer network so they can receive both billing and viewing information electronically. The group will not only set standards, Joyella said, but will make sure that the computer does not eliminate the rep's role in interpreting and enhancing the data received by agencies.

In addition to the marketing effort conducted via the TVB, the reps have expanded their own sales development activities. Their aim is not just to take money from other slices of the television pie; they're looking for it elsewhere, especially promotion budgets. In 1977, Joyella estimated, 42% of the U.S.'s total marketing budget went into measured media, including television, radio and cable, while 58% went into promotion—items such as direct mail, coupons, and point-of-purchase displays. Ten years later, only 34% of the budget went into measured media, while 66% went to promotions. Partly because reps can't imagine the promotion-media situa-

tion getting worse, they read in tea leaves signs of slow, nearly imperceptible movement of money out of promotions and into advertising.

But whether that shift is taking place, the firms have instituted programs to go after promotional money. Blair has enlisted Jefferson-Pilot Retail services to find a niche of promotional advertisers between the network and the local levels. Katz, Petry and TeleRep, among others, have instituted new programs to go after promotions. Perhaps the most graphic example of this attempt is TeleRep's involvement in the development of a device by Interactive Systems Inc. that would enable delivery of a coupon to a household via the television signal.

One move that may be followed by other reps is Seltel's practice of charging its stations, in addition to its standard commission, for ancillary computer, promotion, marketing and research services. "We do give a lot of services free," said Seltel's Johns, "but we are starting to charge set amounts for each of these services to certain clients and that will continue." First in line for this treatment was computer services, where a year ago the company began to charge a fee "not only to support the maintenance of our computer operation, but also begin to express a profit."

At Blair, McAuliff said that he thought it would be difficult to maintain a programming department by charging for its services on a "boutique" or "a la carte" basis. "That is not to say we don't explore it from time to time," he said.

What does the future hold for reps? Expectations among them are that eventually they will consolidate even more. As the ratio of reps to stations shrinks, a few industry denizens have speculated on the likelihood of dual representation in a market, as is common with the large radio representatives. But at Katz, which other reps judge the most likely leader of a move into multiple representation in a market, "We absolutely have no corporate strategy that includes it," said Goulazian. "If necessity becomes the mother of invention, I still don't think we will do it." Attempting the practice in one market, no matter how much one tried to limit it, would probably lead to doing it in other markets, Goulazian said. The eventual backlash from stations, perhaps cooperating among themselves to form new rep companies, and the ensuing defections "could create other new problems."

"There's no way that the current margins of our business can support the services offered by rep firms at the current commission rates, so rep firms will have to seek out new ventures to bolster their continued growth and survival," Johns said.

## A Guide To National TV Reps

### Blair Television

□ Stations represented: 131 (118 affiliates, 13 independents).

□ Major clients: Gannett Broadcasting (9), Hearst Broadcasting (3), Pulitzer Broadcasting (4), Park Communications (7), Scripps Howard Broadcasting (7).

□ Offices: 19.

□ Ownership: John Blair Communications Inc., held by Chairman and CEO Jim Rosenfield; Saratoga Partners; SIFCORP.

□ Senior executives: Tim McAuliff, president, chief operating officer; Jim Kelly, senior VP-director of client services; Bill Breda, senior VP-general sales manager; Floyd Gelini, senior VP-director of regional sales; Leo Mac-



L-r: Breda, Rosenfield, McAuliff

Courtney, division VP-ABC Teams; Dave Her-

man, division VP-CBS teams; Bill Murphy, division VP-NBC Teams; Jack Whalen, division VP-IND teams; Jack Poor, senior VP-

director of support services.

Blair Television was started in 1948 as an offshoot of John Blair & Co., a radio rep founded in 1936. In 1986, John Blair & Co. was bought by Reliance Partners Ltd., which in 1987 sold, to Jim Rosenfield and an investor group, what became John Blair Communications, comprising Blair Television and Blair Entertainment, a programming producer and syndicator.

Blair Television is profitable and always has been, said President Tim McAuliff. In 1988, the company's billings were under \$800 million, he says. "I've never been held back from doing anything that I wanted to do as far as expand this company and make it the dominant rep of the industry," he said.

In recent times the company has moved toward greater reliance on computerization of the research process. In January, Blair announced that it had bought the Marktron system to more efficiently retrieve programming information from a computer database for study. At NATPE, Blair demonstrated a prototype of its "Ask Blair" programming data bank, envisioned as a series of programming and marketing data banks. The ultimate goal for the system, according to Kenn Donnellon, vice president, advertising and communication, is to let client stations have online access to these databases for their executive decision-making.

In a move expected to help Blair stations generate more retail dollars, Blair Television last year hired Jefferson-Pilot Retail Services. JPRS trains Blair sales executives to seek out new business among retailers who can qualify for special promotion money with their suppliers. JPRS also helps build specific campaigns for retailers.

Last year, Blair had several clients for its unwired network, including the Michael Dukakis presidential campaign.

## Capital Cities/ABC National Television Sales

- Stations represented: Eight owned stations.
- Number of offices: 11.
- Ownership: Capital Cities/ABC.
- Senior executives: John B. Watkins, president; Philip J. Sweeney, vice president.

Near the center of the merger three years ago of Capital Cities and ABC was the latter's national television sales arm. With the addition of the Capital Cities stations, the sales division for the new eight-station group, now covering 25% of television households, added new offices and other-

wise moved to accommodate the change.

An office was added in Boston to help service WPVI(TV) Philadelphia, and also in St. Louis, a market especially important to KTRK(TV) Houston. The in-house rep also opened up shop in Charlotte, N.C., to help service buys for WTVD(TV) Raleigh-Durham.

All of the eight-station group are in the top-10 markets except for WTVD and KSFN-TV Fresno, Calif., but national television sales president John Watkins notes that the latter stations are not small, in markets 36 and



Watkins

60, respectively. Thus, he said, selling the stations as a single group is not hard, and in fact has an additional benefit since all currently rank number one, sign-on-to-sign-off, in their markets. The location of the stations provides yet additional selling points, he added: "Not only can we say that we reach 25% of television households, but also that we reach 45% of foreign car buyers and 75% of people who bought Perrier."

Like many reps, Capital Cities/ABC guards information about its campaigns carefully, but Watkins does not mind talking about one eight-station buy that he does not expect to be repeated soon: from the Dukakis presidential campaign. Also, during the Olympics, six of eight stations obtained an "extensive buy" from the Canadian Office of Tourism, he said.

Many of the over 100 people in the national sales division are in New York, where over half the budgets are sold and which the only sales operations split into two teams. One "East Coast" team covers WPVI, WABC-TV New York, WLS-TV Chicago and WTVD, while the West Coast team covers the remaining four stations.

The in-house rep firm has thought about exploiting selling opportunities in conjunction with Capital Cities/ABC's other media properties, including magazines and newspapers. Watkins said spot sales has already made a joint presentation with ESPN. Other directions for the future might include

developing programming for all eight stations, a task facilitated, he said, by their common identity: "The stations are without exception extremely community conscious... and good in local news."

National sales is also looking to take advantage of the fact that the eight stations reach roughly half the country's Hispanic population.

Developing any projects would require that each station agree to the project, Watkins said, since the company is "very decentralized...we tell them about the national marketplace but it is their decision, their inventory and their pricing." Further making the point that the division faces the same pressures as an independent rep, he said, "...anytime national business is not as strong as you would like it to be there is pressure on the in-house rep."

## CBS Television Stations National Sales

- Stations represented: Five owned stations.
- Offices: Nine.
- Ownership: CBS.
- Senior executives: Philip D. Press, VP-general manager; Joseph R. Calim, director of Eastern sales

1988 was a year of expansion for the national sales arm of CBS's five owned stations. Changes that had been postponed while CBS considered going outside for sales representation were implemented after the company decided in January 1988 to maintain its own in-house operation.

The expansion, which has brought personnel counts to about 55, according to general manager Philip J. Press, included adding offices in Boston and Washington. Changes were also made at the sales arm's offices in Chicago, Los Angeles and Dallas, while personnel were added in New York and Atlanta.

CBS also added a three-person research group, which Press said "specifically addresses needs that agencies, planners and clients have," including providing information about the audience's "demographics, psychographics and zip codes."

The latest challenge for national sales is absorbing the group's fifth station, WCIX-TV Miami. Because of all the expansion, the national sales division is in the process of hiring a director of sales.

Beyond the expansion, Press and other CBS executives are working hard to develop new packages for advertisers. An example of innovative selling comes from the group's broadcast of NFL football. The stations and national sales produce a football "viewer's guide" which advertisers can

distribute. The guide, which carries information about teams, also has a print ad on the back page for the advertiser. This year, it will be glossier and will also contain a coupon for the advertiser's product.

The campaign, Press notes, is the type of promotion that can also be used by the station for its local sales. He cited another example of "multi-point selling" where a tire manufacturer sponsored a sports quiz



Press

on one of five stations. The buy was sold by the sales arm's regional office while the station's local sales rep contacted the manufacturer's local franchisee.

Another part of the sales effort keeping CBS National Sales busy is talking directly with clients, and over the past 12 months, Press said CBS National Sales has had direct contact with more than 100 client advertisers: "We don't go around the agencies to complain about our share, but rather to find out what the advertisers' needs are." Talking with clients and media directors, he adds, is the kind of work that publishing people have always done: "Even if the years are great we should still be visiting clients...planning for the vicissitudes of the business."

The CBS stations have participated in some unwired networks and were recently asked by an independent rep firm to participate in one that would involve the group's broadcast of NBA and NCAA basketball.

## Group W Television Sales

- Stations represented: Five Group W-owned stations.
- Offices: 11.
- Ownership: Westinghouse.
- Senior executives: Ed Goldman, president; Joel Segall, senior VP/general sales manager; Jeff Osborne, VP/sales and marketing.

There are close ties between Group W Television Sales' (GWTS) 120-person staff and the five Group W-owned stations. Five

of the division's 11 sales offices are located at the stations, and the manager in charge of the GWTS office will have one or two local advertising agencies as part of his responsibilities, keeping him in touch with the market. Said Joel Segall, senior vice president and general sales manager: "It is not that there is never a conflict, but we try for accommodation."

The close ties carry over into the sale of national time. The pricing, availabilities and other current station sales data are all available to GWTS sales staff in an on-line computer system. Jeff Osborne, vice president, sales and marketing, said the system allows the rep to "close [the sale] at the desk," avoiding a back-and-forth process between the station, the rep and the ad agency. The system also allows GWTS to prepare in-house demographic studies, prepare revenue analyses for potential shows and service sales already made.

Segall acknowledges that with the frequent account switching between local and national agency offices, there can be occasional friction between local salespeople and GWTS but, he said, the sales structure limits the damage.

Part of what limits the damage, said GWTS President Ed Goldman, is that the rep firm is concerned with total sales, not



Standing (l-r): Greg Schaefer, VP, N.Y.; Osborne; Dave Pleger, VP, operations. Seated: Goldman and Segall

just national sales, and he is responsible for reporting both local and national sales to Group W Television President Tom Goodgame. Although GWTS has its own income statement, it doesn't help the firm to gain profit at the expense of the stations. He said the general managers of the five stations aren't interested in increasing GWTS's commissions and would not have participated in Premiere—the "broadcast collaborative" designed to sell advertising in local newscasts of top-50 market stations (BROADCASTING, Jan. 16)—unless they thought it would increase their own station's sales.

One way in which GWTS has helped Group W and other stations increase reve-

nue is through developing new programming in the tradition of the group's already-acknowledged public service efforts. In 1985, GWTS took an organ-donor program produced at Group W's KDKA-TV Pittsburgh, *A Second Chance*, and syndicated it. That was followed by others, including WBZ-TV Boston's *For Kids Sake*, and its successor campaign, *Time to Care*. The show/campaigns are sold for a cash license fee, although GWTS requested stations running the recent *AIDS Lifeline* to instead make donations to local AIDS treatment centers.

To help pay for such shows, and in some cases to make them profitable, GWTS 18 months ago increased its corporate marketing staff (the people whose job it is to get client dollars before they are allocated). Metropolitan Life, for instance, was a national underwriter of *AIDS Lifeline*. Six months ago, the rep firm also added an events marketing person, whose job is to get a greater share of the already allocated dollars for Group W stations.

## Harrington, Righter & Parsons

- Stations represented: 45 affiliates, three independents.

- Major clients: Knight-Ridder (8), Cosmos Broadcasting Corp. (8), Gillett stations (5), Times Mirror Broadcasting (4).

- Offices: 15

- Ownership: Company management group, with majority held by Jay Walters and Peter Ryan.

- Senior executives: Jay Walters, president, treasurer; Peter Ryan, executive VP, secretary; Mike Carson, VP, group manager-red; Pete Foster, VP, group manager-green; Bruce Mello, VP, group manager-gold; Frank Morello, VP, group manager-blue; Mike Schwartz, VP, group manager-silver; Tom Comerford, VP, regional sales and sales training; Steve Raffel VP, research, and Dean McCarthy, VP, director of program services.

Founded as a television-only representative 40 years ago by three Petry sales executives, Harrington, Righter & Parsons (HRP) ended up in the hands of second-generation management by 1972. Jay Walters, who joined HRP in 1970, has been president since 1976. Including four Gillett stations, the company had a net growth of 10 stations in 1988.

The firm has a longtime association with Noll & Co. to get local vendor support business for its stations; has also worked to that concept on a national scale.

HRP is also in the process of forming a marketing unit that will focus on development of vendor support programs for national and regional accounts and integration of television buys into sales promotion. The marketing unit will supervise HRP's

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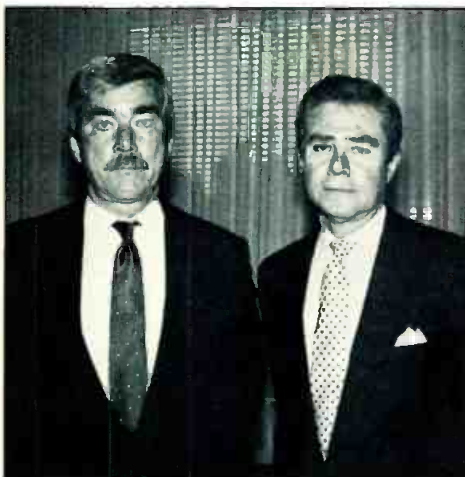
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Walters and Ryan

creative services group, which concentrates on sales development and is driven by part-time contributions from certain HRP management and staff.

HRP is in the process, says Executive Vice President Peter Ryan, of transforming its sales staff into "middlemen in this emerging situation [in which] stations are going to be partners with advertisers in the marketing process."

The company has a strong list of large-market affiliates, but with Knight-Ridder's sale of its eight stations, HRP will probably be feeling the heat of other representatives pitching new owners for those stations' business.

## Independent Television Sales

- *Stations represented:* 31 (all independent).
- *Major Clients:* KDFI-TV Dallas; WQTV(TV) Boston; KTZZ-TV Seattle; WDBB(TV) Tuscaloosa, Ala.
- *Offices:* 10.
- *Ownership:* Bob Somerville, Bob Dudley, Browning Holcombe, Ian Groom.
- *Senior executives:* Bob Somerville, president; Michael Spitalnik, senior vice president, general sales manager; Marty Owens, senior VP, West Coast sales manager; Joe Canty, senior VP, director of marketing; Susan Kearns, director of programming.

A newcomer among national rep firms, Independent Television Sales (ITS) was founded in the summer of 1984 to serve two stations: the Dallas and Boston independents owned by Pat Robertson's CBN. Over the past five years, the company has continued to focus on independents, though that situation may be subject to change: ITS has had discussions with Seltel regarding a business combination.

"We've become experts at sign-on stations," says President Bob Somerville. The company has a number of clients who have

gone from religious to a full commercial format, as well as those who have gone from low-power to more powerful, saleable signals.

Fox Broadcasting has had an "exceedingly positive impact" on the rep's business, Somerville said. In instance after instance, Fox shows have the highest rating level on ITS stations, he says, with the highest cost per demo. Currently, about half of the ITS stations are Fox affiliates. Affiliation is important in packaging the rest of the station, Somerville said.

ITS's biggest growth took place in 1986 and 1987, according to Somerville, with station additions and losses balancing out last year. As the company helped build up station revenue, larger representatives have stepped in and wooed away clients.

"It's been necessary to find every innovative approach humanly possible" to sell time, Somerville said. "We use every bit of data that the Association of Independent Television Stations generates." One of the



Somerville

company's marketing tactics is to sell the concept of advertising on a market's simultaneous independent prime time movies—including ITS's represented station—for a higher rating than that delivered by at least one of the affiliates.

## Katz Television Group

- *Stations Represented:* 193 (165 affiliates, 28 independents).
- *Major clients:* United/Chris-Craft (4), Hearst (3), Lee Enterprises (4), Combined Broadcasting (3), Bahakel Communications (5), MCA Broadcasting (1).
- *Offices:* 22.
- *Ownership:* Katz Communications (employee-owned through employee stock ownership plan); Jim Greenwald, chairman; Dick Mendelson, president.
- *Senior executives:* Pete Goulazian, president, Katz Television Group; Jim Beloyianis, president, Katz American Television; Tom Olson, president, Katz Continental Television;



Goulazian, Olson, Beloyianis, Ozer

Marty Ozer, president, Katz Independent Television; Paul Arnzen, senior VP, director, new business; Dick Weinstein, VP, planning and development; Len Graziano, VP, regional operations.

Now that Katz Communications has finished celebrating its 100th anniversary as a sales representative, the company in 1989 will be marking its 40th year as a television representative.

Katz Television is the biggest television rep. It leads the second-place rep by 63 stations; the \$900 million in billings the company reported last year also led the industry.

But size does not guarantee smooth sailing. Last month, Katz Communications informed its employee stockholders that to manage its cash flow in the future, the company would be deferring some cash payouts in its employee stock ownership plan (ESOP). Over the past five years, the Katz ESOP has paid out more than \$50 million to departing employees.

Dividing the television stations makes them more manageable. In the 1970's, when Katz represented about half the number of stations it does today, the television group was split up into three groups: Katz American, for affiliates in the top 50 markets; Katz Continental, for affiliates in smaller markets, and Katz Independent, for independent stations.

Katz Television President Pete Goulazian also talks about dividing up the company's business into different tiers. One is the business of negotiating business with time buyers—"the tier that carries us along in the day-to-day sense," Goulazian says. But other tiers are involved in creating sales opportunities, he said. Over the past year, Katz Television has set up three teams for this purpose. One group is working on what Goulazian calls "new formats" for the way Katz sells spot television. One such format is the unwired network; other plans are under development and will be announced later this year, he said. A second team makes presentations to advertising

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**\*Just in case you're not familiar, in Yiddish emmis means "Truth."**



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agencies and advertisers, pitching ideas and opportunities for spot sales including tie-ins with magazine advertising to tie-ins with regional promotional events. A third team, instituted within the past few months, is soliciting business with agencies that deal solely in specialized promotions.

## MMT Sales

□ *Stations represented:* 64 (32 affiliates, 32 independents).

□ *Major clients:* Meredith Broadcasting (7), Gaylord Broadcasting (4), Renaissance Communications (3), Act III Broadcasting (3).

□ *Offices:* 15.

□ *Ownership:* Meredith Corp.

□ *Senior executives:* Gary Scollard, chairman and CEO; Jack Oken, president; Charles Lizzo, executive VP; Ted Van Erk, senior VP, director of affiliate sales and branch administration; Murray Berkowitz, senior VP, director of independent sales and New York administration; Don Gorman, senior VP, director of support services; Dolores White, corporate VP-business operations; Dan O'Kane, corporate VP, finance.

MMT Sales was started in 1972 to serve five Meredith Broadcasting client stations. The company had six offices and 35 employees. Founder Gary Scollard says in the year before he started the company, he developed the concept of the "spectrum" rate card, enabling stations to sell their time to the highest bidder and shift around advertisers as they managed their inventory.

As proof of the value of his new approach, Scollard points to spot sales statistics for 1973, MMT's first full year of operation. While national spot grew in the single digits, Meredith stations were up 33%.

After MMT Sales was purchased by Meredith in October 1987, the parent company put its imprint on the company, cutting spending, merging sales offices and consolidating some staff functions "in order to position this business for further growth," according to Meredith's 1988 annual report.

Now that MMT is owned by Meredith, President Jack Oken says the firm is attempting to develop an "intermedia pack-

age" for advertisers, selling spot television in conjunction with Meredith magazines, such as *Better Homes and Gardens* and *Ladies Home Journal*. Oken said he expects the company to move forward in that female-targeted package within the next few months.

MMT is in its third year of an agreement with Roland Eckstein and Associates to develop vendor support dollars on a national and regional basis. Previously, Eckstein had worked with individual MMT stations to develop that money on a local basis.

The company has expanded its station list rapidly in the 1980s, going from 26 stations in 1982 to 64 today. The company is again in an "acquisition mode," Scollard says, and may be signing longer-term contracts as it buys out stations' contracts with other reps. MMT is hoping to expand its list to 75 stations within a few years, Scollard says, ruling out expansion only in the 20th- to 30th-ranked markets, where he says MMT is already "pretty full."

## NBC

□ *Stations represented:* Seven NBC owned stations.

□ *Number of offices:* Five and six affiliated offices.

□ *Ownership:* General Electric.

□ *Senior executives:* Bernard Hirsch, VP, sales and marketing; Jim Zafiros, VP, spot sales.

Bernard (Bud) Hirsch said the sales organization has for the first time "organized on a concerted basis, mini-network presentations" on the virtues of advertising on the seven NBC-owned stations.

The benefits of making such presentations to the advertising community were demonstrated by the 1988 Olympics, Hirsch said. The NBC stations began selling the event as early as July 1986. By the end of 1987, five of the stations were more than 80% sold. Although advertising presentations for a special programming event can be expensive, running from \$15,000 to \$20,000, the billings of the group more than justify the effort, he added, noting that the presentations can be used for both national and local advertisers: "We are able months ahead of time to put together campaigns on like programming such as Wimbledon and the French Open."

Another new effort by the group's sales operation is its participation in Premiere, Group W's unwired network effort involving affiliate TV stations in the top-50 markets (BROADCASTING, Jan. 16).

The use of Premiere is not the first time that NBC television spot sales has strayed from the traditional in-house rep model. It alone, among the four in-house groups, makes regular use of two regional reps to



Zafiros and Hirsch

supplement its own 35-member sales force in New York, Detroit, Chicago, Los Angeles and San Francisco.

Covering 16 southern states is a subcontractor, Clem & Lowrance Inc., which has for 35 years been the group's exclusive sales rep with offices in Dallas and Atlanta. Now that NBC has bought WTVJ(TV) Miami, Clem & Lowrance also has NBC as its only client—the rep firm's only non-NBC client had been the co-located former NBC affiliate, WSVN(TV). Clyde L. Clem Jr., president of the firm, explained the relationship: "When this began it was very important to be one of the Southerners to open doors. Since we work on a commission basis, it costs them [NBC] nothing until we get the sale."

NBC also has an exclusive sales rep for buys placed in the Northwest. Art Moore Inc., which also has on its list stations outside the NBC seven, has offices in Seattle, Portland, Ore., Denver and Salt Lake City.

Spot sales vice president Jim Zafiros said that one advantage of an in-house rep is that inventory can be allocated rationally to insure the best total revenue: "If a national piece of business doesn't make sense...it may pay for the station to take more local business." The compensation plan for salespeople is the same for both local and national, so there would seem to be little cost-of-sales differentiation between either kind of buy.

## Petry

□ *Stations represented:* 93 (69 affiliates, 24 independents).

□ *Major clients:* Fox Television (5), Post-Newsweek (4), Hubbard (6), Malrite (3).

□ *Offices:* 17.

□ *Ownership:* Company management group.

□ *Senior executives:* David Allen, president; William Schellenger, senior VP, finance; William Fagan, president, Petry Television; Michael Membrado, president, Petry National Television; Harry Stecker, executive VP.

Petry Inc. traces its roots to Edward Petry & Co., founded as a radio representative in 1931. In 1948, the company expanded into



Scollard



Oken



Allen

television representation. In 1963, the company's namesake and founder sold the business to a group of his employees. After top management of the radio division bought that division in 1970, the television rep business, now Petry Inc., remained.

Headed since 1980 by David Allen, Petry split in 1984 into two divisions: Petry Television, for primarily top-50 market stations, and Petry National Television, for smaller markets. Since 1980, Petry has gone from representing 29 stations to 93, and from billing \$179 million to more than \$700 million, the company says.

In the company's program to develop more spot money through sales promotions, the company in 1987 reorganized to make its marketing department as a separate division of the company, bringing the marketing staff to five. Petry also has hired Communications Diversified, which has done promotions for clients such as Nike and the National Football League. Petry says the alliance has developed two campaigns that will involve spot television in promotional budgets, both of which will break later this year.

Petry Executive Vice President Harry Stecker pictures the salesman of the past as someone who was trained for a situation in which "all of the action was at the buyer's desk....The salesperson five years from now will have a great deal more training in the area of knowing how to talk to the advertiser about marketing the product."

## Seltel

- Stations represented: 104 in U.S. (54 affiliates, 52 independents).
- Major clients: TVX Broadcast Group (9), Media Central (6), Act III (1), Sinclair Broadcasting (3), Commercial Dispatch (4), Woods Communications (4).
- Offices: 17.
- Ownership: Selkirk Communications, in process of being sold to MacLean Hunter Ltd.
- Senior management: Raymond Johns, president; David Schwartz, senior VP, domestic sales; Jim Murtagh, senior VP, marketing; Steve Boutis, senior financial officer; Carl Ma-

this, VP, general manager, New York; Dan Parisi, VP, general manager, regional offices; Janeen Bjork, VP, director of programming, and Paula Dopsch, director of research.

In 1978, Canadian-based Selkirk Communications bought the U.S. rep firm Meeker Television. In 1980, it bought another rep firm, HR Television, and merged the two companies into what is now Seltel.

But Seltel President Raymond Johns dates Seltel back to 1986 when he came East to become executive vice president of operations. That year, the company added two regional offices, revamped its corporate image and started an employee profit-sharing plan. Since then, the company has embarked on a program of station expansion, netting 18 stations in 1987, 12 in 1988 and six this year.

Today, Seltel's list is split between independents, mostly in larger markets, and affiliates in smaller markets. Among its independents, Seltel currently represents 34 Fox stations.



Boutis, Johns, Schwartz, Murtagh

Johns sees growth for Seltel in the international arena. Three years ago, the company began to represent Great Britain's Superchannel in the U.S.—so far, on a break-even basis, Johns says. Last year, Seltel signed a more than multi-year contract to represent both the English and French stations—totaling 57—of the Canadian Broadcasting Corp. (CBC) in the U.S., on both a network and spot basis. The company will also expand into U.S. representation of both Australia and the Caribbean basin, Johns says. The company's ultimate goal, Johns says, is to make the company a one-stop rep firm for the English-speaking world.

In the near term, however, Seltel's future is unclear. The company is openly for sale. Possible buyers include media investor Robert F.X. Sillerman and competing rep firm Independent Television Sales (ITS).

## TeleRep

- Stations represented: 59 (37 affiliates; 22 independents).
- Major clients: Tribune Broadcasting (5), A.H. Belo (5), Cox Enterprises (7), Gillett Stations (7).
- Offices: 16.
- Ownership: Cox Enterprises.
- Senior management: Al Masini, president and general manager; Steve Herson, vice president, director of operations; Tom Tilson, vice



Masini



Herson

president, director of sales; Lisa Brown, general sales manager; Andrew Feinstein, GSM; Larry Goldberg, GSM; Jim Robinson, GSM; Rich Sheingold, GSM.

Started in 1968 by Al Masini and a group of fellow employees from Edward Petry & Co., TeleRep began as the in-house representative for three Chris-Craft Industries television stations. In 1972, the company was sold to Cox Broadcasting while TeleRep was representing five Cox stations among its 13 client stations.

The company's Television Program Enterprises division for production and syndication, headed by vice president and general manager Phil Flanagan, produces *Lifestyles of the Rich and Famous* and *Star Search*.

TeleRep's joint venture with Tribune Entertainment in barter sales, Teletrib, was started in 1987 and dissolved earlier this year.

For more than a decade, the company has helped its stations go after vendor support money with its Television Marketing Associates (TMA) operation. In an effort to bring in more dollars from stations on a national level, the company became the exclusive sales agent last year for a device that will enable television viewers to receive coupons and other printouts related to the commercials and programs that they watch. Developed by Interactive System Inc., the system, known as Veil, will be tested in at least six markets starting in November, the company expects.

## Adam Young Inc.

- Stations represented: 24 (16 affiliates, 8 independents)
- Major clients: WNDU-TV South Bend, Ind.; WLTZ(TV) Columbus, Ga.; Young Broadcasting (4).
- Offices: 9.
- Ownership: Adam Young, chairman, and Vincent Young.
- Senior executives: Vincent Young, president/CEO; Art Scott, executive VP; John Scott, VP, director of marketing.

Celebrating its 45th anniversary this month, Adam Young was founded by its namesake as an American representative

for large Canadian radio stations, starting with CKLW(AM) Windsor, Ontario.

Later the company expanded into reping U.S. radio stations and then, television representation. By 1971 the company decided that the radio rep business was best left to larger companies and turned to reping television stations exclusively.

Vincent Young, the son of the founder, started at the company in 1970 in the research department. After working in sales and taking on various management roles, he assumed the presidency in 1980.

Today, Adam Young concentrates on a short list of clients in markets smaller than 50. "We feel more comfortable making our priority moderate-sized markets," said Vincent Young. The company's clients "like



Scott and Vincent Young

the attention that we can pay to them," he said.

But new circumstances will have the company expanding into a larger market. Young Broadcasting, owned separately by Adam and Vincent Young, has an agreement to purchase two of the Knight-Ridder stations, WKRN-TV Nashville and WTEN(TV) Albany, N.Y. Those stations will be added to a group of four others the Youngs began acquiring in 1986: WLNS-TV Lansing, Mich.; WKBT(TV) Lacrosse, Wis.; WTVO(TV) Rockford, Ill., and KLFY-TV Lafayette, La.

Looking to the future, Young said the company will continue to focus on a short list of clients in moderate-sized markets. At most, he says, Adam Young is aiming to represent 40 stations.

## ***Reps: A buyer's point of view***

Television station groups and reps often blame advertising agencies for some of the slowdown in spot advertising growth. In particular, the concentration of buying power with fewer and fewer agencies has been said to have given them greater leverage, which they have used to bargain down spot.

Disagreeing is the woman who runs spot, and network as well, for Saatchi & Saatchi, the merger-built agency giant which in some minds epitomizes the phenomenon. Peggy Green, executive vice president, director of broadcast buying, said that because Saatchi

spends more money in spot, it has people buying spot who are both more qualified and more experienced with the markets they are buying. There is little turnover among the two dozen market specialists she oversees in Los Angeles and Chicago, and in New York, a market which Green herself continues to buy: "If you have one person who is buying your market and knows that market, it is easier for you...and can make the process more effective and smoother."

Yes, a large agency has more clout, she acknowledged, because



if a large agency has trouble it may walk away taking a "big chunk of their dollars. Your money is the way you can make a statement." The converse side is that stations and reps who do a better job are more likely to get a bigger share of the agency's buys.

In her 20 years of buying spot, it has been rare that Saatchi & Saatchi has gotten into an "adversarial" relationship with a rep. But asked to name problem areas, Green said there are difficulties, many of which belong to the category of "anything that happens where the order that the rep placed on the agency's behalf doesn't clear the way it was supposed to clear." Examples of this general problem include when the rep isn't able to close an agreed-upon buy, or if the station later preempts the spot without prior notification.

How the rep and its clients get along ultimately determines the success or failure of the firm, said Green: "What distinguishes a rep firm is what kind of relationship they have with their station. There are certain station groups that see the rep as their partner. You can also get signals from the marketplace that said the station group doesn't have confidence in their rep.... If you are not an in-house rep...you hope the stations realize that you are, in effect, their in-house rep. When you hire somebody, as far as I am concerned, they are part of your staff. We all have to work together so the advertiser can sell products to make money to put more money back into spot."

Sometimes problems between an agency, the rep, and the station are explainable: "They happen basically with service...such as when a station goes from a manual procedure to an automated procedure. That process can ruin a lot of schedules.... I don't think anyone does it on purpose, but certain stations have a better back office than others."

On the other hand, the problems can be intentional, she said, and will be filed away in the buyer's memory. As an example, Green said that sometimes an agency has been promised a schedule at a certain price, but a newspaper strike causes the station to try to



Green

reduce the agency's schedule so as to take advantage of more retail dollars coming into television. Such moves are a mistake, Green said: "This business is about long-term relations."

Green said problems rarely arise in larger markets, such as New York, but the fact that they arise in smaller markets does not make them any less troublesome: "A Macon, Ga., or a Sioux Falls, S.D., may be where the president of the local bottler lives. He sits down with his family thinking he will see his ad run in 'Miracle on 34th Street' and instead it's in 'Conan the Barbarian.'"

On the positive side, rep firms can help arrange interesting packages for agency clients. "There are many things that are offered to us by a station, besides the regular spot."

The director of broadcast buying is able to offer little consolation



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to reps and stations who complain about the short lead times on spot buys: "Those are the facts of life." Spot, she noted, is priced higher partly because it is deemed to be a flexible medium. "If we are staffed to handle buys on 24 hours' notice, reps and stations also should be. Specifically, more buys now are retail, and if a bottler or automotive dealer has a good month, they may want to put even more money into the next month." Television is not the only medium that has to deal with short lead times, Green added.

How do rep firms differ? According to Green, "to a certain extent you can judge personality of a rep by the personality of its client list...the type and number of clients can give a rep credibility, just like our clients give us credibility...it is the only non-prejudiced evaluative tool." Green herself judges rep firms most often by the person calling on Saatchi. "Most of them do a good job. I am closer to many of the older rep firms, but that doesn't mean there aren't newer competitors who do just as good a job."

Because Green also handles network buying, she sees unwired proposals—which she said are directed at network budgets—in-

cluding those submitted by rep firms. The latter have a problem because they are generally restricted to the stations on their lists, which aren't necessarily the best stations in the buy. Even more ad hoc arrangements, such as Group W Television Sales' Premiere, are restricted to the groups participating.

The real advantage provided by unwired networks, said Green, has to be one of pricing, with participating stations offering lower-priced spots because they are anxious to get a longer lead on dollar commitments and because those dollars represent budgets previously untapped by spot: "My problem is that I don't yet see a pricing advantage from the unwired networks. We would all like to see it work. The wrong reason for them to buy Premiere both from Premiere's point of view and ours is because the advertiser is lazy. Because then they are just taking money from spot."

Saatchi & Saatchi might soon try putting together an unwired network itself, said Green: "We might do it next year, and I don't think the reps would have a problem with it. It would be good for the reps."

## Regional reps: Survival of the fittest

Although their ranks have diminished, regional representatives remain optimistic their business will survive in a niche into which the long arm of national reps will not fully reach. Despite their cost of business and increased competition from the nationals, these primarily radio reps are riding the waves of regional economies and performances of stations that either the major reps do not want or the stations that do not want to be repped by the majors.

"The same thing is going on in the regional business as is going on in the national business: The big are going to get bigger and the rest are going by the wayside," said Frank Maruca, president of Raleigh-based Southern Spot Sales. "The cost of operation is going up faster than revenues. That's probably the biggest single problem that all reps have." Salaries, travel expenses and insurance premiums have gone up, while fringe benefits have "shot through the roof."

Mick Tacher of Seattle-based Tacher Co. said the number of reps in the region had dropped from six to two over the past five years as national rep firms have expanded their business.

A similar situation is in Boston, where George Bingham of New England Spot Sales said that five years ago there were seven or eight regional reps. Today there are three, he said. Increased competition is coming from national representatives, which are looking at smaller and smaller stations, not only for strictly economic reasons but also out of deference to the particular owner. With the addition of national radio and television reps in Boston, Bingham estimated there are at least 20 different reps in the city.

Bingham said there remains a niche for the regional representative, but he said he is limited from taking on small stations. Because their billings are not cost-efficient, he said, many small start-up stations have no rep at all. If a station is not billing \$5,000 annually, he said, "it doesn't even pay the electric bill."

Maruca, whose company represents about 200 radio stations, said it was important for him and other reps to fight for small-market stations. Over the past 18 months, he said, he noticed advertising moving away from small markets and toward 100 kw FM's. Although those stations do well in their metro areas, he said, often they do not relate as well as advertisers think they do to audiences in outlying areas.

One of the reasons local representatives have gone out of television representation is the reliance of the business on computerization. "If you don't have a mainframe that links in to Arbitron, you have a lot of hand avails to pull," says Jack Riley, owner of Riley Representatives. "It's just not cost-effective to sell."

Maruca said he noticed money moving into television because stations are becoming more aggressive on a local and regional level than they have been in the past. On the other hand, he sees more retail stores moving into radio.

Currently, Riley represents 125 radio stations, primarily in the Southwest, and sub-represents another 300 stations across the

country. About 85% of the company's business is from its own list, Riley said.

Like other regional reps, Riley's business goes up and down with the regional economy. Over his 25 years in the business, he estimates he has seen about four economic downturns, but the one that started about three years ago has been "the worst cycle that I have seen," Riley said. "The entire economy is based on oil and real estate. When the bottom drops out of both markets, there really isn't a lot of money going around." Since midsummer last year, however, Riley said the cycle has begun to turn around; Houston and Dallas economies are improving, but the shift will take longer to hit smaller markets.

Growth of television sales this year for Seattle-based Art Moore should exceed national spot predictions of 4%, "or we'd be falling behind some anticipated budgets for our clients," said Chairman and CEO Earle Baker. Radio growth for the company is harder to predict, he said. Although when interviewed Baker said the year was "a little slow in starting," he said he is heartened by the increased economic activity in the Northwest that gives the company a broader resource from which to draw. Because of "tight economic conditions" in the Rocky Mountain region, Baker said radio stations the company represents there tend not to do as well as the television stations, which have larger billings coming from outside the region.

Along with the regional economy, Riley has his eye on how local business splits between the regional and national reps. In Dallas, the number of regional reps has declined over the years from eight to three, in the face of competition from major national reps for stations in secondary and tertiary markets. But starting a year ago, Riley said, he has noticed disenchantment with a major firm repping five stations in one market. "Of course," he says, "we capitalize on that."

Echoing Riley, Dan Haight, owner of the Dora-Clayton Agency based in Atlanta, said, "Many stations are finding they're not interested in a rep firm selling the market. They want their firm to sell a station." Partly because of a move away from larger reps, Haight said his business in the past three years has been better than any years since 1970, when he bought the firm. Ten years ago, Haight said, multiple representations "would have been a sin no rep would have committed."

Like the situation in other cities, the number of regional reps in Atlanta has declined over the past 10 years, and Haight is not sure the trend will reverse itself. As people retire or get absorbed into larger reps, Haight said, "Nobody's coming in much....I'm not seeing many people starting out new firms."

Characterizing his business, Haight said, "If you want banks of computers and six people selling, you don't want me....But if you want someone who's built up credibility in the market over the past 25 years, perhaps you do want me." □

## SRA: The Reps' Rep

*BROADCASTING talks with Jerry Feniger, managing director since 1984 of the Station Representatives Association*

### Tell us about the SRA.

The SRA was formed 42 years ago by 10 radio representatives to protect their common interest and advance the common cause. At that time, the networks were involved in representing stations they did not own. It was founded for the purpose, basically, of establishing a body that could deal with the networks as a group in this representation issue, and then continued.

Today the SRA has 27 national station representatives: 10 television and 17 radio, with some common ownership of the 17 radio, but no common ownership of the 10 TV's. We are now, with the 10, universal in television membership and with the 17, universal in radio membership. We're very proud of that universal representation—that everyone in the industry supports us.

### What's the most important item on your agenda this year?

This coming year, it's the action before the FCC: financial interest and syndication rules, which, if passed, would allow networks to represent stations they do not own. That is the gut issue of the SRA. It is the reason that SRA was formed 42 years ago—to establish a position against the networks using undue influence over the stations with which they networked for representation. While it has been codified in the financial interest and syndication rules for over 20 years, this rebirth of it is our major issue this year. There's no question of that. We've got lots of issues, but that's the major issue.

This issue was invented by the commission staff. No one came to the FCC—no one at any of the three networks—and said: "We would like this rule done away with so we can represent stations we do not own." That did not take place. Some people on the commission staff divined this issue and brought it forward. It was placed on the agenda in a proposed notice of rulemaking, which was issued.

At this time, the commission, as it always does, asked for comments. The SRA filed comments. And the three networks filed comments. Fifteen broadcast groups endorsed the SRA position, as well as the Motion Picture Association of America and the ABC affiliates' association. No one endorsed the networks' position.

So there is where it sits. The comments and the reply comments have been filed and received, and it sits at the commission.

### Is the issue of station representation inextricably linked with the issue of financial interest and syndication?

Totally separate. There are three issues in the financial interest and syndication rules. One is the large issue which the networks and the motion picture people are discussing now regarding syndication, ownership and distribution. The second issue is the prime time access rule. The third issue is the network representation rule. They are individual points, but they are not inextricably entwined at all.

### Of the three-member commission, do you think you have the votes now?

Yes. I think we have them and will have them. And it's a matter of the issue. Look at the situation of the three networks. Not one



broadcaster stood up and said they were right. A thousand television stations in the United States. You'd think one fellow—his cousin in Montpelier?—would say: "He's right." Nobody said they were right.

### How great is the threat of radio and television losing beer and wine advertising?

Three years ago, the issue of beer and wine was of substantial concern to us. Beer and wine to national spot radio and television represents over a billion dollars. At that time, we formed a free marketing coalition between reps. and agencies and clients and we

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raised more than \$350,000. We hired Bob Strauss's law firm—Akin, Gump—and we fought that battle, and in terms of things that SRA did, I'm pleased to say that we won.

I would suggest that if anyone wants to get a fix on that issue they should talk to Chairman Markey, they should talk to Chairman Dingell, they should talk to Senator Inouye, and they should talk to Senator Hollings. Those four men have a pretty good fix on it. And I don't feel at this moment it's a major issue. It is an issue of concern, but it's certainly not at the place it was three years ago. We watch for it carefully.

#### **Are there any other Washington issues that concern you?**

The ad tax issue is not a Washington issue, but an object of great concern. We feel this threat, having won it, has got to be won state by state. So we're very active in Connecticut now—through the stations we represent. We are a member of the Council for Commercial Freedom, and proud to be so.

#### **So that is a long-term battle?**

There will always be some fellows or ladies somewhere who want to start a state ad tax. I do think, given the experience of Governor Martinez in Florida, that they should be wary of doing this. [Certain Connecticut legislators] are this very week rattling their bells to try to get a 7½% ad tax in Connecticut. We have had members of the Connecticut broadcasting community call them and try to show them our side.

#### **Don't you think the initiatives taken by certain state legislators to**

**get an ad tax going have picked up over the past year or so? Given what we've read about state budget deficits, don't you think it's likely to increase?**

There are eight to 10 states where it's floating around. But it came up in Wisconsin or somewhere and was shot down immediately. It came up in North Dakota, got shot down immediately. We feel an ad tax is an unlawful, illegal device and we fight it. And I repeat, there's only one case on the record, and that's the state of Florida. And there's no ad tax there.

#### **What other issues are important?**

SRA stands four square—everything at its command—to retain PTAR [prime time access rule]. We were for it 20 years ago. We never wavered in it. At times, there has been talk of revising or, God forbid, doing away with PTAR, and we stand four square on that. PTAR is as important in our judgment as must carry is. Both of them are not directly business-related issues. But we feel they are very important and we would lobby heavily.

Not only do we believe in PTAR, but if the commission, for any reason, should want to fool around with it, I would suggest they first wander around the Senate and the House and see how they feel about it. There is substantial [sentiment for] which is the reason it doesn't come up at the commission.

We haven't won on must carry. As a matter of fact, the record is not good. Nevertheless, we'll continue on it because we feel that dissemination of public information by broadcast stations around the United States is important to the television landscape.

## **Megareps: Feeling full impact of consolidation**

The dust appears to be settling from the whirlwind of acquisitions, mergers and start-ups that dramatically consolidated the radio rep industry throughout the 1980's. As the decade draws to a close, the big rep firms that have evolved are now intent on using their newly found muscle to pump up slow growth of national spot sales. Most rep company executives agree that while the full impact of consolidation has not yet been determined, the phenomenon generally appears to be a positive one for the industry.

While there are still some independent rep firms fighting to maintain their share of the advertising pie, Interrep and Katz Radio Group are estimated to control approximately 90% of the business today. The megareps appear intent on using that stronghold to lure some of the untapped advertising and promotional dollars that the industry needs during the current period of slow growth (see accompanying chart).

"What we experienced in 1986 and 1987, which were really formative years for us in acquiring and assimilating these acquisitions into our respective corporate cultures, was no growth in radio spending," said Ken Swetz, president, Katz Radio Group. Starting with Katz Radio, the megarep grew during this decade to include

Republic Radio and Christal Radio (both acquired in 1984), and Katz Hispanic Radio Sales and Banner Radio (both created in 1987). "We have finally put ourselves in the position to be a radio service to the agency and the advertiser," said Swetz, "and that is the primary focus."

Independent competitor Marv Roslin, president, Roslin Radio Sales, said he had his differences of opinion with the megareps but agreed that "the consolidation has been positive, to some extent, because the consolidators have become more interested in developing new clients for the medium. They're beginning to make substantial investments along those lines, and they realize that the medium needs an infusion of new clients and new money because the old money is being worn down."

Included among those "substantial investments" is The Radio Store, a marketing strategy developed by Interrep that offers advertisers and agencies complete media plans. The Radio Store was started about a year ago but has just picked up speed with the appointment of Ellen Hulleberg, a longtime Interrep employee, as its president.

"Consolidation has given us the resources to do things like The Radio Store," said Les Goldberg, president, Interrep. The firm, which began as McGavren Guild, has grown to include HNWH (acquired in 1981); Major Market Radio (acquired in 1983); Durpetti & Associates (created in 1985); Group W Radio Sales (created in 1986), and Torbet Radio (acquired in 1987).

"We are now getting a large enough share of revenues that when we create a piece of business we are getting a fair share of it," said Goldberg. "So we can afford to put a lot more money behind the new business development than we could when we were just McGavren Guild."

Consolidation has also helped Interrep develop the sales staff of its companies, according to Goldberg, who said the company has

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committed in excess of \$1 million this year to training all levels of its sales personnel. He added that despite the consolidation, salespeople within the different Interep companies often go head-to-head with each other in competing to represent the same radio stations.

Swetz noted that a big advantage experienced by Katz Radio Group as a megarep has been the ability of the company's 250 salespeople to move beyond the single station sale to include regional and national marketing campaigns. "As a singular company [Katz Radio], we devoted much of our energy at the buying level, fighting for a piece of the action against all of the other radio stations in the marketplace," he said. "We were our own worst enemy."

Along with the advantages of megareps, however, Roslin noted that there may be a drawback in that some radio stations are uncomfortable with representation by the same company that is representing the competition: "It's hard for them to get into the spirit of a co-op when they're so fiercely competitive locally."

Roslin noted that throughout the consolidation, independent reps have maintained advantages of their own: "[Megareps] are in control of what goes on, and as a result they claim stations that are represented by them have a better opportunity of getting more than stations represented by us. We maintain that stations with equivalent ratings will have a better opportunity with us than with them because of our interest in them as individual stations as compared to stations sold in aggregate."

Carl Butrum, president, Eastman Radio, said that a negative aspect of industry consolidation has been the resulting fewer alternatives for radio stations. "As people who provide a service, I am in favor of them having more alternatives and more options, not less," he said. As the number of rep firms has decreased, he said, stations in smaller markets are finding it more difficult to find quality representation.

"There are some people who would still like to have the option of choosing among 30 rep firms," admitted Goldberg. However, he added: "I think that when they think it through they realize that it has been good for the industry, because we're able to put more money into developing business and we're able to have...better firms."

Whatever the case may be, Butrum used the word "intense" to describe competition among the rep firms under consolidation. "I think we're in a period where many of the reps are spending more time stealing one another's clients than they are selling time," he said, "and this is going to continue until stations finally decide that they're hooked up with a quality organization and that changing reps is not the answer to their problem."

Eastman was hit last month by Emmis Broadcasting's decision to sign its properties exclusively with Interep. While it may be premature to cite a trend, Clear Channel Communications is said to also be looking to sign all its stations with one rep firm.

Catering to individual broadcasting groups may prove to be a two-edged sword, warned Shelly Katz, president, Katz & Powell. He said that while he could understand the validity of a rep firm courting a major group with tremendous selling power, he added that the rep firm would have to be on guard against giving its

independent clients short shrift.

Goldberg said that he did not anticipate a wave of broadcasting groups seeking to consolidate their sales with one rep firm. "I don't view Interep's growth in the long run as coming from soliciting other people's clients," he said. "I view Interep's growth as coming from the industry growing, by making more dollars available."

Opinions among rep firm executives also differed regarding the possibility of further consolidation. Some predicted further consoli-

## Radio spot sales

|           |               |
|-----------|---------------|
| 1975..... | \$242,983,500 |
| 1980..... | \$508,520,400 |
| 1983..... | \$709,317,700 |
| 1984..... | \$824,003,300 |
| 1985..... | \$910,323,900 |
| 1986..... | \$927,686,300 |
| 1987..... | \$924,502,700 |
| 1988..... | \$995,885,300 |

*Based on information from top reps compiled by Radio Expenditure Reports, Mamaroneck, N.Y.*

dation; others expected the players to remain essentially as they are today, and still others saw the creation of additional firms inside or outside the megarep structure.

Roslin was among those who said he thought that there could be further consolidation ahead. "If we're looking toward a major wage inflation and sales remaining flat," he said, "there's a possibility that it could happen in 1989." The megareps may also grow, he added, by providing major broadcasting groups with individual sales divisions.

Katz said that growth in the industry could come in the form of companies within the megarep structure looking to branch out into new areas, such as the burgeoning Hispanic market (Katz Radio Group has already formed Katz Hispanic Radio Sales). Goldberg said that "there's the possibility that we could start another company; it depends on industry climate."

Tony Miraglia, vice president-general manager of CBS Radio Representatives, said that within the next two years there could be a reemergence of rep firms owned by broadcasting companies. During the 1960's and 1970's, it was not uncommon for major groups such as Metromedia, ABC and Group W to have their own rep firms. "What I sense happening is that there is a lot of unrest among the larger broadcasting companies about the quality of the service they are receiving," said Miraglia, which he added may prompt the trend.

"I think we're in for a period of stability," predicted Butrum. "Basically, you're going to have about 15 reps, and certainly for the next five years that number isn't going to change much."

Swetz said he anticipated no further consolidation, a sentiment echoed by Goldberg: "I think that over the next few years, we will pick up some stations from other reps and other reps will pick up a couple of stations from ours, so when all is said and done, our shares will be about the same as they are now. So, it becomes paramount to make the industry grow."

## A Guide To National Radio Reps

### CBS Radio Representatives

□ Stations Represented: 64.

□ Major Clients: CBS Broadcast Group, Bonnevill International Corp., Jefferson-Pilot Communications Co., Keymarket Communications.

□ Offices: 11.

□ Ownership: CBS Inc.

□ Senior Executives: Anthony Miraglia, VP-general manager; Bennett Zier, VP-director of sales.

CBS Radio Representatives, which has its origins as a rep firm for parent company CBS Radio since the late 1920's, presently represents 64 stations in 34 markets. CBS Radio Spot Sales was officially named in 1936 to represent the company's AM stations, and was joined in 1969 by an FM counterpart named CBS FM Sales (which

became CBS FM National Sales in 1977). The present structure of the company was established in November 1985 when the rep firm consolidated its two sales companies, CBS Radio Spot Sales and CBS FM National Sales, into a single organization.

CBS Radio Representatives has just entered the second year of its five-year development plan, according to Anthony Miraglia, vice president/general manager. Part of that plan, he said, is to remain small while

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**WWOR-TV**

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expanding to include representation in each of the top 50 markets. Also part of that plan is to target radio stations with what he described as "adult" audiences.

"What we in the radio industry have to do is demonstrate to advertisers that the real lush market for them to attract is not the younger end but the 45-64-year-old adult," said Miraglia. "That's where the growth is for the next decade," he said, adding that the company turns away at least one client each week because the audience bases are too young. "I tend to shy away from the stations that will basically generate as their core audience the 12-25-year-old," he said.

CBS Radio Representatives also looks toward the 1990's as an "age of specialization," said Miraglia, and is preparing to meet that demand with the recent establishment of three specialty divisions: sports, farm and Hispanic. He said the company expects each of those three areas to be major sources of growth for spot radio in the next decade.

CBS Radio Representatives billed approximately \$75 million in 1988, according to Miraglia, with a staff of 52 salespeople and a client list of 64 stations (including some combinations). He said the company intends to maintain its almost one-to-one relationship as the client list grows.

"You have to be flexible with your marketing plans because the marketplace does change," said Miraglia, regarding the company's five-year plan. "But basically we feel that we're on the right track and that our focus is correct for the next decade."

## Concert Music Broadcast Sales

□ Stations represented: 30.

□ Major clients: WNCN(FM) New York, KKGO-AM-FM Los Angeles; WNIB(FM) Chicago; KDFC-FM San Francisco; WCRB(FM) Waltham, Mass. (Boston); WRR(FM) Dallas; KRIS(FM) Seabrook, Tex. (Houston); WGKA(AM) Atlanta; KFUO(AM) Clayton, Mo. (St. Louis); WXCZ(FM) Safety Harbor, Fla. (Tampa); WTMJ(FM) Miami; WQRS(FM) Detroit, and WFLN-FM Philadelphia (the last three owned by Marlin Ltd. Broadcasting Inc.).

□ Offices: 7.

□ Ownership: Peter J. Cleary and Peter Besheer, equal partners.

□ Senior executives: Peter J. Cleary, president; Peter Besheer, executive VP, and Roy Lindau, director of marketing and sales development.

Concert Music Broadcast Sales was started in 1976 to provide spot representation for classical music stations. Peter J. Cleary, president and co-founder of the company, said he realized the need for such a firm while working as a representative for RKO

Radio: "We could ill afford to give the kind of intense qualitative sales effort to [RKO's classical WGMS-FM Washington] that was needed because it put us into a head-to-head battle with media buyers who wanted to buy CPM's. Given the amount of money that we were getting from those media buyers who were buying CPM's in all of the other RKO markets, it simply made no sense to alienate those relationships by trying to force them into looking at the qualitative aspects of WGMS-FM's position in the marketplace."

Thus, Concert Music Broadcast Sales was born with an initial client list of three stations that has since grown to 30. The company has continued to represent only classical properties, turning away opportunities to represent stations carrying different formats. As Cleary defined it, the company has intentionally painted itself into a corner by creating a situation where survival can be maintained strictly through qualitative sales.

"Only a firm that is structured to do only that kind of selling can afford to run the risk, as we often do, of alienating the media department of an agency which, rightly or wrongly, perceives that its job is to deliver as many of those men age 35-64 for the fewest amount of dollars without much concern for what the psychographics of that group of bodies is," said Cleary.

"We see a trend in advertisers defining their markets not necessarily geographically or by medium but by the psychographic characteristics of the people they're trying to talk to," he added. "What we are doing is trying to build a company that can respond to that need on multiple levels." The rep firm's parent company, Concert Music Broadcasting Inc., also owns the satellite-delivered Concert Music Network; classical KHFM(FM) Albuquerque, N.M., and a major interest in *Ovation* magazine.

## Eastman Radio

□ Stations represented: 170.

□ Major clients: H&D Broadcast Group, Jacor Communications Inc., Malrite Communications Group Inc., Pinnacle Broadcasting, Stoner Broadcasting System Inc., Susquehanna Broadcasting Co., TK Communications Inc.

□ Offices: 12.

□ Ownership: Wholly owned subsidiary of Jacor Communications Inc.

□ Senior Executives: Frank Wood, chairman; Carl Butrum, president; Mike Nicassio, executive VP, sales.

Eastman Radio was opened in 1958 by Robert Eastman, a long-time radio executive whose experience included top positions at John Blair & Co. and ABC Radio. In

the early years, the company expanded its client base of five stations primarily by focusing on the many AM stations adopting the new top-40 format.

Eastman retired in 1972 and the company's employees bought the company, a structure that remained until Jacor Communications Inc. purchased Eastman Radio one year ago. At the time of the Jacor purchase, then-President Jerry Schubert stepped aside to make way for current leader Carl Butrum, a previous executive vice president for sales who has been with the company since 1973.

According to Butrum, Eastman Radio lost 27 markets and gained 35 during its first year under ownership by Jacor, a publicly held radio group based in Cincinnati. The company, with 42 salespeople and a full staff of more than 90, last year billed an estimated \$70 million and showed a pre-tax profit of just over \$1 million.

Eastman Radio's primary focus is the radio station, said Butrum, adding that "if we work within the needs of the radio station, the advertiser's needs are going to be taken care of." Although the rep firm ranks high among companies targeting markets 25-200, he said Eastman is concentrating its present solicitation efforts on properties in the top 10 markets. "It makes my life easy; I know exactly where I have to go and I am spending my time going there," said Butrum.

Especially now that Eastman Radio is owned by a radio group, the rep firm positions itself as a "broadcaster's rep" that is owned by fellow broadcasters who are especially sensitive to the needs of the radio station.

"Our number-one objective is not to abuse the inventory of the radio station but to act in concert with the local sales staff," said Butrum.

## Interep

□ Stations represented: approximately 1,200.

□ Major clients: Bonneville International Corp., Emmis Broadcasting Corp., EZ Communications Inc., Gannett Broadcasting Group, Westinghouse Broadcasting Co. (Group W), Infinity Broadcasting Corp., King Broadcasting Co., Nationwide Communications Inc., Noble Broadcast Group, Sconnix Broadcasting Co.

□ Offices: 16 cities.

□ Ownership: ESOP.

□ Senior Executives: Ralph Guild, chairman of the board, Interep; Les Goldberg, president, Interep; Ellen Hulleberg, president, The Radio Store; Peter Doyle, president, McGavren Guild; Jacqui Rossinsky, president, HNWH; Warner Rush, president, Major Market Radio; Tony Durpetti, president, Durpetti & Associates; Tom Turner, president, Group W Radio

*Continues on page 77.*

## CNBC: Getting down to business

**Eskridge says service, debuting April 17, will lose 'significant' amount in beginning but will break even by year four**

When the Consumer News and Business Channel debuts on April 17, appropriately nine months after its inception, the NBC owned-and-operated 24-hour-a-day program service will be carried by 11 of the top 15 MSO's, with a subscriber base of between 12 million and 13 million. These charter MSO's promise 25% of their systems to CNBC at launch, 50% by the end of the first year of operation (when the service expects to have 15 million subscribers), 75% by the end of the second year, and 90% by the end of year three.

According to Michael Eskridge, CNBC president and former NBC executive VP, Olympics, CNBC's charge of seven cents per subscriber per month will increase a penny a year over the first five years, up to eleven cents, with a 20% rebate of advertising revenue, applying only to charter subscribers, beginning in the third year. Each CNBC hour will contain 12 minutes of advertising, broken down into nine for the service and 3 for cable operators. "We expect to break even in year four," said Eskridge, "but in the first couple of years we'll lose a significant amount of money."

Based in Fort Lee, N.J., CNBC will produce 17 hours of original programming a day, between the hours of 6 a.m. and 11 p.m. From 8:30 a.m. until 5 p.m., it will operate in what Eskridge calls a "wheel format" of repeating segments every hour, similar to the operation of an all-news radio station.

Each hour during this time period will feature three separate formats, Eskridge said. Market reports, broadcast from a booth CNBC is currently building off the floor of the American Stock Exchange, will be regularly scheduled during each hour, so viewers will know when to find them. The second format will offer business news updates, originating from CNBC headquarters or their facilities in Washington, Los Angeles, London or Tokyo. Consumer pieces, from CNBC, their seven owned stations, or the network, will be intermixed with other programming on a repeating basis throughout the day. Because it is delivered via a single transponder, the service will have to begin repeating material relatively early in the evening, Eskridge said, for the benefit of viewers in the West Coast and mountain time zones.

"What will change each hour depends on what's going on," Eskridge told BROADCASTING. "Some of the consumer pieces will be rerun, depending on how interesting or time-dependent they are. Business and market reports will be updated each hour." CNBC also plans a show about the business of media, which will include some enter-



Surveying blueprints for CNBC's 40,000-square-foot office and studio space are CNBC executives (l-r) Caroline Vanderlip, vice president, affiliate relations; Michael Reitman, director, technical operations; Michael Eskridge, president, and Bob Davis, executive producer.

tainment news but that will stay away from the soft approach of *Entertainment Tonight*.

During the evening hours, the emphasis will not be on news, Eskridge explained. Instead, CNBC will offer longer form programming, with "some well-known hosts" talking to a variety of people about consumer and business issues. Last week the service signed John McLaughlin, host of the television programs *The McLaughlin Group* and *John McLaughlin's One-on-One*, to a two-year agreement to host a daily, one-hour interview show.

*McLaughlin* will be seen at 10 p.m.-11 p.m. NYT and repeated at 1 a.m.-2 a.m. NYT, beginning April 17. *Group*, seen on NBC affiliates in Washington, New York, Cleveland and Los Angeles and on 270 PBS stations, and *One*, seen on NBC in Washington and on 125 PBS stations, will continue to be hosted by McLaughlin. He is the first personality to be signed by CNBC to host a show in its studio, designed to hold 115 audience members, and he will also serve as the national correspondent for CNBC, based in Washington and New York.

Approximately three hours a night of CNBC programming will be done before an audience live or live to tape, Eskridge said, including the prime time hours between 8 p.m. and 10 p.m. Construction is still proceeding on CNBC's two production studios, with one able to be set for a full- or half-size audience depending on the needs of a particular show. The CNBC facility in

Fort Lee is as big as the one built in Korea for the Olympics, said Eskridge, although it costs "considerably less" than the Olympic operation's \$25 million price tag.

Now that CNBC has decided not to offer sports on the weekends ("In Brief," March 13), the emphasis there will be on counterprogramming over-the-air broadcasters and other cable outlets. For example, CNBC will offer on Saturday mornings a week-in-review format, Eskridge said. On Sunday mornings the service plans to provide audience-based children's programming of a "serious nature," said Eskridge, hosted by Michael Young, who will also co-host one of CNBC's principal prime time shows. Young has previously been involved with children's shows for ABC and ESPN. CNBC will gear Sunday afternoons toward women, "who might be looking for something to watch instead of sports," said Eskridge.

"Everything you need to get through life 24 hours a day" is the phrase being used by CNBC as its advertising positioning statement. The phrase will also be used on-air for cross-channel promotion as well as in print.

Eskridge said he expects to have close to 50 people on staff who will have on-air assignments, and has signed deals with about 40 so far. NBC news personalities will make occasional appearances through stories they've done for the network or stations. Their material will either be used in its entirety or recut and fit into particular CNBC stories. On a very occasional basis,

Esckridge said, CNBC show segments will be anchored by NBC personnel.

There will be "some overlap" between the programming formulas of CNBC and Financial News Network (its most direct competitor) Esckridge acknowledged, though "what we'll do will have a much broader appeal." FNN is primarily a market service, he said, while "we think we have a niche that's underutilized and underserved."

Esckridge explained that at one time many cable operators felt CNBC's intention was eventually to compete directly with CNN. This suspicion arose, he said, as a result of NBC's announced attempt several years ago to enter the cable business in competi-

tion with CNN. "This is not our plan now," said Esckridge, who said that their affiliate agreements include a statement to the effect that CNBC will not be a general news service.

Esckridge said that research shows consumer news is of interest to people while not something they typically get from cable. "We had questions that indicated people would rather see a show based on consumer reports than based on sports, which I was amazed to see." A month from opening day, Esckridge also said he welcomes the challenge of starting a new service. "What I like about it, among other things, is that I have no idea how it's going to turn out." □

have a shot at attracting that audience; however, until then Sajak will have a problem." He added: "Arsenio targets a more urban, hip crowd, and they've done a good job of going after and grabbing that audience."

ABC is testing the late night waters with *Day's End*, described as "convenient television for busy people." The one-hour show, which follows *Nightline* from midnight to 1 a.m., is being test-marketed in 21 markets for an eight-week period. The show began its test run on March 6, and if audience research is positive following the trial period, the show will launch on a national basis.

Although *The Tonight Show* has shown slow but steady ratings declines over the past few years, the show still easily outdistances the other late-night entrants. During the February sweeps, *The Tonight Show* averaged a 5.6 rating compared to Sajak's 3.3 and Arsenio's 4.0. However, during the 1985-86 season, *The Tonight Show* averaged a 7.2/23. The late night talk shows will compete again next season. Carson recently agreed to a contract with NBC that will have him hosting the show for at least one more season ("In Brief," March 13). □

## Late night: there's room at the top

'Arsenio' and 'Sajak' are holding their own against still champion 'Tonight,' and they have raised HUT levels in the process



Arsenio Hall Show

Although *The Tonight Show* with Johnny Carson remains the undisputed king of late night, Paramount's *The Arsenio Hall Show* and *The Pat Sajak Show* on CBS have performed well since their debuts in January. The two newcomers to the late-night scene have also helped to increase viewership in that daypart rather than draw their audience from existing programs as some observers had predicted prior to their launch.

According to Dick Kurlander, vice president, director of programming, Petry Television, "They [Arsenio and Sajak] have brought people into late night, and HUT levels have gone up. That's very positive news for late night."

"At this point, Arsenio has to be considered a success," said John Von Soosten, vice president, director of programming, Katz Communications. "Especially in the case of independents," he said, "the show has really turned around some late night time periods."

Of the 18 markets that received January ratings books and also carry *The Arsenio Hall Show*, Von Soosten said 13 of those markets were up from last year, two were flat, and three were down. "While the decreases in the three markets were slight," he said, "some of the increases were spectacular."

According to Von Soosten, in New York, where the show airs on WWOR-TV, ratings were up some 200% at 12:30-1:30 a.m.—when the show airs—compared to January 1988 when it aired *Truth or Conse-*



Tonight's ubiquitous Carson



Pat Sajak Show

quences and *The Joe Franklin Show*. In Minneapolis, the time period has improved with Arsenio, up 160% from January of 1988, when KMSP-TV aired *The Jeffersons* and *Twilight Zone*.

During the February sweeps, in metered markets, Arsenio averaged a 4 rating while Sajak averaged a 3.3. Aside from the sweeps numbers, Arsenio has managed to attract an audience demographically younger than *The Pat Sajak Show*, whose demos are more similar to *The Tonight Show*. According to Nielsen, during the February sweeps *The Arsenio Hall Show's* ratings among adults 18-34 and adults 18-49 were 39% and 25% respectively, greater than Sajak's ratings were among those two age groups.

"Sajak is a good show," said Von Soosten. "The problem is that it is trying to split the *Tonight Show* audience. If Carson retires in the next few years, then Sajak will

## Something new and something canceled on CBS

Network readies new shows for '89-'90 season; low ratings propel cancellation of 'Almost Grown' and 'Dolphin Cove'

CBS has 28 pilots (16 comedies and 12 dramas) slated for the 1989-'90 season. Last week, the network also announced that *Almost Grown* has been canceled and no further episodes of *Dolphin Cove* have been ordered.

"We ordered eight episodes of *Dolphin Cove* and we aired eight," said a CBS spokesman, adding: "We aren't ordering any more." The series, which had been airing at 8 p.m. on Saturday, will be replaced by *Paradise*, which moves from Thursday at 9-10 p.m. *Dolphin Cove* was ranked 78th and averaged a 9 rating and 15 share. *The Equalizer* moves into the current *Paradise* slot March 30.

*Almost Grown*, which was ranked 66th and averaged a 10.6/18, will be replaced by *Newhart* at 10-10:30 p.m., and by *Kate and Allie* at 10:30-11 p.m.

Development at the network continues to focus on the critical 8 p.m. time slot, where CBS has been having little success. Of the four new comedies CBS added to its schedule last fall in the 8-9 p.m. time period, *The Van Dyke Show* (Wednesday 8-8:30 p.m.), *Annie McGuire* (8:30-9 p.m.), *Dirty Dancing* (Saturday 8-8:30 p.m.), and *Raising Miranda* (Saturday 8:30-9 p.m.), all were pulled due to anemic ratings. In addition to the four new shows, *Coming of Age* (Monday 8:30-9 p.m.), which was in its second season, was also canceled.

The 16 comedy pilots that the network has available include three series pilots that

are based on feature films: *Adventures in Babysitting*, *Coming to America* and *Marijuana to the Mob*. *Coming to America* is produced by Eddie Murphy Productions with Paramount.

Other comedies:

■ *The Dave Thomas Show*, a comedy-special featuring SCTV veteran Thomas.

■ *The Gregory Harrison Show* features Harrison as a fashion photographer who is awarded custody of his two sons. Harrison and Frank Levy are executive producers of the show from MGM/UA TV.

■ *His & Hers* is a half-hour production from Gary David Goldberg's UBU Productions, in association with Paramount.

■ *Hot Prospects*, from Republic Pictures, is about a man who brings women to the old West to work as waitresses in his saloon.

■ *Julie Brown: The Show*, described as a show-within-a-show, is a Castle Rock Entertainment production.

■ *Mars: Base One*, co-written by Dan Aykroyd, deals with a domestic situation in a mining colony on Mars. From Weintraub Entertainment Group.

■ *Partners in Life*, created by Rob Reiner and Phil Mishkin, is produced by Castle Rock Entertainment.

■ *Mulberry Street* is about a woman who balances a career as assistant to a New York mogul with a home life that includes an eccentric Italian family. The show is a Warner Bros. production.

■ *Normal Life* stars Dweezil and Moon Zappa as teenagers in the Hollywood Hills. Bernie Brillstein is executive producer for Brillstein Co.

■ *The People Next Door*, from Lorimar TV, is about a cartoonist whose macabre imaginations come to life.

■ *Shivers*, from Columbia Pictures Television, is about a father and his two children, who move into a haunted house.

■ *Starting Now* is about an art assistant and aspiring actress who works on a children's television show. The program stars Ricki Lake, with Henry Winkler and Ann Daniel as executive producers for Paramount.

■ The network also has an untitled Ed Begley Jr. pilot series that has the former co-star of *St. Elsewhere* as the former host of a children's television show who is named to replace his wife on the city council after she leaves to give birth to the couple's child.

On the drama side, the network brings back some series veterans, including Lindsay Wagner, James Farentino, Tim and Daphne Maxwell Reid, and Lee Majors.

■ *American Nuclear* stars Farentino and Lindsay Crouse in a one-hour show about writer Jimmy Breslin and his activist-politician wife, Ronnie Eldridge. Breslin is technical advisor and has a small part in the production from Warner Bros. TV.

■ *The Bakery*, from GTG Entertainment, is set in a California police station. It stars David Dukes.

■ *Curse of the Corn People*, about a group of young friends who work to fulfill their dream of making a low-budget horror film, produced by Beachwood Productions in association with Aaron Spelling Productions.

■ *The Heat* is a one-hour program from MGM-TV. Lewis Chesler, Gary Devore

and David Debin are executive producers.

■ *Loose Cannons* is a two-hour pilot starring radio personality Shadove Stevens as a Los Angeles detective. Fred Silverman and Dean Hargrove are executive producers of the project, which is produced by Silverman Productions in association with Viacom.

■ *Nick Knight* is about a young homicide detective who can only work at night because he is a vampire. The show is from New World Productions.

■ *Outpost* is a futuristic look at a former marine who is the only law on a colony on a distant planet. The show is from Columbia Pictures Television.

■ *A Peaceable Kingdom* stars Lindsay Wagner as the managing director of a city zoo. Mark Waxman is the executive producer.

■ *Snoops* stars Tim and Daphne Maxwell Reid, formerly of *Frank's Place*, as a Washington-based husband and wife crime-solving team. The show is produced by the Solt/Egan Co. in association with Timalove and Viacom.

■ *Triangle* looks at the relationship among three friends—a cop, a private detective and a public defender. The show is produced by Columbia Pictures Television.

■ *Travelin'*, starring Lee Majors and Ellen Greene ("Little Shop of Horrors" and HBO's *Glory, Glory*), is about a newspaper columnist and the man of the road she meets, from Weintraub Entertainment Group.

■ *Wildest Dreams* focuses on the imaginings of 11-year-olds. The show is produced by Lorimar Television. □

## NBC wins week 25 with 16/26.1, CBS wins news

NBC won the prime time week (ended March 12) with a 16 rating and a 26.1 share. ABC came in second with a 12.3/20.1, just ahead of CBS's 12.1/19.6. For evening news, CBS was out in front with an

11.5/21, followed by ABC's 11.2/20 and NBC's 10.2/19.

NBC won Monday, Thursday and Saturday. ABC won Tuesday, Wednesday and Friday. CBS won Sunday.

| Nielsen |         | Net | Show                     |
|---------|---------|-----|--------------------------|
| 1       | 27.7/40 | A   | Roseanne                 |
| 2       | 25.3/40 | N   | Cosby Show               |
| 3       | 25.1/38 | N   | NBC Monday Movie         |
| 4       | 23.0/39 | C   | 60 Minutes               |
| 5       | 22.8/34 | A   | Who's the Boss?          |
| 6       | 22.7/35 | N   | Different World          |
| 7       | 22.6/34 | A   | Anything But Love        |
| 8       | 22.4/33 | A   | Wonder Years             |
| 9       | 21.7/34 | N   | Cheers                   |
| 10      | 21.2/32 | C   | Murder, She Wrote        |
| 11      | 20.7/30 | N   | ALF                      |
| 12      | 19.6/31 | C   | People's Choice Awards   |
| 13      | 19.2/34 | N   | Golden Girls             |
| 14      | 18.9/28 | N   | Hogan Family             |
| 15      | 18.7/29 | N   | Dear John                |
| 16      | 18.1/27 | N   | Mallock                  |
| 17      | 18.0/29 | N   | Night Court              |
| 18      | 17.9/29 | A   | Growing Pains            |
| 19      | 17.6/30 | C   | Knots Landing            |
| 20      | 17.2/27 | A   | Head of the Class        |
| 21      | 17.1/25 | N   | In the Heat of the Night |
| 22      | 17.0/27 | N   | Unsolved Mysteries       |
| 23      | 16.8/29 | N   | Empty Nest               |
| 24      | 16.1/28 | A   | thirtysomething          |
| 25      | 16.1/31 | N   | Hunter                   |
| 26      | 15.9/26 | N   | My Two Dads              |
| 27      | 14.9/26 | N   | Midnight Caller          |
| 28      | 14.7/21 | C   | Murphy Brown             |
| 29      | 14.7/26 | N   | Amen                     |
| 30      | 14.5/25 | A   | Full House               |
| 31      | 14.5/25 | N   | L.A. Law                 |
| 32      | 14.3/21 | A   | ABC Mystery Movie        |
| 33      | 14.2/21 | C   | Designing Women          |
| 34      | 14.2/21 | N   | Family Ties              |

\* Nielsen syndicated weekly pocketpiece

| Nielsen |         | Net | Show                           |
|---------|---------|-----|--------------------------------|
| 35      | 14.2/22 | N   | NBC Sunday Movie               |
| 36      | 13.7/23 | C   | Dallas                         |
| 37      | 13.5/24 | C   | Wiseguy                        |
| 38      | 13.4/21 | A   | Coach                          |
| 39      | 13.0/19 | A   | MacGyver                       |
| 40      | 13.0/24 | N   | 227                            |
| 41      | 12.9/19 | C   | Kate and Allie                 |
| 42      | 12.8/20 | C   | 48 Hours                       |
| 43      | 12.7/20 | A   | American Salute Liz Taylor     |
| 45      | 12.4/18 | C   | Newhart                        |
| 46      | 12.3/20 | A   | Hooperman                      |
| 47      | 12.2/21 | N   | Father Dowling Mysteries       |
| 48      | 12.1/22 | A   | China Beach                    |
| 49      | 11.8/22 | A   | 20/20                          |
| 50      | 11.6/21 | C   | Falcon Crest                   |
| 51      | 11.4/17 | N   | Day by Day                     |
| 52      | 11.3/19 | A   | Mr. Belvedere                  |
| 53      | 11.1/16 | F   | Married With Children          |
| 54      | 10.9/17 | A   | ABC Sunday Movie               |
| 55      | 10.7/18 | A   | Just the Ten of Us             |
| 56      | 10.4/16 | C   | Paradise                       |
| 57      | 10.3/19 | N   | Unsub                          |
| 58      | 10.0/16 | C   | Equalizer                      |
| 59      | 9.9/15  | F   | America's Most Wanted          |
| 60      | 9.5/15  | C   | Hard Time on Planet Earth      |
| 61      | 9.4/16  | N   | Miami Vice                     |
| 62      | 9.3/16  | N   | Magical World of Disney        |
| 63      | 8.8/14  | C   | Beauty and the Beast           |
| 64      | 8.2/15  | C   | This is America C Brown part 6 |
| 65      | 8.1/14  | A   | Man Called Hawk                |
| 66      | 8.1/14  | C   | Marvin Special                 |
| 67      | 8.1/15  | N   | NBC News Special               |
| 68      | 7.8/14  | A   | Mission Impossible             |
| 69      | 7.7/12  | A   | Flight-Navigator, part 1       |
| 70      | 7.6/14  | C   | West 57th                      |
| 71      | 7.5/13  | F   | Cops                           |
| 72      | 7.1/12  | F   | 21 Jump Street                 |

| Nielsen |        | Net | Show                        |
|---------|--------|-----|-----------------------------|
| 73      | 7.0/13 | C   | Dolphin Cove                |
| 74      | 7.0/10 | C   | Tour of Duty                |
| 75      | 6.4/10 | C   | CBS Tuesday Movie           |
| 76      | 6.3/11 | A   | Heartbeat                   |
| 77      | 6.2/10 | A   | Great Circuses of the World |
| 78      | 5.3/8  | F   | Garry Shandling's Show      |
| 79      | 5.2/10 | A   | Murphy's Law                |
| 80      | 5.1/9  | C   | TV 101                      |
| 81      | 4.9/9  | F   | Reporters                   |
| 82      | 4.6/7  | F   | Tracey Ullman Show          |
| 83      | 3.7/6  | F   | Duet                        |

## Cassandras \*

(Week ending March 5)

| Rtg. | Show                    | Stns. | Covg. |
|------|-------------------------|-------|-------|
| 1    | Wheel of Fortune (Syn)  | 230   | 99    |
| 2    | Jeopardy                | 214   | 97    |
| 3    | Cosby Show              | 196   | 97    |
| 4    | Star Trek               | 238   | 97    |
| 5    | Oprah Winfrey Show      | 217   | 99    |
| 6    | Wheel of Fortune (Wknd) | 206   | 93    |
| 7    | Fatal Passions, special | 110   | 89    |
| 8    | Current Affair          | 144   | 89    |
| 9    | Entertainment Tonight   | 163   | 92    |
| 10   | Donahue                 | 225   | 99    |
| 11   | Geraldo                 | 192   | 99    |
| 12   | TV Net Movie            | 179   | 94    |
| 13   | Tri-Star Showcase       | 119   | 90    |
| 14   | War of the Worlds       | 227   | 97    |
| 15   | Mama's Family (Syn)     | 188   | 90    |

The following program is included but not ranked World Wrestling Federation 94 229 stns 96% coverage

## Names make news in radio

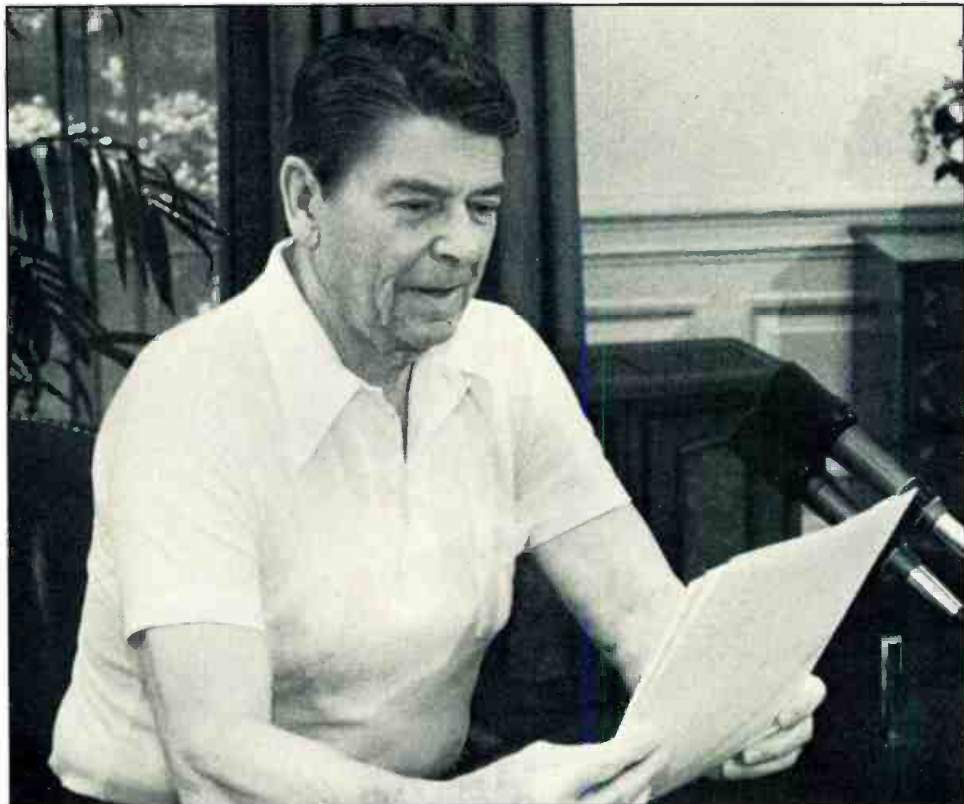
**Many stations, especially those with talk formats, are hiring the famous, or infamous, as hosts**

Resumes and demo reels are still important tools in hiring most on-air personnel, but some stations have discovered that a person's ability to make news may be the true deciding factor. Jessica Hahn found herself catapulted from religious scandal to radio weather forecasting when she was temporarily hired by a Phoenix station in September 1988. Outspoken former Philadelphia Mayor Frank Rizzo has been hosting a daily talk show since November 1988 that covers topics ranging from tattoos to pet owners. And now, after eight years in the nation's highest office, President Ronald Reagan is entertaining offers from radio stations around the country.

Reagan has received several invitations to host radio programs, including an offer said to be worth about \$200,000 annually from broadcaster Robert F.X. Sillerman, president of Sillerman-Magee Communications. The Sillerman offer would be in exchange for a weekly live program on small market adult contemporary station WHMP(AM) Northampton, Mass. The same offer has also been made by contemporary Christian station KOJO(FM) Fort Worth, Tex.

Another offer, made by Malrite Communications' KLAC(AM) Los Angeles, presented Reagan with the opportunity to become the station's sports director and to host a one-hour daily talk show from his home in Bel Air. Not to be outdone by the competition, another offer followed from oldies KRLA(AM) Pasadena, Calif.

A Reagan spokesman acknowledged that several offers have been received but that as of last week no decision has been made regarding his possible return to radio (in addition to his weekly Saturday radio broadcasts made while in office, his radio career dates back to a sportscasting position at WOC(AM) Davenport, Iowa, in 1932).



President Reagan, making one of his weekly Saturday radio broadcasts

Even without acceptance by Reagan, the offers have already generated a lot of publicity for the stations. According to Mark Johnson, KOJO(AM) program director, the station's offer was covered by *USA Today*, local and regional newspapers, and the local CBS-TV affiliate. Calculating all of the attention, particularly the value of being able to repeatedly show the station's call letters during a leading area television news program, he said the offer has probably generated at least \$25,000 worth of publicity.

While Reagan considers the offers, his eldest son, Michael, has been serving as a regular member of the morning team at news-talk KSDD(AM) San Diego. "Obviously, the name Reagan is a very positive one in California," said Mike Shields, KSDD(AM) general manager, describing part of the reasoning behind the hiring in January. "We got a tremendous amount of publicity nationally as well as locally."

Michael Reagan first became acquainted with the station last summer as a substitute host on *The Roger Hedgecock Show*. Hedgecock, a former San Diego mayor who left office amid well-publicized legal troubles, also joined the station as a personality. "I don't know if the negative news really hurt him," said Shields, noting that ratings for the outspoken host have been high.

Michael Reagan has not been on the air long enough to be reflected in a ratings

book, but Shields said he is optimistic; the station has contracted with him for two years. Hedgecock, whose talk show has been on the air for the past three years, has just signed for another three.

"It doesn't matter whether it's a good or a bad image, as long as there is an image that the audience can relate to," said consultant Ed Shane of Shane Media Services, Houston. He recommended that stations seeking to hire personalities in the news should not forget that the ideal candidate "is not only going to serve the station, but is also going to serve the needs of the listeners." President Reagan is a good candidate, he said, because his notoriety is coupled with a background in radio and a proven ability to communicate.

Taking a different approach was Edens Broadcasting's KOY(AM) Phoenix, which in September 1988 hired Jessica Hahn to serve as a "weather bunny" on the station's "morning zoo" program. Hahn, whose well-publicized exploits included the Jim Bakker sex scandal and subsequent layouts in *Playboy*, was contracted to the station following a successful guest appearance on the morning drive show. Hahn was paid \$350 per week, plus hotel expenses, for her efforts, she said, which lasted through the end of 1988. Currently, Hahn said she does on-air and on-location promotions for stations around the country.

"There was a huge curiosity factor,"



Rizzo

said Gary Edens, chairman of Edens Broadcasting. The station's two-year-old top 40 format is still "relatively new" in the market, he said, and the addition of Hahn brought the station "instant attention."

"A lot of listeners thought it was pretty neat that we gave somebody a break to get into broadcasting," said Edens. There was some negative response from listeners, he added, "but the positives far outweighed the negatives."

Edens and several others who were interviewed compared the hirings of personalities in the news to the use of sports figures as announcers in radio and television. Miami Dolphins quarterback Ron Jaworski, for example, has just signed with WIP(AM) Philadelphia to host a weekly talk show, *Ron Jaworski's SportsWorld*.

"It's such a competitive business that you just have to have some clutter-busters," said Edens. KOY(AM) does not have any immediate plans to hire another newsmaker for its on-air staff, he said, but he did mention that former Senator Barry Goldwater has a standing offer.

Another politician, former Philadelphia Mayor Frank Rizzo, has been hosting a topical call-in show on WCAU(AM) Philadelphia since November 1988. His two-year contract is said to pay the host approximately \$100,000 per year for the daily two-hour show.

"We have already seen positive sales benefits locally and nationally because people want to be part of the excitement of the show," said Chris Witting, WCAU's vice president and general manager. "He is a newsmaker for us," he said. □

## Best of the rest

The National Association of Broadcasters has named nine winners in its annual "Best of the Best" radio station promotions contest. In the "community service" category, the winning stations were WKFI(AM) Wilmington, Ohio (small market) for its fund raising efforts to combat last summer's drought; WOKQ(FM) Dover, N.H. (medium market), which raised more than one million pennies for Easter Seals; and WBBM(AM) Chicago (large market), which recruited volunteers to repair public housing for elderly residents.

Winners in the "station enhancement" category were WBNR(AM) Beacon, N.Y. (small market), which challenged listeners to comb the area for its life-size stand-up Elvis figure; KLAQ(FM) El Paso (medium market), which sponsored a hot air balloon music festival; and WYY(FM) Baltimore (large market), where announcer Bob Rivers stayed on the air for 258 hours until the Baltimore Orioles won its first game.

In the "sales" category, the winning stations were KHAS(AM) Hastings, Neb. (small market), which sponsored a picnic for listeners who could recall station advertisers; KGON(FM) Portland, Ore. (medium market), which offered a trip to the Soviet Union for listeners best acquainted with their station; and WMAQ(AM) Chicago (large market), which compiled a 96-page area source book.



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## News from Hollywood

Los Angeles-based Premiere Radio Networks said it has scheduled March 27-31 for the launch of *Live From Hollywood*, a week-long series focusing on the entertainment and music industries. The 20-hour program, presented in four-hour daily installments, is available via satellite on a market-exclusive basis. While this program centers around the Academy Awards, Premiere said future plans include similar specials centering on the American Comedy Awards in May and the Emmy Awards in September.

In other Premiere news, the company said that its *Cla'ence Update* would switch from comical reports on ABC-TV's *All My Children* to similar reports about CBS-TV's *The Young and the Restless*. The announcement followed legal action that was taken against the program supplier and host Brad Sanders by Capital Cities/ABC.



**New quarters.** Above is an artist's rendering of a new building that Mann Media's WGLD(AM)-WOJY(FM) High Point, N.C., will be moving to next fall. Centrally located between Winston-Salem, Greensboro, and High Point, the building will cost about \$7.5 million, including the purchase of the land and construction costs, said Bernard Mann, Mann Media president. The company will occupy 10,000 of the building's 68,000 square feet. Mann hopes to rent the rest of the building to media-related companies, including advertising agencies, graphic artists and designers.

## International

### British broadcasters weigh in on white paper changes

#### ITV takes issue with proposed auctioning of regional franchises

Britain's commercial TV companies have formed a loosely united front to ward off what they view as the worst of the radical media regulatory changes now under review by Margaret Thatcher's Conservative government.

In comments submitted to the British government earlier this month ("In Brief," Mar. 13), the 15 regional broadcasters that, together with breakfast-time network TV-am, form Britain's independent TV (ITV) sector, strongly weighed in against what is considered their most damaging prospect—the proposed auctioning of their regional franchises to the highest bidders.

The ITV Association submission also opposed other government proposals, issued in a legislative white paper last fall (BROADCASTING, Nov. 7 and 14, 1988), that would separately license the overnight broadcasting hours of the ITV channels and the jointly operated national network Channel Four, continue a tax-like levy on ITV operators and establish a commercially competitive Channel Four still partially supported by ITV revenues.

Some important differences did emerge, however, among some of the largest of the broadcast companies, the most significant of which centered on details of alternative auctioning procedures, as well as on proposals to alter takeover rules and on the redrawing of the franchises' geographical boundaries.

Although the ITV submissions and more than 1,200 other comments that have reached the government's Home Office have aimed at influencing a Broadcasting

Bill to be introduced to the House of Commons next fall, some observers believe key details may be resolved outside the legislative procedure.

Granada TV Chairman David Plowright told BROADCASTING: "That which has caused the greatest difficulty will be passed to the ITC," the soon-to-be-formed regulatory agency. Independent Television Commission, that he said may be given the discretion to determine details of key regulations affecting program requirements and auctioning procedures.

In their white paper response, the ITV companies acknowledged that given an inevitable transformation of the British television system—until recently limited to just two commercial services and the two non-commercial channels of the British Broadcasting Corp.—the government white paper has provided a "positive lead in the development of television in the next decade and rightly puts the interests of viewers at the center of broadcasting policy."

Of most concern to the ITV, however, it said, was the combined affect of the proposed regulatory changes and the rapid transformation now beginning with the introduction of new satellite and terrestrial TV competitors.

Already aiming at the UK audience are the first four of six direct-to-home satellite channels of Rupert Murdoch's Sky Television service on the Luxembourg Astra satellite, while the British Satellite Broadcasting direct-to-home service is also set to launch three of an eventual five channels this fall. And by 1993, the government hopes to launch a fifth terrestrial channel on unused frequencies covering most of the country.

"It is not any one of these market forces

or legislative changes that seems threatening to quality," argued the ITV submission. "It is the combination of all of them within such a short space of time."

At least one of the ITV companies, however, appears to be embracing the changes with somewhat greater fervor. Central TV, Britain's largest seven-day-a-week broadcaster, for instance, wrote in its separate submission: "Much of the radical nature of the white paper appeals to us. We believe that the reduction of regulation will enable us to provide a better service to our customers, both viewers and advertisers."

A contrasting view came from the UK's longest-serving ITV company, Granada TV, which in a separate submission said of the white paper, "Supporting evidence for the main conclusions is noticeably sparse, and the vision of television's future which emerges owes more to hope than factual analysis. Some of the recommendations could well produce the opposite effect to the one intended."

While measures such as taking away ITV's night hours and initiating direct advertising competition from Channel Four "might appear to be a prescription designed to shake ITV out of an alleged torpor and end the 'cosy duopoly' with the BBC," added Granada, "in fact they will be taking effect when ITV is already in the throes of the most radical changes in its history and are mistimed as well as ill conceived."

Regarding the tendering of ITV franchises, tentatively scheduled to occur in 1991, the ITV said it did not object to auctioning per se. The companies argued, however, that the tendering process should not require that the highest bid must win regardless of other factors. Rather, the In-

dependent Television Commission (ITC) should have discretion to choose between bidders, in a publicly accountable way, based on a bid's "quality," both in a financial and programing sense.

But how to define such a quality threshold concerned broadcaster Television South (which last year purchased U.S. producer MTM). TVS raised "serious doubts about the yardstick the ITC will use [to establish a] quality threshold....The ITC would be faced with the alternatives of spelling out the required quality threshold in exhaustive detail, which would be time consuming and bureaucratic, or issuing rough guidelines—which would be relatively easy to finesse."

While separate ITV submissions recommended a variety of auction procedures, most of which were multi-stage procedures aimed at weeding out bids not meeting ITC-determined program quality standards, their joint comments proposed four specific alternatives, including one based on recommendations of the government-appointed Peacock committee that earlier this decade studied the country's media regulatory structure.

The Peacock option provided for contracts to go to companies offering "more value for money" in terms of public service than that offered by a higher bidder. A second, free market option would have the national Treasury set a price for each license, either as a cash figure paid over a number of years or as a proportion of net advertising revenue. Licenses would then be awarded to existing contractors, which would be left open to take-overs.

The ITV raised two other options, both first proposed early last year. One involved a frequency rental option by which a price would be set for a contract, then awarded on the basis of program plans, and a second would involve the ITC setting a price based on profit potential, assessing whether applications could meet the requirements, then, in a second stage, determining which contender had offered the best program proposals.

Also central to the ITV disagreement with the government's proposed auctioning process is the prospect of lump sum payments by winning bidders, a burden it argued could be eased by spreading some form of payments across the 10-year renewable license term.

TVS recommended that the financial element of the bid be expressed as a percentage of revenue rather than as a cash sum payable upfront, adding that it would be "impossible" for any bidder to assess the value of the license, given the uncertainty surrounding future advertising revenue. The percentage of revenue bid could be in addition to the fixed levy for the 10 years of the franchise in order to guarantee a base income to the Treasury, it added.

Separate recommendations on the auctioning process also came from Central TV, which said if simultaneous franchise auctions were held, prospective license holders should be able to bid for up to five licenses, then decide which licenses, up to two, to hold if successful in winning more than the permitted number. □

# Law & Regulation

## Fairness returns to Senate

**Approval seems likely for new bill, virtually identical to one Reagan vetoed in '87**

Debate over the fairness doctrine reopened in the Senate last week with introduction of legislation and a hearing on the matter. Despite opposition from one witness testifying and from certain senators, the bill (S. [577]), which would codify the doctrine, appears headed for approval by the upper chamber.

It is the handiwork of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee. (A majority [13] of the Commerce Committee members, including Hollings and Inouye, are sponsors.) Virtually identical to the legislation passed in the last Congress and vetoed by President Reagan in 1987, it requires broadcast licensees to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

"The fairness doctrine is a specific application of the public trustee concept that enhances speech and furthers First Amendment principles," argued Inouye, who convened the hearing. Hollings, in his statement on the legislation, contended the doctrine imposed a "de minimus burden" on broadcasters. Moreover, he said, "there is now evidence that many broadcasters

who opposed the fairness doctrine believe that the doctrine never caused them any problems in the past.

Hollings and Inouye vowed to revive the measure in the 101st Congress and have made its passage a priority. A similar bill is pending in the House, where it should be approved by an overwhelming majority. The lawmakers have repeatedly said they are unwilling to consider any broadcast-related legislation the industry might want until fairness becomes law.

It remains a mystery whether President Bush will also veto a fairness bill. Bush is on record as opposing the doctrine, but it is not known if he will risk endangering relations with Congress by killing the measure.

Following the hearing, Inouye said he expected Commerce would mark up the bill by the end of April. Asked if Bush would veto it, the senator said he had "no idea," only that he thought the President would take a "bit more considerate look" into the issue than Reagan did.

Not all of Inouye's subcommittee members share his view. Senator Bob Packwood of Oregon, a longstanding opponent of the doctrine and the ranking Republican on the subcommittee, expressed his belief that fairness is an unnecessary government intrusion. Senator John McCain (R-Ariz.) also voiced his disapproval of the doctrine.

McCain has heard countless stories from Arizona broadcasters about the "chilling



Packwood



Inouye



L to r: Krattenmaker, Baron, Denman and Goldoff

effect" the doctrine has had on the industry's ability to cover controversial issues. He said the threat of litigation associated with a fairness doctrine complaint especially inhibits small radio stations that "just play music" rather than address these issues.

A panel composed primarily of academicians testified before the subcommittee with only Professor Tom Krattenmaker from Georgetown University Law Center arguing against the doctrine. There were no witnesses from the broadcasting industry. The National Association of Broadcasters, however, stated its opposition to the doctrine by submitting the testimony presented by Meredith Broadcasting's Philip Jones to the House Telecommunications Subcommittee last month (BROADCASTING, Feb. 13). Subcommittee staff said the senators have heard from broadcasters during hearings in the last Congress and that they wanted to avoid repetition.

"As a constitutional matter, the so-called fairness doctrine trashes a central policy of free speech—that editorial control over what is said should be lodged in private, not governmental institutions," Krattenmaker said. As a matter of policy, the professor said that requiring every AM radio station to provide "comprehensive and balanced coverage is like forcing every manufacturer of footwear to provide a full line of dress shoes, casual shoes, sneakers and boots. It substitutes for the laudable goal of creating well-functioning markets the silly and unattainable goal of producing perfect firms."

But Professor Jerome Baron of the

George Washington University National Law Center felt the doctrine is essential public policy. Without the doctrine, the "media controls the debate," he said. "We have to open up the media if the First Amendment means anything to ordinary people." Baron acknowledged there are other outlets, such as cable. But, he added: "We still have nothing which rivals the significance and the power of VHF television."

Packwood questioned Baron several times. He wanted to know if the government could impose a fairness doctrine on newspapers. Baron said no. He maintained that there is a distinction between the two because broadcasters use a scarce economic resource and newspapers do not. But as Packwood was to later point out during the hearing, newspapers also use a scarce resource—"trees."

The Oregon senator also quizzed Professor Anna Goldoff, John Jay College of Criminal Justice, City University of New York, whose testimony included the results of a survey she conducted among New York stations about the doctrine. Goldoff reported that 82% of the respondents said it "had no effect one way or the other." Only two broadcasters, she said, agreed with the FCC that the doctrine had a "chilling effect."

If such a substantial group says the doctrine does not make a difference, why not get rid of it, asked Packwood. "Then you would be relying on broadcasters," Goldoff said. "I think it should be up to the government to establish the public interest."

The power of the broadcast media is reason enough for Missouri Republican John Danforth to enact the doctrine. "If you ask most people if they think the media is biased, they'll say you're darn right," the senator said. "Ask the people around here who received a teabag in the mail if it is possible for the people in the media to take a strong position on issues," Danforth added, referring to the role radio talk show hosts played in encouraging listeners to show their disapproval of the proposed congressional pay hike by sending letters and tea bags to their congressmen.

The public owns the airwaves and broadcasters are trustees, noted Scott Denman of the Safe Energy Communication Council. Since elimination of the doctrine, Denman said, "we are seeing more and more trash TV. We are not seeing what we were told would happen. We are seeing more of the sameness."

The chill argument, Inouye pointed out in his opening remarks, is invalid. He cited an article in BROADCASTING (Feb. 6) that reported a decline in the amount of time devoted to broadcast editorials over the past year (since fairness was eliminated).

Indeed, one of the congressional "findings" listed in the bill addresses that issue: "because the fairness doctrine only requires more speech, it has no chilling effect on broadcasters." That finding was included in the measure offered in the last Congress. □

## Bill to curb TV violence introduced in House, Senate

**Senator Paul Simon, congressmen, introduce bill asking for antitrust exemption to allow Fifth Eaters to establish program guidelines**

Legislation aimed at curbing violence on television was offered in the House and Senate last week. At a joint press conference, Senator Paul Simon (D-Ill.) and Representatives Dan Glickman (D-Kan.) and Edward F. Feighan (D-Ohio) announced their plans to push for passage of the initiative (H.R. 1391 and S. 593) in the 101st Congress. The measure is not expected to encounter much opposition in the Senate, which approved it in the past two Congresses. Its fate in the House is not as certain.

It would remove antitrust barriers for three years to enable representatives of the broadcast, cable and motion picture industries to establish voluntary guidelines on violent programming. "The plain fact is that violence sells," Simon said, adding that it is a "sure-fire ratings booster." He called on the television industry to "forge a partnership with American families to scale back the atmosphere of violence that is erupting in our communities, on Main Streets, even in our school yards."

The senator has been active since 1985 on the issue and, although he succeeded in

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gaining Senate approval of the measure before, it subsequently died in the House. But its chances may have improved somewhat since the retirement of former congressman Peter Rodino (D-N.J.), who, as chairman of the Judiciary Committee, disapproved overall of antitrust exemptions.

In his statement accompanying the programming bill, Simon argued that the proposal is not a threat to free speech or artistic expression. "It leaves responsibility for the regulation of televised violence where it rests today—in the individual good judgment and public-mindedness of broadcasters, cable operators and producers," stated Simon.

The National Association of Broadcast-

ers' code, which included voluntary guidelines regulating program content, was thrown out by the courts in 1983 for antitrust violations.

Industry groups have yet to publicly oppose the TV violence legislation, although they are not believed to be entirely enamored of the proposal.

According to Simon, there are numerous studies that illustrate a "connection between television violence and negative and aggressive behavior." For example, he cites the conclusions of an Attorney General's task force on family violence issued in 1984, which says that the "viewing of television violence contributes to the acting out of violence in the home." □

## House's HDTV proponent

**Pennsylvania's Don Ritter is convinced the government needs to push U.S. industry's involvement in new technology**

Since the House Telecommunications Subcommittee started holding hearings on high-definition television in October 1987, the leading advocate for federal government action to encourage HDTV equipment development by U.S. industry, along with Subcommittee Chairman Ed Markey (D-Mass.), has been Representative Don Ritter (R-Pa.). Ritter responds angrily to those, such as the Electronic Industries Association, that argue against heavy government funding of HDTV research and development in an era of huge budget deficits.

"This is a question of priorities," Ritter told BROADCASTING. "There is a budget deficit, but if you look at the federal budget it's approaching \$1.3 trillion. We can find ways to fund the largess of the welfare state. Congress is finding ways to fund new programs all the time." If the HDTV market projections of groups such as the American Electronics Association and the National Telecommunications and Information Administration, which put the potential sales in the billions in the next century, "are anywhere near correct, it's really time to invest," he said.

Ritter and Representative Mel Levine (D-Mass.) have organized a caucus to persuade fellow congressmen that HDTV is of the highest priority. Earlier this month, Ritter and Levine introduced a bill that could be the first draft of an action plan (BROADCASTING, March 6). The bill provides for tax incentives to encourage American HDTV development and for revisions in antitrust laws to widen the opportunities for joint ventures and industry-wide consortia. The federal government would provide matching dollar grants to help fund the groups. When the results of such consortia research reaches the manufacturing and marketing stage, the bill directs the Secretary of Commerce to identify sectors within the government that could create a "guaranteed market" for the equipment. "You're going to need a test arena right up front.... Between the Department of Defense, NASA, the Federal Aviation Administration and the Department of Education



Ritter

we should have a market for thousands of sets."

The proposal would also provide an extra \$500,000 to the FCC appropriation to hasten the pace toward adoption of a new terrestrial transmission standard.

Reaction to the Ritter-Levine bill was mostly favorable during the second day of HDTV hearings last week in which a panel of business experts gave their views on the macroeconomic impact HDTV will have on the U.S. "Essentially, I think that the provisions in this bill include most of the necessary ones to encourage and to provide incentive for American industry to get back into the [consumer electronics] business," said Clyde Prestowitz, senior Associate Carnegie Endowment for International Peace. But he added that measures must also be taken to guard against the "massive dumping" by Japanese companies which contributed to the decline of the U.S. consumer electronics industry in the 1970's. Fred Branfman, director of Rebuild America, a non-profit group that promotes investment in American firms, also praised the bill, but said: "I think we need to recognize that we're talking about billions of dollars over the next decade if we're going to get the job done."

Ritter also said that the Congress should look at additional areas of involvement in HDTV development. Special attention should be paid to how HDTV is affecting development of video transmission by fiber optic cable and to the issue of telephone companies providing cable TV service. □

# SOLD!

KMZQ-FM, Las Vegas, Nevada, has been sold by Olympia Broadcasting Corporation for \$6,700,000 to Commonwealth Broadcasting of Northern California.

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# Changing Hands

**WKLL(AM) Wood River, Ill., and KEZK-FM St. Louis** □ Sold by Adams Communications Corp. to Channel One Communications Inc. for \$14.7 million. (Deal is part of station exchange between Adams and Channel One, in which Adams will purchase KSTZ(FM) from

Channel One [see below].) **Seller** is Clearwater, Fla.-based group owned by Stephen Adams. Radio division is headed by Matt Mills. It also owns KOOL-AM-FM Phoenix; KHH(FM) Boulder, Colo.; WHOI(TV) Peoria, Ill.; WWLP(TV) Springfield, Mass.; WLAV-AM-FM Grand Rapids

and WILX-TV Onondaga, both Michigan; WWAY(TV) Wilmington, N.C.; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KOUL(AM)-KZOK(FM) Seattle; WTRF-TV Wheeling, W.Va., and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. **Buyer** is headed by Les Elias. It also owns KSGM(AM) Chester, Ill., and KSTZ(FM) Ste. Genevieve, Mo. WKLL is fulltimer on 590 khz with 1 kw, and KEZK operates on 102.5 mhz with 100 kw and antenna 450 feet above average terrain.

**KOVR(TV) Denver** □ Sold by BMA Corp. to Chase Broadcasting for \$12 million. See story, page 73.

## Rogers sale settled

Houston Industries completed its acquisition of RCA Cablesystems Holding Co., the U.S. cable subsidiary of Rogers Communications Inc., on March 4. Houston Industries' cable subsidiary, KBLCOM Inc., took control of the systems totaling about 525,000 subscribers in five areas: Laredo and San Antonio, both Texas.; Minneapolis; Portland, Ore., and Orange County, Calif. (BROADCASTING, Aug. 15, 1988).

The sale was originally announced for \$1.265 billion, but was completed for \$1.365 billion, subject to adjustments. John Graham, chairman of Rogers, said the difference was "essentially because of an increase in the subscriber base of the systems."

Rogers, a Toronto-based group, is selling the 525,000-plus subscriber U.S. systems to retire debt of the parent company in Canada.

In the last of similar agreements reached with different municipalities (BROADCASTING, Feb. 6), Houston Industries bought out the city of Laredo's cable buyout clause for \$2.3 million. The company has also agreed to \$1 million in public access support fund payments, and will get a franchise extension through 2003. KBLCOM owns half of Paragon Communications (American Television & Communications owns the other half), an MSO serving approximately 700,000 subscribers.

KBLCOM will be run by David R. Van Valkenburg, former Paragon president, who will be president, and Jack D. Greenwade, former vice president, system operations, of Houston Lighting and Power Co., who will be senior vice president and chief operating officer.

**WQOK(FM) South Boston, Va.** □ Sold by Joyner Communications Inc. to Ragan Henry National Radio for \$7.475 million (seller will be granted tax certificate for selling to minority-controlled buyer). **Seller** is Cary, N.C.-based group headed by Tom Joyner. It also owns WOOJ-AM-FM Lehigh Acres, Fla.; WZFX(FM) Whiteville, N.C.; WMVA(AM)-WROV-FM Martinsville and WROV(AM) Roanoke, all Virginia, and WTTN(AM)-WMLW(FM) Watertown, Wis. **Buyer** is Philadelphia-based group principally owned by Ragan Henry. It also owns WDIA(AM)-WHRK(FM) Memphis; WMSG(FM) Mount Clemens, Mich.; WWIN(AM)-WTEF(FM) Baltimore and WSTR(FM) La Plata, both Maryland; WMXB(FM) Richmond, Va., and KDIA(AM) Oakland, Calif. WQOK operates on 97.5 mhz with 100 kw and antenna 984 feet above average terrain. **Broker:** Richard A. Foreman Associates.

**KSTZ(FM) Ste. Genevieve, Mo.** □ Sold by Channel One Communications Inc. to Adams Communications Corp. for \$6.5 million. **Seller** is purchasing WKLL(AM) Wood River, Ill., and KEZK-FM St. Louis (see above). **Buyer** is selling WKLL and KEZK-FM (see above). KSTZ(FM) operates on 105.7 mhz with 100 kw and antenna 285 feet above average terrain.

**KRLV-FM Las Vegas** □ Sold by A&A Broadcasting to Wescom Group Inc. for \$4.1 million. **Seller** is owned by Lorraine Walker Arms and has no other broadcast interests. **Buyer** is Westport, Conn.-based company headed by Dan Forth, former vice president and group director, ABC Radio. Wescom is backed by LN Investment Capital, \$32 million business development fund managed by New York-based investment firm Lepercq de Neuflyze & Co. It also owns WGCX-FM Almore, Ala. KRLV-FM operates on 106.3 mhz with 100 kw and antenna 1,155 feet above average terrain.

**WFOY(AM)-WUVU(FM) St. Augustine, Fla.** □ Sold by Shull Broadcasting Co. to Sage Broadcasting for \$3.53 million. **Seller** has no other broadcast interests. **Buyer** is Stamford, Conn.-based group headed by Gerald Poch. It also owns WLVH(FM) Hartford, WKHT(AM) Manchester and WNAQ(AM) Naugatuck, all Connecticut; WTAX(AM)-WDBR(FM) Springfield, Ill.; KMNS(AM)-KSEZ(FM) Sioux City, Iowa; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WSGD(AM)-WKOL-FM Amsterdam, N.Y.; WCDL(AM)-WSGD-FM Carbondale, Pa.; WACO-AM-FM Waco, Tex., and WRFB(FM) Stowe, Vt. WFOY is fulltimer on 1240 khz with 1 kw, and WUVU operates on 97.7 mhz with 3 kw and antenna 200 feet above average terrain. **Broker:** Doyle Peterson & Associates.

**KZRK-FM Gainesville, Tex.** □ Sold by 94.5 Radio Inc. to Allison Broadcast Group Inc. for \$3.3 million. **Seller** is principally owned by Galen Gilbert. It also owns KWHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma, and KDNT(AM) Denton, KTXJ(AM)-KWYX(FM) Jasper, and KDXE-FM Sulphur Springs, all Texas. **Buyer** is principally owned by Stephen B.

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Allison, and also owns KGRX-FM Phoenix. KZRK-FM operates on 94.5 mhz with 100 kw and antenna 1,111 feet above average terrain. *Broker: Chapman Associates and S.R. Shanen.*

**KLEY(AM)-KZED-FM Wellington, Kan.** □ Sold by Sumner Broadcasting Company to Johnson Enterprises Inc. for \$575,000. **Seller** is owned by Edwin D. and Zora B. Hundley, who have no other broadcast interests. **Buyer** is owned

by E. Gordon Johnson, who has no other broadcast interests. KLEY is daytimer on 1130 khz with 250 w, and KZED operates on 93.5 mhz with 3 kw and antenna 200 feet above average terrain. *Broker: Wood & Co.*

===== CABLE =====

**System serving Brooklyn Park, Minn.** □ Sold by Suburban Cablevision Co. L.P. to

King Video Cable Co. for \$131 million. **Seller** is affiliate of Hauser Communications Inc., New York-based MSO serving approximately 205,000 subscribers in three states. **Buyer** is wholly owned subsidiary of King Broadcasting Co., Seattle-based group of three AM's, three FM's and five TV's. It serves approximately 200,000 subscribers in five states. System serves approximately 46,000 subscribers with 98,000 homes passed. *Broker: Waller Capital Corp.*

## The Media

### NLC votes not to put priority on cable issues

**League says it has enough to deal with in other areas, such as taxing and housing**

Thousands of city officials, capping the National League of Cities four-day Congressional-City Conference in Washington, hit Capitol Hill last Tuesday to lobby for changes in law and policy that they believe would redound to the benefit of municipalities and their residents.

They talked to their representatives in Congress about proposed cuts in federal programs affecting municipalities, federal of solid-waste disposal and clean air legislation and the dearth of adequate housing. What they did not talk about was cable.

Although the NLC adopted policies last December calling for legislation to permit telephone companies to provide cable services and to strengthen municipalities' regulatory hand in dealing with cable, the board decided at last week's conference not to make it a legislative priority this year.

Phoenix Mayor Terry Goddard, president of NLC, said, "We've really got a full plate with housing and taxing." The NLC cannot do everything, he said. "What we are up against are institutional resources and they are not infinite."

Goddard said the new chairman of the NLC's Transportation and Communications Committee, Salt Lake City Mayor Palmer DePaulis, is concentrating on interstate highways, not cable. DePaulis could not be reached for comment last week.

Goddard had predicted the board's signing communications issues low priority two months ago (BROADCASTING, Jan. 9).

The board's vote does not necessarily mean the NLC will not get involved in cable legislation this year. Randy Arndt, media relations director, NLC, said low priority does not mean that cable issues will be "down there with the floor sweepings." Congressional committees will take the lead on the cable legislation, he said. "We are giving them ideas on what should go into the policy," he said.

Tom Volgy, mayor of Tucson, Ariz., who has been the chief advocate of cable legislation, said as much at a meeting of the U.S. Conference of Mayors last January (BROADCASTING, Jan. 23). Even if the NLC

does not initiate legislation this year, he said, it will be prepared to support efforts led by congressmen or others.

Some cable industry lobbyists believe the NLC's real goal is not reregulation of cable and telco entry, but passage of legislation that would immunize cities against damages resulting from lawsuits brought by cable operators or would-be cable operators.

The National Cable Television Association and the NLC had talks last year in an attempt to come up with mutually acceptable immunity legislation, but they collapsed with NCTA claiming the legislation NLC demanded was too sweeping.

At its Congress of Cities convention last December, the NLC revamped its communications policy, which is the framework for any legislative effort. The policy now calls for repeal of the Cable Communications Policy Act of 1984's ban against telephone companies owning cable systems in their telephone service areas, on the condition that telcos in cable are subject to the same local regulation as cable operators.

The new policy also calls for changes in the Cable Act to restore municipal regulation of basic cable rates and to give cities greater control over franchise renewal and system transfers. □

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# NCTA attacks telco business practices

**Association study says telcos' propensity to cross-subsidize and discriminate is as much part of present as it was in past**

The National Cable Television Association has opened a new front in its ongoing campaign to keep telephone companies out of the cable business: It has begun attacking telcos for what it views as anticonsumer and anticompetitive behavior—past and present.

NCTA has long held that the telcos cannot be trusted in a competitive marketplace. To underscore the point, the NCTA has stepped up the rhetoric in recent weeks, reinforcing some of it with documentation.

At the annual conference of the National Association of Regulatory Utility Commissioners (BROADCASTING, March 6), NCTA President James Mooney warned that five Bell operating companies were challenging in federal appeals court on constitutional and jurisdictional grounds, the FCC's joint cost rules, a set of accounting standards and procedures for telcos that are intended to prevent misallocation of costs and cross-subsidization.

And a week later, at a meeting of the Consumer Federation of America, NCTA Executive Vice President Decker Anstrom released a 17-page NCTA study that concludes that since the BOC's were spun off from AT&T in 1984 they "have engaged in a broad range of anticonsumer and anticompetitive behavior." The study was based on audits and reports of NARUC and various state regulators on the rulings of Federal District Court Judge Harold Greene, who oversaw the consent decree that ended the government's antitrust suit against AT&T and led to its breakup.

The NCTA study concludes that cross-subsidies are commonplace and not the result of any one company's management approach. "Rather, in the persistent allocation of costs from unregulated businesses to the regulated phone services, telephone companies reflect a strong, simple economic incentive: a telephone company will, at every occasion, allocate costs to the regulated phone service customer base because it is virtually guaranteed to receive

full payment, including rate of return, for those costs," it says.

The potential for cross-subsidization is at the heart of the NCTA's arguments against telco entry. If allowed in the cable business, it has maintained, telephone companies would subsidize cable services with revenue from their regulated, monopoly telephone business, enabling them to engage in predatory pricing and other anticompetitive activities.

According to the NCTA study, the telcos also have a "powerful economic incentive" to inflate the costs of their regulated businesses because of the guaranteed returns on their investments. The California Public Utilities Commission staff, on the finding that Pacific Bell made unjustified investments, recommended last year that the telco's rates be reduced \$700 million, it says. And, in a separate proceeding, it says, the CPUC ordered a \$500 million reduction and a \$200 million refund this year to compensate consumers for overcharges in 1988.

The NCTA study says the telcos have argued that proposed accounting rules would prevent cross-subsidy and other abuses. "But a wide array of organizations and individuals clearly disagree," it said. "Some of these critics have studied the particular accounting rules which have been proposed by the FCC and have found them inadequate to guard against subsidy. Others, especially state regulators, are concerned that the holding companies have the incentive and ability to withhold the financial data necessary to make such rules work."

The NCTA study also says that the telcos are apt to discriminate against competitors in the provision of telephone services and facilities. "In a world where the telephone company owns the wires, and also owns the products (such as television programming) transmitted over those wires in competition with the products of independent companies, the phone company can discriminate against independent competitors in favor of its own subsidiaries," it said. "The phone company can deny the independent competitor access to the wires, or force the competitor to spend more time and money achieving equivalent access, thereby giving

the phone company a competitive edge."

The study cites a 1988 opinion by the Ohio Supreme Court that Allnet Communications Services was "justified in its complaints that Ohio Bell charged 'unjustly discriminatory' access rates while providing inferior access service."

At the NARUC meeting, Mooney charged that the BOC's legal assault on the joint cost rules reveals the transitory nature of so-called "safeguards" against cross-subsidization. The telcos' promises to agree to safeguards "will offer no more lasting protection than the fabled Cheshire Cat offered a lasting presence," Mooney told the NARUC members. "Their promises will vanish slowly; first the tail will go, then the body and finally all that will be left will be the grin and after a while that will be gone too," he said. □

## Malone paints rosy cable picture for IRTS

**Cable executive says penetration will continue to rise and that cable stocks are undervalued**

John Malone, president and chief executive officer of Tele-Communications Inc., provided some bullish numbers for his company at a newsmaker luncheon sponsored by the International Radio and Television Society last week, the first time a cable industry executive has been a featured speaker at an IRTS luncheon.

Malone said cable penetration in major markets under construction continues to accelerate, and said TCI, in 1989, expects to have within its affiliate group 11 million subscribers and a cash flow of \$1.4 billion.

Wall Street has yet to catch up adequately with the good news about cable, Malone indicated, saying he feels cable stocks are undervalued versus their liquidation values. Analysts value TCI stock at \$50-\$60 a share, Malone said, while it sells for \$28.

TCI adjusted basic rates as of Jan. 1, Malone said, and has continued to raise rates in accordance with the rate of inflation. (Although TCI has rarely been criticized for excessive rate hikes, it has come under fire from the city of Chicago for recent adjustments there.)

One cause for rate hikes is the upward pressure on program costs. Malone said that while TCI spent \$18 million on basic cable programming in 1986, that figure will rise to \$469 million in 1989.

Turning to Washington, Malone expressed his support for must-carry legislation, but warned that turmoil could arise from proposed syndex rules. "It's almost impossible to keep track of who owns what," he said, adding that "a lot of heat" might be put on Washington if the public feels mistreated. TCI has been working

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Malone

with broadcast organizations to standardize a syndex request form.

Malone said he believes it will be a long time before any governmental action is taken on the telco issue, but reiterated his stand that if they are allowed in the cable business, cable companies should be allowed in the telephone business. If fiber optics are viable, and they are "conjectural" at this point, he said, cable companies can put them in quickly, while telcos will have to significantly alter their technologies.

TCL would love to control program rights "if we don't have to get into the business," Malone said. The company needs sufficient involvement with programming networks, he explained, but "we're not creative geniuses at creating software. We see vertical integration for us to protect our economics through a hybrid of owning interest in some cable networks." And the marketplace should compete with these networks, he said.

Malone warned that not every programming idea is guaranteed channel space, saying choices have to be made at some level. "We make those choices," Malone said. "It is the purchasing agent's role." □

## Carriage controversy

### Dropping of Denver indie by satellite distributor angers station

A Denver independent television station is up in arms about a satellite distributor's decision to discontinue distributing the station's signal to cable systems and home dish owners this week.

Terry Brown, vice president-general manager of KDVR(TV), said that if the Fox affiliate is no longer available on the satellite, 88 cable systems in the Denver market serving tens of thousands of homes will be forced to drop the station. (Another 39 systems that pick up KDVR(TV) off the air or via microwave will be unaffected.)

Business Men's Assurance Co. agreed last week to sell KDVR(TV) to Chase Broad-

casting for \$12 million. Brown said the prospective owners are aware of the likely loss of satellite distribution and that it will not affect the deal.

Brown said Netlink, which now distributes KDVR(TV) along with five other Denver stations via GE Americom's Satcom I-R, notified the station on Feb. 22 that it was dropping KDVR(TV), citing the lack of interest in the signal due to the presence of "strong" local Fox affiliates in many markets and "the much higher copyright payments" that systems have to pay for the importation of distant signals.

Brown was not buying the notice's explanation for dumping KDVR(TV). He said he would continue pressing Netlink and its principal owner, Tele-Communications Inc., for a fuller, more logical explanation. "The whole thing smells," he said.

Brown said he has heard that Netlink plans to replace KDVR(TV) with Tribune's WGN-TV Chicago, a popular superstation that is also distributed by United Video. But that would not make any sense, he said, because up to half of WGN-TV's programming would duplicate that of Tribune's KWGN-TV Denver, one of the other stations carried by Netlink.

On March 11, Brown said, KDVR(TV) began airing two spots (one 30-second and one 60-second) informing home dish owners who pay to receive the six-signal package directly off the satellite that Netlink planned to drop KDVR(TV) and urging them to call Netlink and protest the move.

Flooded by calls, Brown said, Netlink

threatened to go to court to enjoin KDVR(TV) from airing the spots. Netlink told him the spots generated some 1,500 calls to its Seattle offices, he said.

Despite the threat, Brown said he is continuing to run the spots, but has agreed to substitute an address for the phone number.

Netlink President Brian McCauley said there was no hidden rationale for the dropping of KDVR(TV). "After two years of trying, we have not been able to get the carriage [on cable systems] to pay for the transponder."

The drop "is no reflection on the excellent programming on the station, but rather of its late entry into the superstation mix," he said. Some cable operators did not have the channel capacity to add it, and some could not afford the copyright payment—3.75% of gross basic revenue each year, he said.

Netlink will probably not uplink another broadcast signal to replace the dropped Fox affiliate, McCauley said, and is, instead, considering subleasing the transponder to a new regional sports channel, which he declined to identify.

Business Men's Assurance, the seller of KDVR, previously sold its only other station, KTXL(TV) Sacramento, Calif. Chase Broadcasting, the buyer, also owns WTIC-AM-FM-TV Hartford, Conn.; WPTY-TV Memphis; WSTC(AM)-WJAZ(FM) Stamford, Conn., and KGLD(AM) St. Louis-KWK(FM) Granite City, Ill.

KDVR is on ch. 31 with 5,000 kw visual, 500 kw aural and antenna 1,038 feet above average terrain. □

## Satellite Footprints

**Pirates do not pass go.** Judge Herbert Curtis III, Ventura County (California) Municipal Court, handed down jail, fine and restitution sentences early this month in the cases of two Simi Valley, Calif., businessmen charged with criminal satellite signal theft—the nation's first conviction wherein the central charges concerned distribution of altered Videocipher II signal descramblers, said VC II manufacturer General Instrument.

Following a Feb. 5, 1988, seizure of seven illegal satellite decoders, business records and integrated chips reportedly used to make descramblers capable of receiving satellite-delivered pay TV signals without authorization, Itzhak Bejerano, the proprietor of satellite equipment dealer Cable Busters, and an employee, Max Serango, were charged under California state laws governing theft of cable television services. Bejerano, convicted on three counts through a five-day trial last month, was sentenced to 90 days in jail, a \$15,000 fine and additional restitution of \$5,000 and three years' probation. Pleading no contest to a single count of theft, Sarango was sentenced to 60 days in jail, three years' probation and a \$5,000 fine last July.

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**Addressable TNT.** Just days before the establishment of Turner Broadcasting System's Turner Home Satellite division, comprising expanded TVRO sales facilities and staff (BROADCASTING, March 13), Turner announced that Turner Network Television, the basic entertainment cable channel launched last October, is now transmitted in a fully addressable scrambled mode, making TNT an official part of THS's TVRO programing package.

□  
**Public warnings.** Since General Instrument Corp.'s Videocipher division on March 6 issued a cease and desist notice to Battle Creek, Mich.-based United Television Viewers Rights Organization, the home satellite establishment has found itself dealing with an unexpected public relations problem, just when most equipment dealers, programers and association leaders had begun to sound notes of optimistic harmony.

Demanding that United TVRO publish "corrective information"—a Report on Scrambling and Developments in the Satellite Television

Industry provided by GI—the Videocipher division said it will hold UTVRO responsible for any damages suffered due to UTVRO's publications claiming that GI's VC-II descrambler "will be rendered worthless upon the introduction of the Videocipher II-Plus system" next September, said Videocipher President J. Lawrence Dunham, adding: "This statement and others are nothing but lies and distortions, and we will not tolerate these false accusations anymore."

He said: "We have repeatedly made it known that...consumers who currently own legitimate, unmodified descramblers will continue to be able to receive programing and programing packages just as they do now," after VC-II-Plus goes on the market, initially at VC-II's current price.

UTVRO executive director Al Burcham said last week: "As it stands right now, we will not publish the [GI] report, and we will not cease and desist. Our report was accurate when published and GI has not said which parts of it were not accurate." He added that he had heard reports that both SBCA and GI confirmed that pay-per-view sports and special events will be moved to higher authorization tiers not accessible to current VC-II owners, "exactly what we anticipated."

## Technology

### Engineers fill in the equipment blanks

**Answers to NAB questionnaires show high definition is on minds of TV engineers, while their radio counterparts are interested in compact disks and DAT technology**

With slightly less than two months until the opening of the equipment exhibition at the National Association of Broadcasters annual convention (April 29-May 2), the association released the results, a survey of radio and TV stations that should give exhibitors of transmission and audio/video processing equipment an idea of what to expect at the show.

Chief engineers at 809 radio stations and 417 TV stations were sent questionnaires. Responses were received from 500 (61.9%) on the radio side and 252 (60.4%) of the TV's. The engineers were asked about the types of equipment they now use at their

transmission facilities and what kinds of equipment they expect to buy in the future.

NAB also asked broadcast engineers what they believe will be the most important technological advancements affecting the industry. For 53% of the television respondents, the answer was high-definition television or some other advanced TV transmission system. A higher percentage, 79%, characterized ATV as either an "important" or "very important" issue. Of all the proposed advanced TV transmission methods, 79% preferred some form of enhanced-NTSC. The same percentage said they believe the transition to a new transmission system could be completed within 10 years and 39% believe it could be done within five years.

Other TV broadcasters believed that other technologies will be more important than HDTV. Digital video recording and trans-

mission was chosen by 22% and direct broadcast satellites and advancements in CCD cameras were each named by 3%. Automation and robotics was considered most important by 2%, while 2% said fiber optic video transmission will be most important.

According to 53% of radio engineers, the most important technology of the future will be digital audio recording and transmission. The various methods to save the AM service through technical improvements were cited by 13%, while 12% said AM stereo is the most important development and 5% said implementation of the National Radio Systems Committee (NRSC) standards is most important. Other important radio technical issues were compact disk (CD) players for the studio, considered most important by 6% of the engineers, improved consumer receivers, mentioned by 4%, and expanded use of satellites, mentioned by 3%.

About a quarter of the TV stations reported upgrading transmitters or related equipment in 1988. One of the more common upgrades for TV stations was adding stereo transmission capability. Forty percent of all stations said they are transmitting in stereo with an additional 18% saying they have plans to convert. More network affiliates broadcast in stereo than independents (46% to 31%), and more affiliates are planning to purchase stereo equipment by a margin of 22% to 11%.

Of the TV stations now in stereo, the great majority, 81%, are being offered in stereo by the local cable systems. In TV markets other than the top 10, stereo carriage of local TV signals ranges from 85% to 89%. But in the top 10 markets, only 42% of the local signals are cablecast in stereo.



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The main reason for the low number in the top 10 markets is the comparatively low cable penetration in those markets, according to Michael Fitzmaurice, NAB manager of marketing and policy research, who headed the survey project.

Among AM radio stations, 32% said they have implemented the NRSC audio standard and 64% say they plan to install filters. That is an increase of 9% over figures compiled by NAB a year ago. The NAB figures are higher than those of Circuit Research Labs (CRL), a Tempe, Ariz., manufacturer of NRSC filters, which last year used a larger sample to calculate that about 19% of AM's have converted to NRSC (BROADCASTING, Sept. 19, 1988). The NAB survey shows that an additional 32% of AM stations plan to install NRSC. However, that figure could rise to 100% if expected action on mandatory adoption of the NRSC audio or emissions standard, or both, is ordered by the FCC.

The NAB survey reflects continued sluggish conversion to stereo broadcasting by AM stations. Only 16% are now broadcasting in stereo, although the survey found that a fairly large market for the equipment exists, with another 29% indicating plans to convert to stereo. Of those AM stations now stereo, 69% are broadcasting the Motorola-developed C-Quam system, an increase of 26% over 1988. Motorola's competition, the single-sideband system developed by Kahn Communications, dropped from 15% to 13%. The remaining 18% replied that they have some other form of AM stereo system, down from 45% in 1988. □

that role he headed the planning and building of GTE's experimental fiber optic video delivery project in Cerritos, Calif. (BROADCASTING, June 27, 1988). The multiphased project there will test fiber for traditional cable TV delivery, interactive video services, video jukebox service and digital voice and data delivery.

"I really love being involved with trying to look over the horizon and understand what's coming," Gillett said. That is what lured him to Cable Labs from GTE. "This is a tremendous opportunity to have a significant influence on the way that America is going to use cable service in the future."

"Tom is one of the key members of the Cable Labs team.... He brings to it the kind of business experience and the kind of technological transfer expertise that we really need to make the laboratory go," said Richard Green, Cable Labs president and chief executive officer. Green said that three technologies, high-definition television transmission, fiber optic video transmission and consumer interface, will initially receive the most attention. In all three areas, Cable Labs will either conduct research in its in-house lab, fund research by other labs or act as a clearinghouse of information from independent research.

In HDTV research, Cable Labs has been working in tandem with the Advanced Television Test Center (ATTC) to plan subjective testing of transmission systems proposed to the FCC's advisory committee on advanced television service. Those tests, which are to be done in conjunction with objective tests, will begin late this year. A

coordinating committee has been meeting regularly to discuss other cooperative efforts between Cable Labs and ATTC. "We want to cooperate with the broadcasters closely on these tests and in all matters related to high-definition television," Green said.

The fiber optic subcommittee of Cable Labs' technical advisory committee, made up of engineers from member MSO's, met for the first time last week. The subcommittee is chaired by Jim Chiddix, senior vice president, engineering and technology, American Television & Communications. Other MSO's represented on the group include Tele-Communications Inc., Cablevision Systems, Comcast, Cox Cable, Jones Intercable, Prime Cable, Rogers Cable, UA Columbia, United Cable and Warner Cable. Green said that specific projects and goals of the fiber optic group will be announced following the group's second meeting next month.

Another project, "which will rank up there with" HDTV and fiber optic research, Green said, will be interfacing consumer TV sets and videocassette recorders. "We're looking for some way to make the customer interconnection with cable simpler and easier," he said. Other technologies are also being considered for Cable Labs' test plan, but Green declined to detail them until further planning is done.

Along with the Gillett announcement, Cable Labs also announced that Baron Fuda, who has been serving as a consultant to the group in its Washington office, has been named chief operating officer. □

## Busy week for Cable Labs

**Thomas Gillett chosen to find applications for new technology; Baron Fuda picked to be chief operating officer; Labs moves to temporary quarters in Denver**

Cable Laboratories Inc. (Cable Labs), the research and development consortium established by the cable television industry to study new technologies, named Thomas F. Gillett vice president, business development and technology transfer. It was one of several moves Cable Labs made last week to set its structure and long-range goals. The group was formed last year by several MSO's that serve 80% of U.S. cable subscribers.

Much of Gillett's focus will be to find practical marketplace applications for the technologies that are developed by Cable Labs. "There will be teams in place that will be doing the technical analysis, and my role is to understand what those new technologies bring from a business perspective and how to make them deliver the promises that usually come with new technology," he said.

Gillett comes from GTE, where he was director of advanced operations testing. In

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# ON THE ROAD TO NAB SATELLITES

## 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: satellites*

**E**verybody is looking for an end of the line" for satellite newsgathering vehicle sales, Robert King, vice president, sales and marketing, BAF Communications, told BROADCASTING last week, "but it hasn't come." BAF, he said, has sold 16 mobile uplink vehicles in the past 12 months, taken orders for six more, and will again exhibit two trucks at the NAB's April 29-May 2 Las Vegas convention. Dalsat Inc. sold 12 SNV's in 1988. Midwest Communications sold 22 and, so far, has nine on order for 1989.

However, the small field of remaining manufacturers—narrowed last year when Hubbard Communications pulled out of SNV assembly (BROADCASTING, Aug. 15, 1988)—this year report leveled-off domestic sales. Even in 1988, an average 50% of the aforementioned companies' sales were to foreign buyers. Dalsat and Midwest are delivering trucks and flyaway uplinks to customers in Japan, Italy and other countries in Europe, and between them, closer to 70% of 1989 sales will be to overseas users.

And in a twist emblematic of the changing domestic market, the two BAF trucks to be exhibited at NAB will not display the call letters of the usual latest purchasing broadcaster. Instead, they will carry the colors of the University of Alabama and Mississippi State University—schools that undoubtedly will cut out the middle-man, displacing some heretofore contracted uplinking and video production services, as they take a do-it-yourself attitude toward covering their schools' events, including Division I sports events.

Domestic broadcasters will still account for a solid segment of the market. Two of four BAF SNV's sold over the past six months, said King, were ordered by affiliates of the Conus Satellite News Cooperative, which said that 60 of its 83 members own the trucks. Stations still without them, particularly in the top 10 markets, are making little secret of their intentions to keep up with the broadcasting Joneses by also purchasing the mobile, mostly Ku-band, uplinks. According to NAB's Broadcast

Technology Report released earlier this month, 13% of 252 responding TV stations own an SNV, and an additional 7% plan to purchase a vehicle by fall (see page 74).

Much of the initial mobile uplink sales have been helped by the networks. ABC, NBC and CBS all offer programs that reportedly trade some advertising airtime for help buying the trucks, described by one source as averaging about \$30,000 in annual network payments for the SNV in exchange for a reported \$80,000 in ad spots returned annually to the network. "It is still worth it for the stations," said the source, noting that many could not otherwise have afforded such a literally mobilizing resource.

The three network-affiliate newsgathering cooperatives expect to add an average of half-a-dozen vehicles each in 1989—far short of the heights achieved two and three years ago, but comprising a substantial chunk of assembly line work. Said Don Dunphy, vice president, affiliate news services, ABC-TV, although most markets are now covered by affiliates with trucks, "the network is looking to fill coverage gaps."

"I don't see a market for 50 trucks [again] this year" among broadcasters, said Dennis Sweet, Conus engineering supervisor. Most sources agreed with Sweet that perhaps no companies manufacturing or assembling only mobile uplink vehicles will survive. "I think we will see some more smaller companies, consultant types, basically one- or two-man operations that will, when it's time, custom build the trucks," said Chuck Walker, director of ABC-TV's affiliate newsgathering cooperative, ABSAT. "The bigger companies will stay in the business providing uplink equipment of all kinds."

Indeed, now that the fixed ground segment of the broadcasting interconnection system is more than a decade old, the emphasis this year may be on fixed earth stations, rather than on transportables—perhaps particularly on steerable fixed uplinks and downlinks, said Sweet, who credited the growing demand for steerables to the proliferation of SNV's. Over the past sever-

al years, in addition to bringing down Ku-band satellite capacity costs, SNV use has led to more Ku-band satellites offering occasional-time broadcast services. The need to find not only GTE Spacenet's GStar I and Spacenet I, but also GE Americom's Satcom K-2 and IBM's and Hughes Communications' SBS III and IV birds in the sky has increased the broadcasters' need to quickly steer his dish from satellite to satellite, he said.

"Sports is all over the sky," and syndicated entertainment programming "has increased exponentially over the last three years," said Doug Henderson, broadcast marketing manager of Duluth, Ga.-based Radiation Systems Inc. subsidiary Satcom Technologies, which specializes in the kinds of steerable antennas used aboard SNV's. A major seller, along with Andrew Corp. and Vertex, of dishes to SNV assemblers, Satcom also sold 25 to 30 fixed steerable antennas to broadcasters in 1988, 70% in Ku-band—a considerably higher percentage than the 50-50 C-band/Ku-band split in 1986.

Because most stations now must have at least two motorized dishes to handle news, sports and syndication feeds, said Henderson, Satcom's exhibit this year will concentrate on its Multiple Antenna System Controller. Based around a personal computer, the system can control the elevation, azimuth and polarization on up to four antennas simultaneously and can automatically tune up to eight receivers.

A number of stations are creating "a new configuration," he said, as they send only their ENG trucks out on the road and microwave their news footage back to the station, where the steerable system can perform the kind of quick satellite transmission coordinations required of SNV's. This way, he said, they can spend \$180,000 to \$200,000 on a fixed steerable antenna—instead of the \$350,000 on an SNV. Although "SNV has slowed down, not saturated," he said, "they are expensive to buy and expensive to maintain."

Jack Moore, president of Plano, Tex.-based Dalsat Inc., said that between 30% and 40% of his company's business is in

fixed earth stations, "our initial strength." For Dalsat and most satellite equipment manufacturers, the new proliferation of private business data, voice and video networks accounts for many orders. Whether for corporations, government agencies or broadcasters, and whether in fixed or mobile application, the user-friendliness Dalsat claims for its automatic satellite locator led to six sales since it was exhibited in prototype last year, said Moore. On exhibit within an SNV this year, the locator requires the operator to enter only a satellite's name. From there, he said, "it calculates the azimuth, elevation and polarization for the operator."

Satcom, whose steerables are incorporated in Centro and Roscor SNV's, said Henderson, is also offering a one-piece flyaway steerable with approximately the same \$180,000 price tag put on the fixed antenna. And it will be a flyaway, not a truck,

that Satcom exhibits at the show.

Obviously a cheaper though less mobile option to the trucks, flyaways may be the most common satellite antenna equipment in or outside the exhibit hall. Edgewood, Ky.-based Midwest has expanded its flyaway offerings from one to six possible packages, ranging from about \$135,000 to \$258,000. Now offering a 2.4-meter dish, as well as its established 1.8-meter version, Midwest has "updated the electronics," said Executive Vice President Jay Adrick. Options include 200 w and 300 w phase-combined versions and a 300 w single thread version. The phase combining, said Adrick, provides redundancy and just under double the 200 w or 300 w powers to deal with the threat of rain fade.

As for the evolution of the state-of-the-art SNV, said Adrick, "the refinements are pretty well there." SNV sellers almost uniformly report that, once the buyer has set-

tled on a basic truck that satisfies minimum network requirements with four to six equipment bays, some system redundancy and anywhere from a 2.3-meter to 3.7-meter dish—that much at an average price of just under \$300,000—the options include more equipment bays to handle more editing decks, cameras and monitors and more complete system redundancy. The finished product will, as it did last year, cost an average \$350,000, but averages can be somewhat misleading when, as Dalsat's Moore pointed out, "most all of our work is custom."

Another component, the communications package, has also grown more complex. The Skyswitch package, used by ABC, CNN and CBS, now allows operators to use as many as eight voice circuits simultaneously to coordinate end-to-end video transmission. "That is a big deal," said CBS NewsNet director Nell Donovan.

## R • E • P • S

*Continued from page 60.*

*Sales; Tony Fasolino, president, Torbet Radio.*

One of two "megareps" that controls an estimated 90% of the national radio rep business, Interep traces its origins back to 1946. In that year, West Coast radio station owner Lincoln Dellar launched Western Radio Sales, a company that went through a series of ownership changes before arriving at its present status as an employee-owned operation.

Key to the company's development over the years has been CEO Ralph Guild, who joined the rep firm—then known as McGavren-Quinn—in 1957. Guild, a protégé of Dellar, was at the forefront of the company throughout its years of tremendous expansion. Observing fragmentation in the radio industry that began to take hold earlier in this decade, the company—called McGavren Guild since 1965—chose to create a holding company, Interep, that was designed to own separately managed and competing rep firms.

In 1981 Interep began a series of acquisitions, internal mergers and start-ups, forming a group that today comprises McGavren Guild Radio; HNWH (acquired as Hillier, Newmark & Wechsler, 1981; Buckley Radio, 1981, and Bernard Howard & Co., 1982); Major Market Radio (acquired 1983); Durpetti & Associates (created 1985); Group W Radio Sales (created 1986), and Torbet Radio (acquired 1987).

Much of Interep's growth is now focused on The Radio Store, a marketing service that recently switched to full gear with the appointment of its own president, Ellen Hulleberg, a long-time Interep executive who most recently served as president of McGavren Guild Radio. The Radio Store offers a one-stop shopping source for advertisers and agencies, providing, among other services, promotional tie-ins, creative

help and mixed media campaigns (combining radio with direct mail, for example, or with newspaper advertising campaigns).

The Radio Store, according to Interep, was created to address several alarming trends that began to develop in the 1980's: a declining growth rate for national spot radio; an increasing tendency toward regionalized buying, and a movement toward network and syndicated radio because of attractive pricing and audience targeting. Additionally, the company said it discovered that as much as 70% of advertising dollars were being directed toward promotions. Many of those promotions, ranging from bumper stickers to remote broadcasts, were being sold locally. Interep added that the advertising industry, subjected to mergers and acquisitions of its own, would be looking for such assistance as a way to insure bottom-line profit.

The following six companies, which collectively bill an estimated \$400 million-\$500 million annually, fall under the Interep umbrella:

■ **McGavren Guild Radio.** Taking its name after Daren F. McGavren and Ralph Guild, the company served as a starting block for Interep. Part of the growth of McGavren Guild's client list, which reaches more than 150 markets, came by taking over stations from Buckley Radio Sales, a former Interep company. The company had a change in leadership at the start of this year when Peter Doyle was named to replace former President Ellen Hulleberg, now president of The Radio Store.

■ **HNWH.** The company was originally formed as Hillier, Newmark & Wechsler in 1981 with executives Phil Newmark, president; Chuck Hillier, executive VP and central division manager, and Ira Wechsler, executive VP and western division manager. Its station base, boosted, in part, by the merger of Interep's Bernard Howard & Co. and Buckley Radio Sales, has major radio station clients in more than 100 markets.

■ **Major Market Radio.** The company, which had its origins as AM Radio Sales, was acquired by Interep in 1983. Its client list of 50 leading radio stations focuses on major market properties.

■ **Durpetti & Associates.** Launched in 1985 by Interep, the company was named after its president, Tony Durpetti, former executive VP, central division, of McGavren Guild Radio. The company is structured as a boutique full-service rep firm specializing in the top 100 markets.

■ **Group W Radio Sales.** Created by Interep in 1986 to represent Group W-owned stations, the company today represents 17 adult quality stations.

■ **Torbet Radio.** Interep's latest acquisition, the 22-year-old company was purchased along with Select Radio Representatives in 1987 from Reliance Capital Group Ltd. Partnership for \$9.5 million (Reliance had earlier purchased John Blair & Co.).

## Katz & Powell Radio Sales

- **Stations represented:** approximately 150.
- **Major clients:** All Pro Broadcasting Inc., Sorenson Broadcasting Corp.
- **Offices:** 11.
- **Ownership:** Shelly Katz, Dennis Powell.
- **Senior executives:** Shelly Katz, president; Dennis Powell, executive VP, and Howard Weiss, VP, Midwest region.

Katz & Powell was formed in October 1987 with the purchase of a portion of Masla Radio. Shelly Katz, a nine-year veteran of the rep business—first with Marv Roslin and later as a regional rep with his own company, Shelly Katz Radio Sales—said he started the company to extend his experience into the national arena. Prior to his entry into the rep business, he had been a station owner with properties in Florida (in-

cluding an Orlando combination then known as WELE-AM-FM Ormond Beach).

"As a former station owner, it just boggles my mind how any station owner can justify the fact that different companies under the same umbrella are representing four or five stations within a market," said Katz, describing his company's independent philosophy.

Katz & Powell has about 35 salespeople whose collective background is centered on actual radio station experience. Plans are under way, according to Katz, to add one salesperson each in New York, Chicago and Los Angeles within the next three months. All but one person from the original sales staff, added Katz, are still with the company.

If Katz & Powell has any special qualities as an independent rep, said Katz, it is the company's ability to provide the type of service where radio stations can pick up the phone and talk to the boss.

## Katz Radio Group

- *Stations represented:* more than 1,400.
- *Major clients:* Capital Cities/ABC, Cox Enterprises Inc., Great American Broadcasting, Legacy Broadcasting Inc., Malrite Communications Group, Nationwide Communications Inc., NewCity Communications Inc., Park Communications Inc., Scripps Howard Broadcasting Co., Tribune Broadcasting Co.
- *Offices:* 14 cities.
- *Ownership:* Katz Communications, 100% held through employee ESOP.
- *Senior Executives:* Ken Swetz, president, Katz Radio Group; Charlie Colombo, president, Banner Radio; Bill Fortenbaugh, president, Christal Radio; Stu Olds, president, Katz Radio; Gene Bryan, VP, national sales manager, Katz Hispanic Radio Sales; Jerry Cregan, president, Republic Radio; Bonnie Press, VP, general manager, Katz Radio Group Network; Susan Wagner, VP, director, Katz Radio Group Marketing, and Bill Schrank, VP, director, Katz Radio Group Research.

Although officially formed in 1984, this "megarep" has origins dating back more than a century. Started as a newspaper advertising rep firm known as the E. Katz Special Advertising Agency, the company took on its first radio clients in 1931. A separate radio sales division was established in 1935, launched with a list of carry-over and new clients that included WHN(AM) New York, WKY(AM) Oklahoma City, WCAO(AM) Baltimore, WDAE(AM) Tampa, Fla., and WMC(AM) Memphis. The list continued to grow in subsequent decades, but it was during the industry consolidation of the 1980's that the company blossomed into the major force it has become today.

Katz Radio expanded to become known

as the Katz Radio Group in 1984 with the acquisitions of Republic Radio (formerly RKO Radio Sales) and Christal Radio. The company further expanded in 1987 through the formation of Katz Hispanic Radio Sales and, following the purchase of what was previously known as Blair Radio, the creation of Banner Radio.

The industry consolidation has allowed the Katz Radio Group to create several departments that benefit each of the separate companies: Katz Radio Group Farm Sales, specialists in selling radio in agricultural markets; Katz Radio Group Network, which enables advertisers to simultaneously buy radio spots on all or any combination of stations represented by the megarep, and Katz Radio Group Marketing, which promotes radio as a viable vehicle for advertising and promotion.

Katz Radio Group claims to also benefit from certain synergies with the Katz Television Group, formed by employee-owned parent company Katz Communications in 1976. According to Ken Swetz, president of the Katz Radio Group, both groups are developing programs that will develop the concept of a radio-television media mix. Marketing departments on both sides, he said, are setting up sales development ideas that include jointly targeted accounts.

"The future is in harnessing this tremendous lineup of stations that we have and getting away from just selling spots," said Swetz. Rather, the company is focusing on creative approaches to developing the overall marketing plans of advertisers. "Nationally," he said, "we have finally put ourselves in the position to make the transition from the traditional product sell into the customer-oriented marketing focus sell."

Swetz, who joined Katz Radio in 1969 as a salesman and has been president of Katz Radio Group since 1984, said an important advantage in being a megarep is the ability to sell entire marketplaces in addition to single stations. "On the developed sell," he said, "we can go in and we can say 'do you want a specific market, a specific region or total national?'"

"We are in a position to deliver, on average, in excess of a 50% share of every single marketplace," said Swetz, who heads a staff of 250 salespeople that bill about \$500 million annually, according to the company. With the exception of Katz Hispanic, the Katz Radio Group generally describes itself as four companies competing for the same clients.

Each of the companies within the Katz Radio Group essentially shares the same structure, which includes a division head and two separate branches representing sales and sales goals. Each of the companies has its own sales and research staff. The full-service companies included under the Katz Radio Group umbrella include:

■ **Katz Radio.** Started as Katz Radio Sales in 1935, it is the original rep firm in the Katz Radio Group.

■ **Banner Radio.** Formed from acquisitions made in 1987 from Reliance Capital Group Ltd. Partnership, which had earlier purchased John Blair & Co.

■ **Christal Radio.** Founded by Henry Christal, the company, with its list of clear channel market leaders, was acquired in 1984.

■ **Republic Radio.** Purchased in 1984, the company list originally consisted of the former RKO Radio stations.

■ **Katz Hispanic.** Launched in 1987 by Katz Radio, the company initially represented eight Tichenor Media System Inc. radio stations but has grown to 33 Hispanic stations nationally.

## Roslin Radio Sales

- *Stations Represented:* 250.
- *Major Clients:* The Daytona Group, Federal Broadcasting Co., Fritz Broadcasting Inc., Greater Media Inc. and Heritage Media Corp.
- *Offices:* 8.
- *Ownership:* Marv Roslin.
- *Senior Executives:* Marv Roslin, president.

Roslin Radio Sales founder and President Marv Roslin described his company as providing "personal service, hands-on management, and the willingness to embark on the conceptual sell." Roslin formed the company in 1974 after leaving as a partner with White, Roslin, Hafemann Advertising, New York. The company's growth over the years included a boost in 1986 with the purchase of several stations represented by Interep's Weiss & Powell.

Since Roslin Radio Sales is relatively small in comparison to the megareps that grew up around it during the 1980's, Roslin said his company is able to offer "direct responsiveness" to client requests. "We're not selling on the basis of aggregate audience statistics," he added.

Roslin Radio Sales, which reported billings of approximately \$11 million last year, is looking at special programming as a growth area. Examples of such programming, said Roslin, include sports events and informational programs focusing on medical or financial news. "I think this is where we have to go in order to develop the markets for our radio stations," he said.

"We also want to get involved more with AM stations that have excellent facilities, because we believe that the information wave will become even more important within the context of radio," said Roslin. "Those people who want to address specific markets will find AM radio stations far more capable of dealing with it than their counterparts on the FM dial."

By George Mannes, Rich Brown  
and Geoff Foisie

# For the Record

As compiled by BROADCASTING from Mar. 9 through Mar. 15 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

■ **KECY(TV)** El Centro, CA (ch. 9; 316 kw; HAAT: 1,601 ft.)—Granted app. of 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's principals have interest in WJKA(TV) Wilmington, NC, and WWRD-TV Wilson, NC. Action Feb. 28.

■ **KBPI(AM)** Denver, CO (BAL890109EA; 710 khz; 5 kw; U, DA-1)—Granted app. of 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. Action March 1.

■ **WFEZ-FM** Williston, FL (BALH890110GI; 92.1 mhz; 3 kw; HAAT: 525 ft.)—Granted app. of assignment of license from Gulf Bay Broadcasting Co. Inc. to Bogie Broadcasting Co. for \$120,000. Seller is principally owned by Reagan C. Smith and seven others. It has no other broadcast interests. Buyer is owned by Maurice A. Negrin, president, 100%, who also owns WXXX(AM) Alpharetta, GA, and is shareholder in application for new FM at Roswell, GA. Action March 1.

■ **WJDW-AM-FM** Corydon, IN (AM: BAL890109HQ; 1550 khz; 250W-D; FM: BAPI890109HR; 96.5 kw; 3.0 kw; HAAT: 200 ft.)—Granted app. of 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. Burbidge. Action March 3.

■ **WIDS(AM)** Russell Springs, KY (BAL890109EC; 570 khz; 500 w-D)—Granted app. of assignment of license from Maddox Broadcasting Inc. to Life World Outreach Communications for \$60,000. Seller is owned by Michael L. Maddox, who has no other broadcast interests. Buyer is owned by William L. Carroll, Sandra Y. Carroll, and Donald R. Norvell. It has no other broadcast interests. Action March 3.

■ **WWTW(TV)** Cadillac and WWUP(TV) Sault Ste. Marie, both Michigan (WWTW: BAPCT890112; ch. 9; 316 kw-V, 63.1 kw-A; ant.: 1.635/1.295g; WWUP: ch. 10; 253 kw-V, 50.5 kw-A; ant.: 1.210/1.126g)—Granted app. of assignment of license from Wilson Communications Inc. to Heritage Broadcasting Co. of Michigan for \$10.4 million ("Changing Hands," Jan. 30). Seller is owned by Ralph C. Wilson Jr., who also owns KICU-TV San Jose, CA; WEVV(TV) Evansville, IN, and KCIT(TV) Amarillo, TX. Buyer is headed by Mario F. Iacobelli, and also owns KEZB-AM-FM El Paso; WXXA-TV Albany, NY, and WOMP-AM-FM Bellaire, OH. Action March 3.

■ **KRKA-FM** Alva, OK (BAPI881019GW; 1104.7 mhz;

100 kw; HAAT: 980.7 ft.)—Granted app. of assignment of license from Lynn L. Martin to Alvaomni Inc. for \$68,966. Seller has no other broadcast interests. Buyer is owned by Mitch-Bro Co., 50%, and Omni Communications Inc., 50%. Omni Communications principals are J. Douglas Williams, 50%, and Karen Laubhan, 50%. Mitch-Bro Co. principals are Michael W. Mitchel, 80%, and Gary L. Mitchel, 20%. J. Douglas Williams is principal in Williams Broadcast Group, licensee of KJAK(FM) Slaton, TX. Action Feb. 27.

■ **WHYL-AM-FM** Carlisle, PA (AM: BAL890117GN; 960 khz; 5 kw-D, DA; FM: BALH890117GO; 102 mhz; 3 kw; HAAT: 328 ft.)—Granted app. of 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 by H. Lincoln Zeve, former general manager of WDOS(AM) Oneonta, NY. It has no other broadcast interests. Action March 3.

■ **New FM** Salladasburg, PA (BAPH890111HY; 95.5 mhz; 3 kw; HAAT: 105 ft.)—Granted app. of 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 and Mary Ann T. Donlin. They also own WMIM(AM) Mt. Carmel and WSPF(FM) Shamokin, both Pennsylvania. Buyer is owned by Harold G. Fulmer III, who also owns WOBG(AM)-WQXA(FM) York, WMIM(AM) Mount Carmel, WSPF(FM) Shamokin, WXXW(AM) Allentown, WMGH(FM) Tamaqua and WLSH(AM) Lansford, all Pennsylvania. Action Feb. 28.

■ **KGAR(FM)** Mercedes, TX (BALH890111HX; 106.3 mhz; 3 kw; HAAT: 650 ft.)—Granted app. of 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. Action March 1.

■ **WXXX-FM** South Burlington, VT (BALH890123GI; 95.3 mhz; 3 kw; HAAT: 225 ft.)—Granted app. of 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, and WEZO(AM)-WRMM(FM) Rochester and WAQX(FM) Manlius, both New York. Action March 3.

■ **KDFX(AM)-KAFX(FM)** Diboll, TX (AM: BTC890105ED; 1260 khz; 1 kw-D; FM: BTCH890105EE; 95.5 mhz; 100 kw; HAAT: 569 ft.)—Granted app. of transfer of control from Donald J. Alt to Scott M. Davis. Transfer of 500 voting shares of stock of Donald J. Alt to Scott M. Davis. Buyer is owned by Scott M. Davis, 50%, and Tommie R. Love, 50%. Scott M. Davis to acquire Target Communications of Iowa Inc., licensee of KKKX-FM Dubuque, IA. Action March 2.

■ **KXIV(TV)** Salt Lake City, UT (BAPCT880930KR; 14: 1480 kw; HAAT: 4,038 ft.)—Granted app. of assignment of permit from American Television of Utah Inc. to American Television of Utah Inc. Application is for assignment of KXIV(TV) CP from American Television of Utah Inc. (which is Utah corporation) to American Television of Utah Inc., new corporation in process of being organized under laws of state of Delaware. Buyer is owned by Skaggs Telecommunications Service Inc., 35%; Don L. Skaggs, 35%, and others, 30%. It has no other broadcast interests. Action Feb. 28.

**Arizona Class C-2 FM**  
\$975,000 with \$350,000 down  
**DAVID LaFRANCE** 415/937-9088

**Texas VHF network affiliate**  
\$19,000,000  
**KENT REPLOGLE** 202/822-1700

**Florida combo with cash flow**  
\$750,000 with \$250,000 down  
**GEORGE REED** 904/730-2522

**Carolinas: AM w/Class C FM**  
\$4,500,000  
**MITT YOUNTS** 202/822-1700

**Alabama Class A, good owner/op.**  
opportunity — \$775,000, terms  
**ERNIE PEARCE** 404/698-9100

**Texas AM/FM combo**  
Profitable — \$2,900,000  
**BILL WHITLEY** 214/788-2525

**Rocky Mtn. AM/FM, university town** — \$1,750,000  
**GREG MERRILL** 801/753-8090

**Top 20 AM: 50kw day, 1kw night** — \$1,700,000  
**KENT REPLOGLE** 202/822-1700

**Growing SW combo, Class C FM**  
Superior facilities — \$1,500,000  
**BILL WHITLEY** 214/788-2525

**MW combo, medium mkt., state university** — \$3,600,000  
**BILL LYTLE** 816/932-5314

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## New Stations

### Applications

#### AM

■ East Point, GA (BP890301AD)—Steven J. Newman seeks 1260 khz. Address: 700 7th Street S.W., Apt. 522, Washington 20024. Principal has no other broadcast inter-

ests. Filed March 1.

#### FM's

■ Hartselle, AL (BPH890217MN)—Carolyn E. McMillan seeks 106.1 mhz; 3 kw; 100 m. Address: P.O. Box 3234, Huntsville, AL 35810. Principal has no other broadcast interests. Filed Feb. 17.

■ Hartselle, AL (BPH890217MM)—FM Radio Inc. seeks 106.1 mhz; 3 kw; 100 m. Address: 1935 Meadowbrook Dr., Apt. 1306, Huntsville, AL 35803. Principal is headed

by William A. McMurry and has no other broadcast interests. Filed Feb. 17.

■ Liberal, KS (BPH890228MA)—Scott Smith and Mike Triebold Partnership seeks 102.7 mhz; 100 kw; 165 m. Address: 2519 North Third, Garden City, KS 67846. Principal is equally owned by Scott W. Smith and Michael D. Triebold. Filed Feb. 28.

■ Norton, KS (BPH890217MK)—Pioneer Country Broadcasting Inc. seeks 106.7 mhz; 50.5 kw; m. Address: 109 N. Brown, Norton, KS 67654. Principal is owned by Larry E. and Terri A. Black, 30%; Steven A. and Eunice M. Herrs, 30%; Jon Boxler, 19%; Joe S. Jindra, 10%; Emil H. Mauser, 10%; and Joseph E. and Susan Jindra, 1%. Principals also own KQNK(AM) Norton, KS. Joe S. Jindra owns 10% of KRVZ Springerville-Eager, AZ. Joseph E. Jindra and Susan Jindra jointly own 20% of KRVZ. Filed Feb. 17.

■ Rozel, KS (BPH890217MP)—Lee E. Scott seeks 98.7 mhz; .5 kw; 30 m. Address: Box 125, Rozel, KS 67574. Principal has no other broadcast interests. Filed Feb. 17.

■ Williamstown, KY (BPH890228ME)—Grant County Broadcasters seeks 106.5 mhz; 3 kw; 100 m. Address: P.O. Box 106, Dry Ridge, KY 41035. Principal is equally owned by Robert R. Wallace and Larry H. Spears. It has no other broadcast interests. Filed Feb. 28.

■ Poplar Bluff, MO (BPH890217MO)—Twin Eagle Communications seeks 103.5 mhz; 50 kw; 150 m. Address: Rural Route 3, Box 558, Metropolis, IL 62960. Principal is equally owned by Eugene F. Stratemeyer and Charlene S. Stratemeyer. It has no other broadcast interests. Filed Feb. 17.

■ Delhi, NY (BPH890221MC)—Delaware County Broadcasting Corp. seeks 100.3 mhz; .63 kw; 210 m. Address: Route 206, Box 58, Walton, NY 13856. Principal is equally owned by Myra Youmans and Amos Finch. It also owns WDLA-AM-FM Walton, NY. Filed Feb. 21.

■ Manchester, OH (BPH890223ME)—Jewell Schaeffer Broadcasting Co. seeks 101.3 mhz; 3 kw; 100 m. Address: 201 E. 5th Street, #1700, Cincinnati 45202. Principal is owned by James P. Wagner, 55%; Jay R. Langenbahn, 10%; Garey A. Beckett, 10%; Jewell G. Schaeffer, 10%; Ronald D. Stiles, 10%; and Gilbert E. Mitchell, 5%. Wagner is minor shareholder in Jacor Communications Inc. Beckett is 20% shareholder in Foothills Communications Associates, permittee of WBPK(FM) Flemingsburg, KY. Filed Feb. 23.

■ Manchester, OH (BPH890223MG)—Manchester Broadcasting Co. seeks 101.3 mhz; 2.2 kw; 117 m. Address: P.O. Box 227, Waverly, OH 45690. Principal is equally owned by George C. Helton and Gerald E. Davis. It has no other broadcast interests. Filed Feb. 23.

■ Riverside, PA (BPH890222MB)—Elaine C. Kennedy seeks 92.3 mhz; 3 kw; 100 m. Address: RD 1, Box 460, Cogan Station, PA 17728. Principal has no other broadcast interests. Filed Feb. 22.

#### TV's

■ Hartford, CT (BPCT890301)—1st Broadcasting Inc. seeks ch. 61; 3069 kw visual; 297 m. Address: 71 Michael Road, Stamford, CT 06903. Principal is owned by Ivy Shih-Takahashi, who is president, director, and 100% stockholder of Bayside Broadcasting Inc., which is applicant for new FM broadcast station to serve Sebastopol, CA. Filed March 1.

■ Hartford, CT (TEMP890301)—Gloria W. Stanford seeks ch. 18; 158 kw visual; 189 m. Address: 340 E. Washington Blvd., Pasadena, CA 91104. Principal has no other broadcast interests. Filed March 1.

■ Hartford, CT (890301)—Connecticut Public Broadcasting Inc. seeks ch. 18. Address: 240 New Britain Ave., Hartford, CT 06106. Principal is headed by David Carson, chairman; Jerry Franklin, president, and John Reagan, treasurer. Filed March 1.

■ Hartford, CT (TV890301)—Sage Broadcasting "KMNSKSEZ" Corp. seeks ch. 18. Address: One Dock St., Stamford, CT 06902. Principal is headed by Leonard J. Fassler, chairman, and Gerald A. Poch, president. It also owns WLVH(FM) Hartford, WKHT(AM) Manchester and WNAQ(AM) Naugatuck, all Connecticut; WAMT(AM)-WGNE-FM Titusville, FL; WTAX(AM)-WDBR(FM) Springfield, IL; KMNS(AM)-KSEZ(FM) Sioux City, IA; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WSGD(AM)-WKOL-FM Amsterdam, NY; WCGL(AM)-WSGD-FM Carbondale, PA; WACO-AM-FM Waco, TX, and WRFB(FM) Stowe, VT. Filed March 1.

■ Hartford, CT (TEMP890301TV)—Lynnette Ellertson seeks ch. 18. Address: 22720 S.E. 410th St., Enumclaw, WA, 98022. Principal has no other broadcast interests. Filed March 1.

■ Hartford, CT (TV890301TEMP)—Edmund Spencer Cro-martie seeks ch. 18. Address: 7745 Devonshire Court,

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Rancho Cucamonga, CA 91730. Principal has no other broadcast interests. Filed March 1.

## Actions AM

■ Dungeness, WA (BP870803AD)—Granted app. of KMO Inc. for 1600 khz. Address: P.O. Box 1277. Tacoma, WA 98401. Principal is owned by James L. Baine, who also owns KKMO Tacoma, WA. Action March 3.

## FM's

■ Dadeville, AL (BP870803AD)—Granted app. of Tallapoosa County Christian Broadcasting Inc. for 88.7 mhz: 9 kw: 100 m. Address: 947 East Lafayette St., Dadeville, AL 36853. Principal is owned by Rev. Steve Walker, and eight others. It has no other broadcast interests. Action March 2.

■ Avenal, CA (BPH880310MF)—Returned app. of H.L. Charles, dba Avenal Broadcasting, for 105.7 mhz: .9 kw (H&V): 182 m. Address: 12550 Brookhurst St., Suite A, Garden Grove, CA 92640. Principal has no other broadcast interests. Action March 3.

■ Chico, CA (BPED880314MC)—Returned app. of KXOL Inc. for 90.3 mhz: 2.18 kw H&V: 689 m. Address: c/o 1252 E. 10th St., Chico, CA 95928. Principal is owned by Marcus A. Smith, Matthew D. Jackson, and Robert L. Sharrard. Action March 3.

■ Santa Barbara, CA (BPH880301NN)—Dismissed app. of Dorothy B. Richards for 107.7 mhz: 25 kw (H&V): minus 144 m. Address: 527 Lado Dr., Santa Barbara, CA 93111. Principal has no other broadcast interests. Action March 6.

■ Henry, IL (BPH880125MN)—Granted app. of Tri-County Broadcasting Corp. Inc. for 100.5 mhz: 3 kw H&V: 100 m. Address: 611 Second St., Henry, IL 61537. Principal is equally owned by David A. Forbes, Bruce K. Baurer, John W. Hoscheidt and William J. Hoscheidt. John Hoscheidt and William Hoscheidt own 6.25% and 18.75% interests, respectively, in Western Illinois Broadcasting Inc., licensee of WRMJ(FM) Aledo, IL. Action March 2.

■ Henry, IL (BPH880125MT)—Dismissed app. of Henry Communications Inc. for 100.5 mhz: 3 kw H&V: 100 m. Address: P.O. Box 69, Princeton, IL 61356. Principal is owned by Stephen W. Samet. He also owns WZOE Inc., licensee of WZOE-AM-FM Princeton, IL. Action March 2.

■ Princeton, IN (BPH880825OO)—Returned app. of Randolph Victor Bell for 100.5 mhz: 3 kw H&V: 100 m. Address: 4314 Cherry Court, Evansville, IN 47715. Principal has no other broadcast interests. Action March 1.

■ Manchester, IA (BPH880308MG)—Granted app. of Susan L. Colloff for 94.7 mhz: 3 kw: 100 m. Address: 506 N. Clark Forest City, IA 50436. Principal has 50% interest in Pilot Knob Broadcasting Inc., licensee of KLOW(FM) Forest City, IA. Action Feb. 23.

■ Bay City, MI (BPED820309AJ)—Granted app. of Central Michigan University for 90.1 mhz: 100 kw: 75 m. Address: Anspach Hall, Mt. Pleasant, MI 48859. It has no other broadcast interests. Action Feb. 17.

■ Bay City, MI (BPED820507BH)—Dismissed app. of Delta College for 90.1 mhz: 100 kw: 124 m. Address: Delta Rd., University Center, MI 48710. It has no other broadcast interests. Action Feb. 17.

■ Glen Arbor, MI (BPH850906MH)—Granted app. of David C. Schaberg for 95.9 mhz: 650 kw (H&V): 223 m. Address: 6250 South Cedar, Suite 128001, Lansing, MI 48911. Principal is owned by David C. Schaberg. Action Feb. 23.

■ Holly Springs, MS (BPH880715MP)—Granted app. of Lois B. Crain for 94.9 mhz: 3 kw: 72 m. Address: Rte 5, Box 755-1, Byhalia, MS 38611. Principal has no other broadcast interests. Action Feb. 23.

■ Shelby, MT (BPH860411MA)—Granted app. of Timothy D. Martz for 97.9 mhz: 100 kw (H&V): 985 m. Address: 2372 Delamere Drive, Cleveland Heights, OH 44106. Principal is officer and 90% shareholder of Four Seasons Communications Inc., licensee of WDHP-FM Presque Isle and WFST(AM) Caribou, both Maine. Martz is sole officer and shareholder of Algoma Broadcasting Co., licensee of WYSS-FM Sault Ste. Marie, MI. Action Feb. 22.

■ Kill Devil Hills, NC (BPH880407MB)—Returned app. of Coastal Radio L.P. for 104.1 mhz: 100 kw H&V: 300 m. Address: P.O. Box 3306, Kill Devil Hills, NC 27948. Principal is owned by Vilma Oldham, and has no other broadcast interests. Action March 2.

■ Kill Devil Hills, NC (BPH880407MQ)—Returned app. of Barco FM Partnership for 104.1 mhz: 100 kw H&V: 300 m. Address: P.O. Box 384, Columbia, NC 27925. Principally owned by Jerry L. Barco, who has no other broadcast interests. Action March 2.

■ West Liberty, WV (BPED880620MA)—Returned app. of West Liberty State College for 91.1 mhz: 0.15 kw:

H&V: 65 m. Address: Media Resources Center, West Liberty, WV 26074. Principal is owned by Louis J. Costanzo, Mary J. Jochum and Charles F. Printz. Action March 6.

## Facilities Changes

### Applications

#### FM's

■ Dermott, AR, KXSA-FM 103.1 mhz—Feb. 17-Application for CP to change HAAT: 100 m H&V: TL: 8.1 mi. W of Dermott, AR: 33 31 56N 91 34 28W.

■ Albany, GA, WGPC-FM 104.5 mhz—Feb. 21-Application for Mod of CP (BPH870211ID) to change ERP: 97.5 kw H&V: HAAT: 299 m H&V.

■ Cornelia, GA, WCON-FM 99.3 mhz—Feb. 24-Application for CP to change ERP: 19 kw H&V: HAAT: 246 m H&V: TL: 430 m W of New Bridge Rd., 14 kw W of Cornelia, GA: class: C2: per docket 88-99.

■ Canton, IL, WBYS-FM 98.3 mhz—Feb. 17-Application for CP to change FREQ: 107.9 mhz: ERP: 25 kw H&V: HAAT: 100 m H&V: TL: Hwy. 78, 1.6 km N of intersection with Hwy. 100, Canton, IL: class: B1: per docket 86-489.

■ Coal City, IL, WXKB 100.7 mhz—Feb. 28-Application for Mod of CP (BPH860203OW) to change HAAT: 147 m H&V: TL: 5 mi. E of Coal City, IL.

■ Morris, IL, WUEZ-FM 104.7 mhz—Feb. 17-Application for CP to change HAAT: 150 m H&V: TL: 91 m S of Stockdale Rd. and .8 km W of Saratoga Rd., Morris, IL: install directional antenna.

■ Baton Rouge, LA, WBRH 90.3 mhz—Feb. 27-Application for CP to change ERP: 7 kw H&V.

■ Jennings, LA, KJEF-FM 92.7 mhz—Feb. 21-Application for CP to change FREQ: 92.9 mhz: ERP: 32.9 kw H&V: HAAT: 183 m H&V: TL: 12.8 km at 229.6 degrees (T) from Lake Arthur, LA: class: C2: per docket 87-104.

■ Tioga, LA, KISY 98.3 mhz—March 3-Application for CP to change FREQ: 103.5 mhz: TL: Rt. 122, 2 km E of Faircloth, LA: per docket 88-47.

■ Tisbury, MA, WMVY 92.7 mhz—Feb. 23-Application for CP to change HAAT: 100 m H&V: TL: W of Edgartown Rd., Tisbury, MA: 41 26 17N 70 36 47W.

■ Detroit, WLLZ 98.7 mhz—Feb. 2-Application for CP to change HAAT: 141 m H&V.

■ New Prague, MN, KCHC-FM 95.5 mhz—Feb. 21-Application for Mod of CP (BPH860506MG) to change HAAT: 100 m H&V: TL: 2.7 km W from intersection of Rts. 13 and 19, then .6 km N of This Point, MN.

■ St. Louis, KBDY 89.9 mhz—March 3-Application for CP to change ERP: .01 kw H&V.

■ Villas, NJ, WVIL 98.7 mhz—Feb. 21-Application for Mod of CP (BPH880126OG) to change HAAT: 100 m H&V: TL: N of St. Rte. 47 and 2.8 km WNW of Wildwood, NJ: 38 59 51N 74 50 31W.

■ Smithtown, NY, WCTO 94.3 mhz—Feb. 24-Application for Mod of CP (BPH830613AK) to change ERP: 1.25 kw (H), 1.12 kw (V): HAAT: 141 m H&V: TL: on E side of Blydenburgh Rd., .36 km NE of intersection of Blydenburgh Rd. and Long Island Motor Pkwy., Hauppauge, NY: 40 48 55N 73 10 44W.

■ Crockett, TX, KIVY-FM 92.7 mhz—Feb. 17-Application for CP to change ERP: 50 kw H&V: HAAT: 93 m H&V: class: C2.

■ San Antonio, TX, KSTX 89.1 mhz—Feb. 22-Application for CP to change ERP: 100 kw H&V: correct coordinates: 29 31 25N 98 43 25W.

■ Texarkana, TX, KOSY-FM 102.5 mhz—Feb. 22-Application for CP to change ERP: 100 kw H&V: HAAT: 140 m H&V: TL: 1700 Rosewood St., Texarkana, TX.

■ Tyler, TX, KTYL-FM 93.1 mhz—Feb. 21-Application for Mod of CP (BPH870302MR) to change HAAT: 100 kw H&V.

■ Milladore, WI, WGNV 88.5 mhz—Feb. 24-Application for CP to change ERP: 50 kw H&V: HAAT: 178 m H&V: TL: Yellowstone Dr. at County Hwy. N: correct coordinates: 44 38 37N 89 50 48W.

#### TV's

■ Lake Worth, FL, WHBI ch. 67—Feb. 28-Application for Mod of CP (BPCT840306KE) to change ERP: 1684 kw (vis): HAAT: 150 m: TL: 1115 Old Dixie Hwy., Lake Park, FL: ANT: Bogner/B24U(DA): 26 47 59N 80 04 23W.

■ Lakeland, FL, WTMV ch. 32—Feb. 22-Application for

CP to change ERP: 2954 kw (vis): HAAT: 331 m: TL: .4 mi. SW of Pebleedale, FL: ANT: SWR/TM-34/17: 27 50 15N 81 56 53W. (This application replaces one incorrectly announced by FCC for WTVM(TV), which did not apply for CP for facilities changes.)

■ Panama City, FL, WFSG ch. 22—March 2-Application for Mod of CP (BPET850116KJ) to change ERP: 1147.5 kw (vis): HAAT: 509 ft.: TL: 6 mi. NW adjacent to Steelfield Rd., 3.2 mi. W of Rd. 79, near West Bay, FL: ANT: Andrew/ATW30H2-HTO-56: 30 22 02N 85 55 29W.

■ Decatur, TX, KMPX ch. 29—March 3-Amendment of BMPCT880616KE for CP to change ERP: 1.1 kw (vis): HAAT: 132.5 m: TL: 206 North Lane: ANT: Scala/SL-8(BT): 33 14 07N 97 35 16W.

## Actions

### AM's

■ Lodi, CA, KCVR 1570 khz—March 8-Application (BP870331AO) granted for CP to change hours of operation to unlimited by adding night service with .5 kw: TL: on farm, .9 mi. N of Eightmile Rd., .6 mi. W of Hwy. 88, 6 mi. SE of Lodi, CA: changes in antenna system: expand nighttime operation per docket 84-281: 38 4 17N 121 11 50W.

■ Goshen, IN, WKAM 1460 khz—March 7-Application (BP880804AI) granted for CP to increase power to 2.5 kw.

■ Taunton, MA, WPEP 1150 khz—March 6-Application (BP871222AA) dismissed for CP to increase day power to 2 kw, make changes in antenna system and change TL to 250 Cape Hwy., East Taunton, MA: 41 54 20N 70 59 36W.

### FM's

■ Selma, AL, WALX 100.9 mhz—March 7-Application (BP880919IM) granted for CP to change ERP: 3 kw H&V: HAAT: 91 m H&V: TL: From U.S. 80 in Selma, AL, N approximately 3.25 mi. left on Dallas County paved road, site is on left approximately 2 mi: class: C2.

■ Tuscaloosa, AL, WVUA-FM 90.7 mhz—Feb. 28-Application (BMPED860604ID) granted for Mod of CP (BPEDRC1104CF as Mod) to change vertical operation.

■ Sacramento, CA, KXOA-FM 107.9 mhz—March 3-Application (BPH870609ID) dismissed for CP to change TL: 2 km N of White Rock, CA: HAAT: 150 m H&V: 38 38 41N 121 05 21W.

■ San Francisco, KABL-FM 98.1 mhz—Feb. 28-Application (BPH880506IA) granted for CP to correct coordinates, site elevation and HAMSLS.

■ La Salle, IL, WAJK 99.3 mhz—Feb. 28-Application (BPH881007IG) granted for CP to change ERP: 11 kw H&V: HAAT: 149 m H&V: TL: approximately 5.1 km SW of Cherry Township, IL: class: B1: per docket 87-231.

■ Buffalo, KY, new FM 101.5 mhz—March 6-Application (BMPH881227IA) granted for Mod of CP (BPH880406MA) to change TL: distance to Hodgenville, KY, 3 mi. SE.

■ Biddeford, ME, WYJY 94.3 mhz—March 6-Application (BPH880815IC) granted for CP to change ERP: 13 kw H&V: HAAT: 137 m H&V: TL: .3 km NE of intersection of Milliken Mills Rd. and Rte. 98, 3.7 km N of Old Orchard Beach, ME: class: B1: per docket 87-263.

■ Harwichport, MA, WFXR 93.5 mhz—Oct. 19, 1988-Application (BMPH881019IA) granted for Mod of CP (BPH840217AP) to change TL: in Brewster Industrial Park, .97 km from intersection of U.S. Rte. 6 and Freemans Way on true bearing N 80 degrees East in Brewster, MA.

■ Santa Fe, NM, KSFR 90.7 mhz—March 3-Application (BMPED881114MI) dismissed for Mod of CP (BPED850514MA) to change HAAT: 35.5 m H&V: TL: 4.78 km W of Santa Fe, NM: 35 40 41N 105 59 26W.

■ Southport, NC, WFSM 107.1 mhz—March 1-Application (BPH880502IB) granted for CP to change TL: Orton Plantation, NC: HAAT: 181 m H&V: ERP: 32 kw H&V: 34 03 02N 77 57 20W.

■ Alva, OK, KRKA 104.7 mhz—Feb. 27-Application (BPH890127IB) dismissed for CP to change HAAT: 230 m H&V: CP and call letters are forfeited and canceled.

■ Conway, SC, WHMC-FM 90.1 mhz—March 6-Application (BMPED850923IE) granted for Mod of CP (BPE-D830228AY) to specify .5 electrical beam tilt: 33 57 05N 79 06 31W.

■ Menomonie, WI, WHWC 88.3 mhz—March 6-Application (BPED881215IA) dismissed for CP to change ERP: 25 kw H&V.

### TV's

■ Bismarck, ND, KBME ch. 3—Feb. 28-Application (BPET881114KJ) granted for CP to change ERP: 80 kw (vis): HAAT: 1,393 ft.: TL: 5 mi. E, 2 mi. S of Bismarck, ND.

# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**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.

**General sales manager:** WAOX - 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, WAOX, Box 95, Syracuse, NY 13250. EOE.

**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. EEO. Box R-38.

**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:** 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:** Need experienced broadcaster with strong sales background. Resume to Paul Bailion, KMCM/KMTA, Box 1426, Miles City, MT 59301. EOE.

**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.

**Sales manager:** K100 FM & AM Marysville, CA needs an aggressive on the street leader of local and regional sales force. Must have radio sales experience. Guarantee plus commission plus override. Send resume to Mr. Leary, P.O. Box 631, Marysville, CA 95901. EOE.

**Seeking a general manager** for a North Carolina AM/FM combination. Must be energetic, positive leader for small-medium market radio operations. Sales and programing experience a must, prior management experience required. Very stable - long-term broadcasting company seeking career minded individual. Advancement opportunities. Send resume to: Robert Butler, Executive Vice President, Durham Life Broadcasting, P.O. Box 29521, Raleigh, NC 27626. EOE.

**Sales manager(s)** WCHV-WWWV, Charlottesville, VA. We're looking for the right dynamic person or persons, completely versed in local sales, to lead our excellent sales staffs. Creative individuals, with the knowledge and leadership necessary to get results for our clients, are encouraged to apply. Send resume and references to: 1140 Rose Hill Drive, Charlottesville, VA 22901. An affirmative action/EOE.

**Sales manager:** Group owner based in Metro Washington, DC has immediate opening for local sales manager for new, small-medium Virginia FM station. Station formats CHR and serves Virginia's Northern Neck. Call now, Capital Radio Companies, 1-800-627-2272. EOE.

**Sales manager** for growing group station on Carolina coast. We are active, aggressive and highly motivated. Tell us how you can motivate and train young sales force and utilize your sales skills to increase business. EEO. WWOX, 721 Market St., Suite 101, Wilmington, NC 28401. No phone calls.

**Corporate administrative director** needed for one of America's leading quality Christian radio groups with 25 years of service. Currently in 5 major markets with immediate plans for significant expansion. Must be strong advance planner with reputation for follow-through. Must have established management and marketing background. Must be fast, smart and aggressive, highly motivated and proven leader with ability to create own income out of short-term and long-term growth of the company. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. Are you this person? Send complete information to Rich Bott, Bott Broadcasting Company, 10841 E. 28th St., Independence, MO 64052. EOE.

**General manager:** Midwest group looking for individual with strong local sales background. EOE. Box R-68.

**General sales manager:** Young aggressive group has immediate opening in one of the Carolinas fastest growing markets. Individual should have strong sales background and be a strong sales leader. Call Mr. Litchford at 803-553-1081.

### HELP WANTED SALES

**One of America's leading distributors** of broadcast audio equipment is expanding its national sales rep organization. We seek aggressive, professionals who know how to get the job done. We support you in every way. Top commissions. Exclusive territories available in many regions of U.S. Send resume to Mr. Roy Laurence, Radio Resources, 7483 Candlewood Rd., Hanover, MD 21076. EOE.

**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.

**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 Knight, 904-785-9549.

**WAAI-FM seeks sales manager:** Southern Delaware, Maryland shore experienced. Confidential. 4747 Hummingbird Dr., Waldorf, MD 20603. 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.

**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.

**WCHV Charlottesville, VA** currently has an opening for a bright, creative individual. We are results oriented and if you can meet the challenge, we need to talk. Experience preferred but not necessary. Send resume and references to 1140 Rose Hill Dr., Charlottesville, VA 22901. An affirmative action/EOE.

**Account executive** for excellent 100K station in northern Minnesota resort area. Send resume to: KNNS, 717 N.E. 44th, Grand Rapids, MN 55744. Or call 218-326-0307. EOE.

**If you believe** in Christian radio and can live on 50% commission selling it --- Let's talk. 806-791-1747. EOE.

**Southern Vermont:** Beautiful 4 season resort area: AOR 50,000 watt powerhouse serving 4 states; seeking A/E; one of Northeast's finest facilities; Call Mike Roswig, GSM, WEOX-FM, Manchester, VT, 802-362-4800. EOE.

**Twin Cities account executive:** Work and play in America's 19th largest market. Our Young Adult combo offers you an established list, big bucks and unsurpassed quality of life! Career opportunity. Minimum two years experience. Resume to: Jack Smith, KJJO KZOW, 11320 Valley View Rd., Minneapolis, MN 55344. EOE.

**Make your sales mark** in New England with the Sage Groups' very successful News Talk AM and brand new CHR FM. Put your talent to use in this top 100 market. Guarantee, commission, bonuses, plus benefits. Successful sales background a must. Letter and resume to: Doug Shackett, WBSM/WFHN, 220 Union St., New Bedford, MA 02740. EOE.

**Aggressive, effective sales pro** to work with exceptionally hot South Carolina major market promotion oriented Country station. Experience and winning attitude a must. Addison Hawley, 803-394-2088. EOE.

### HELP WANTED ANNOUNCERS

**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.

**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. EOE.

**Virginia AM/FM combo** needs talented and versatile announcer. Sales ability a big plus with more \$\$\$ potentials. 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. Oversee 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.

### HELP WANTED NEWS

**News director** where local news comes first. Compensation can include bonus & incentives. WMXR, Woodstock, VT. 802-457-9494. EOE.

**WZZK FM/AM, Birmingham,** seeks anchor/reporter. 1 year experience and good typing required plus ability to identify and maintain news sources. Must have ability to work closely with news director and other reporters/anchors. Send tape, copy samples and resume to Shedd Johnson, WZZK, 530 Beacon Parkway West, Birmingham, AL 35209. EOE.

**Rare opportunity** with award-winning radio news team. WKVT Radio is looking for a hard-working news person with mature judgement and accurate writing skills. T&R to Tim Johnson, PO Box 1490, Brattleboro, VT 05301. EOE.

**North to Alaska!** News and public affairs producer needed at KUAC FM/TV. Primary responsibility is to produce daily news stories and regular public affairs programs for KUAC-FM, with opportunity to also work in television. Requires experience in radio news and public affairs. Familiarity with public radio desirable. Fairbanks is a community of 75,000 people. Chilly sometimes, but beautiful with great recreational opportunities. Send cover letter, resume, writing samples and audition tape containing both news stories with actualities and sample public affairs programming to: KUAC FM/TV, University of Alaska Fairbanks, Fairbanks, AK 99775-1420. Salary, \$28,620 with excellent fringe benefits. Application deadline April 15, 1989. The University of Alaska is an EO/AA employer and educational institution.

**Reporter/anchor:** 3+ years experience in major/large market radio required. Writing & on-air equally important. Resume, writing samples, and tape to: E. Brian Wilson, 508 Westport Rd., Kansas City, MO 64111. No calls! EOE.

**News director wanted** for station along Connecticut's Shoreline. Good writing and delivery skills necessary. Tape and resume to O.M., WLIS, P.O. Box W, Old Saybrook, CT 06475. 203-388-3546. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Operations manager.** Strong air. music. people. skills. promotion sense; vision of format for 5-KW AM Oldies station. Resume, audition tape, references to: Bob Allen, Vice President/General Manager. KCRG, P.O. Box 816, Cedar Rapids, IA 52401. EOE.

## SITUATIONS WANTED MANAGEMENT

**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.

**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

**19 year broadcaster** with GM/GSM experience has PROVEN formula for winning—on P & L and in ratings. Part of formula-leadership (by example), motivation and positive direction. Want to know more? Reply in confidence to: Box R-53. All replies considered.

**Eight years general manager** experience in top 100 market. Solid sales track and highly competitive FM ratings. Box R-58.

**General manager,** leader, coach, motivator. Got a turnaround case or severely lagging ratings and revenue? Then I'm your man. I've done it before as manager & as consultant. Northeast US preferred, but will consider all areas. Reply Box R-62.

**Proven winner** looking to return to general management. Experience in programming and sales. Top 100 market FM or combo. Goal oriented and dedicated to success. Good references. Box R-64.

## SITUATIONS WANTED SALES

**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.

**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.

**I miss radio!** Jock. 8 years experience. looking to return to a quality station. Let's talk...Kevin Hilley, 3241 Hulmeville Rd., B-48, Bensalem, PA 19020. 215-639-4676.

**Try me! You'll like me!** College grad seeking entry level announcer position. Great voice! Call me! Please, call me! 313-649-5146. Cathy.

**Attention:** Western PA, and Ohio: Air personality with AP awards for PBP is available. Experience includes AC/CHR airshifts and full-time sports. Prefer sports or dysports combo, but will consider airshift alone. Call 412-652-1553.

**Looking for an honest announcer?** Clean-cut black male with part-time college tunnel radio experience, seeks simple down to earth entry level radio station on East Coast. Norman, 617-298-3437.

## 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.

**Physician** with broad science/health/environmental background; credible, persuasive quick; strong written skills. Seeks Radio news/talk/open-phone position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212-595-6617.

## SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

**PD: Album-oriented AC.** Ten years experience. Made my station number one. Your's may be next. Box R-10.

**Experienced Urban programmer** 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

**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/tx 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 & day-parts. A&A Research, 406-752-7857

**Make money in Voiceovers:** One-day seminar covers marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. In Chicago April 9. In NYC April 16. Call toll free: 1-800-333-8108. In NYC: 213-369-3148. Berkley Prods., Box 6599-B, New York, NY 10128-991. EOE.

# TELEVISION

## HELP WANTED MANAGEMENT

**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.

**General manager in SW:** Must have hands-on experience in all areas of station management; sales experience a must. Seeking individual with practical working knowledge not afraid to put in long hours. Performance and bottom line are everything. Send resume with past supervisors and salaries. EOE, Box R-63.

**Operations manager:** Position available due to retirement. Responsibilities include programing, production and promotion departments. Television background and hands-on management experience necessary. Good salary/benefits with a group owned operation. Send resume to Ralph M. Oakley, WGEM-TV, Box 80, Quincy, IL 62306. EOE. M/F.

## HELP WANTED SALES

**General sales manager:** WCBT-TV 2, Charleston, South Carolina, needs a GSM worth solid local sales and major market rep experience. Excellent market! Excellent station! EOE. M/F/drug screened. Send resume to General Manager, P.O. Box 879, Charleston, SC 29402.

**New business and product development team** being assembled in major market. Broadcast sales/marketing experience necessary. Write to Lovell Communications, 2021 Richard Jones Rd., Suite 310, Nashville, TN 37215. EOE.

**Marketing positions:** WHNS 21 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 resumes to Tony Thompson, WHNS TV 21, 21 Interstate Ct., Greenville, SC 29615. EOE. M/F/H.

**Regional sales manager** - KCRA-TV/Sacramento seeks a regional sales manager to direct the sales effort of our national rep in Los Angeles and the KCRA sales office in San Francisco. Minimum five years television sales required and prior sales management experience desired. Must possess extensive knowledge of ratings and research; and proven ability to deal directly with client decision-makers. Submit resume/salary requirement to: Ron Longinotti, General Sales Manager, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F. Note: Position will be filled at earliest possible date.

**Account executive:** Top 10 Independent looking for an aggressive, highly motivated account executive. Previous sales and marketing experience preferred with a strong emphasis on retail sales development. If you are ready for an exciting challenge in an outstanding market, send your resume to: Box R-57 EOE

**National sales manager:** Established Southwest Fox Indy has immediate opening for experienced sales person with background in national rep and agency dealings. Must have serious attitude to detail and an inventive sales development philosophy. Send resume and earnings history to Steve Beard, General Manager, KBVO-TV, P.O. Drawer 2728, Austin, TX 78768. EOE. No phone calls will be accepted.

## 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.

**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.

**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.

**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.

**Broadcast senior engineer:** System design, installation, training, and component level maintenance of broadcast electronics. Facilities include: Public FM radio & UHF TV stations, TV & audio prod. studios, mobile TV prod. truck, CCTV/CATV, mobile satellite uplink. Min. 3-yr component level video electronics maintenance experience and 2-yr degree in related field required. Previous maintenance experience on 3-tube cameras and 1" C format tape machines a plus. Experience with computer hardware and software, and supervisory experience helpful. Competitive salary with University benefits. Applications including 4 prof. ref. should be received by April 10, 1989. Apply to: Keith Turcot, Chief Engineer, Bradley Univ., WCBU-FM/WTVP-TV, Peoria, IL 61625. AA/EOE.

**Maintenance engineer:** KOVR-TV, Sacramento/. Solid background in television engineering required. Prefer someone who knows and enjoys working with electronic graphics and editing equipment, but will consider all areas of expertise. SBE certification desirable. Contact Bob Hess, 916-927-1313. EEO.

**Broadcast technician:** Public TV. Duties include routine maintenance, setup and operation of 3/4" and 1" VTR's, color cameras and studio switching systems. Qualifications include AA in electronics or two years equivalent training experience in editing and TV master control. SBE certification desirable. Send resume with salary requirements to Dave Burgess, WYPT, 298 Port Republic Rd., Harrisonburg, VA 22801. No phone calls. EOE.

## HELP WANTED NEWS

**Anchor/producer:** At least two years experience in television news, one full year anchoring/producing. Strong writer. Reporting necessary. Able to handle leadership role and tolerate stress. Midwest medium market. Resume and salary requirements to News Director. Box R-54. 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.

**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. 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 clipper, 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.

**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.

**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.

**Anchorperson:** FOX Television, KRIV in Houston, is seeking a Monday thru Friday anchorperson. Applicant must be a seasoned journalist with no less than three years major market experience, strong writing and reporting abilities, great on camera presence and ability to work well with others. Applicant will be expected to be active among community leaders with personal appearances as part of the job. Send tapes and resumes to: Will J. Wright, VP/News Director, KRIV-TV, P.O. Box 22810, Houston, TX 77227. No phone calls. EOE.

**Set sail for Tampa Bay!** Seeking news/weather/sports professionals for sunshine mecca. Rush non-returnable VHS demo, P.O. Box 22607, Tampa Bay, FL 33622-2607 EOE.

**Relief reporter:** Experienced, creative reporter-ability to write and deliver interesting stories a must. Weekend position with potential to grow. Send resumes and tapes to: Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510 EOE. No calls, please.

**Network affiliate** in Northeast seeks morning anchor/reporter. Must shoot some stories for fellow reporters. 1-2 years TV news experience preferred. Rush resume to Box R-51. EOE

**Reporter/anchor:** We're looking for someone who can do it all! Co-anchor daily newscast, write, produce, shoot and edit stories. Basically, we want a confident, authoritative professional who has excellent journalistic and video production skills. If you are what we are searching for and want to work in the fastest growing county in the state, send your resume, videotape and salary requirements to: Operations Manager, CABLE 6 TV, Industrial Dr., Middletown, NY 10940. EOE.

**Top 10 market affiliate TV station** is seeking an experienced reporter for bureau operation. Qualified candidates will have 5 years medium/major market experience as broadcast news reporter. Must have ability to work well under pressure; current knowledge of current, local, national and international news. Knowledge of Hispanic language and culture important. Submit resume only to: Box R-60. An equal opportunity employer

**Noon weather anchor:** Numbger one CBS affiliate is looking for personable and intelligent individual to anchor noon weather segment on top-rated program. Prior weather experience helpful, television experience necessary. Send tape and resume to: Elliott Wiser, Assistant News Director, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE, M/F

**Assignment editor:** Number two position in 26 member news department. Person will be in charge of daily operation of the newsroom. Experience required. Send resume and salary requirements to Veronica Bilbo, Personnel Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602. EOE.

**Anchor/reporters needed** for aggressive news organization. ENG, reporting and anchoring experience important. Good writing and spelling a must! Resumes and tapes to: Suite 365, 2190 W. Drake Rd., Fort Collins, CO 80526. EOE.

**Reporter/weekend anchor:** Opening in May. Tapes, resumes: Bill Hoel, ND, WXOW-TV, P.O. C-4019, La Crosse, WI 54601. No calls! EOE.

**Reporter** for leading Washington news bureau. Minimum 4 years of reporting experience. Solid, fast writing required. Capability of doing several stories per day essential. Send tape and resume to Mark Mills, Bureau Chief, Newslink, 122 C St., NW, Washington, DC 20001. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**#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 Coonce, P.O. Box 1010, Marion, IL 62959. EOE.

**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.

**Executive promotion producer,** Experienced and in a rut? Need room to grow? WSOC-TV wants your resume and best reel if you have at least three years experience in news promotion. Send it to Bobbie Slaughter, WSOC-TV, 1901 N. Tryon St., Charlotte, NC 28206. EOE, M/F.

**Commercial post-production editor** needed for our new computer editing suite. Minimum 1 yr. computer editing experience required; broad production background essential. Send resume to: Operations Manager, KCOY-TV, 1211 W. McCoy Ln., Santa Maria, CA 93455. EOE.

**Videographer,** Corporate/broadcast communications firm seeks cameraperson with minimum 5 years fulltime shooting experience in EFP/ENG. Creativity, skill in location lighting a must. Knowledge of editing a plus. Must be willing to travel and have good social skills. Send tape including examples of location lighting skills, resume and salary history to: MVP Communications, Inc., 1075 Rankin, Troy, MI 48063. Attn: Tom Hanson. EOE.

**Television director wanted:** Direct local news and commercial production. Work with state-of-the-art equipment, including DVE, 1 to 2 years experience required. Resume, salary history, and tape to: Mike Taylor, KSWO-TV, Box 708, Lawton, OK 73502. EOE.

**Producer/director:** We're looking for a self-starter who needs no motivation. This team member will need to be a good manager and talented producer/director. We're one of the nation's leading Independents, top 35 market, with a state-of-the-art facility. CMX editing, ADO and MII format just some of the tools. Send tape, resume and salary requirements to: Station Manager, WJZY-TV 46, P.O. Box 668400, Charlotte, NC 28266-8400. WJZY-TV, Inc. is an equal opportunity employer.

**Associate producer** for TV debate-oriented and confrontational nationally syndicated talk program. Extensive Rolodex and hunger to find the best guests essential. Include resume and cover letter describing your qualifications. Box R-56. EOE.

**Producer/director** for busy production company, 3-5 years experience. Hands-on editing and shooting a must. Resume and salary history a must. Send to P.O. Box 7873, Princeton, NJ 08543. Must relocate. EOE.

**Production coordinator:** Production/post-production experience with multi-camera operations required, supervise daily production activities for broadcast and non-broadcast production, including concentration on sports. Wide range of other areas, including live productions and documentaries. Applicants must be able to take production from script to finished master. Salary competitive. Send resume and tape to: Marie Anloot, Communication and Resource Center, The University of Mississippi, University, MS 38677. 601-232-5917. EOE.

**Producer** with on-air presence. Must be able to develop interesting story ideas for weekly magazine, direct EFP, interview subjects, write and narrate first-rate scripts, edit 3/4" tape, and host in-studio. Minimum one year professional television experience required. Preference given to applicants with studio directing experience. Public TV station located in beautiful Shenandoah Valley shoots for high standards. If you can help us meet them, rush resume to Bill Reed, WVPT-TV, 298 Port Republic Rd., Harrisonburg, VA 22801. No phone calls. EOE.

**Presentation writer** for TV trade association. Must have TV station experience/superior writing skills. Resumes to: Creative, TVB, 477 Madison Ave., New York, NY 10022. EOE.

**Creative director** for TV trade association. Direct 10 person department of writers, print & videotape producers in preparing presentations and promotional materials for 550 TV stations. Must have TV station experience. Resumes to: Creative, TVB, 477 Madison Ave., New York, NY 10022. EOE.

**Executive producer.** If you're a proven force as an EP in a mid-size market, or a large market producer who wants to move up, this may be the opportunity for you. Lots of news, lots of tools, lots of challenge. Top 40, Southern market. Submit resume, along with a letter outlining coverage philosophy and special qualities to: Box R-70. EOE.

**Growing television production company** seeks candidates with a background in broadcast marketing. Ideal candidate will have experience including PBS and commercial station syndication, sponsorship solicitation, public relations, promotion and station liaison. A team player who is flexible, deadline oriented and able to handle multiple projects. Send resume with salary requirements to: Box R-71. EOE.

**Executive producer:** Work involves developing formats, budgets and time lines for television programs/series for instructional, cultural and public affairs. Salary: Commensurate with experience. BA in Television/Film or related field and 6 years related experience. (OR) high school, with related education and experience equally substituted. Send resume with salary history and requirements to Confidential - Personnel, Mississippi Educational Television, P.O. Box 1101, Jackson, MS 39215-1101. Open until filled. AA/EOE, M/F.

## 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.

**General sales manager:** Seek position in the Southeast with top-flight company. Bright, young talent would like to move up from local sales management position. Self-motivated, innovative, achiever with excellent technical skills and successful experience with group owned stations in large and medium size markets. Currently employed, but looking for a new opportunity. Box R-65.

## SITUATIONS WANTED TECHNICAL

**Director of engineering/operations** or chief engineer: Strong on maintenance, supervision, projects. People person, self-starter. 20 years experience, including budgets, expense control, union relations. Top 10 market news experience, network and independent. Prefer top 50 market. Opportunity for corporate engineering a plus. Box R-59.

**Television DE, CE** or engineering manager, broad experience, hands-on or group administrator. For resume and information, 512-343-1672 or 512-346-2698.

## SITUATIONS WANTED NEWS

**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.

**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.

**Physician** with broad science/health/environmental background; credible, attractive on-camera; strong written skills. Seek TV news/commentary/investigative position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212-595-6617.

**Experienced sportscaster.** My shows raise ratings. I do all kinds of stories besides highlights. I want to appeal to a broad sports audience. Box R-67.

**Associate producer/production assistant:** Strong organizational and writing skills from working in video and print media. Kevin 314-762-2179.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Director available.** Major market talent-medium market experience. Very creative. Love live TV-especially news. Box R-37.

**Associate producer/production assistant:** Worked at #1 station in Boston in documentary and drama department. Worked on magazine format program. Some film experience. Hold Bachelor's degree. Willing to relocate. Write Box R-12.

**Computer graphics.** Give me the chance to learn. Sharp, dependable, talented. BFA. Will relocate. Let's talk. Richard Baughman. 213—467-8445.

**Production specialist:** Six years experience as a producer, director, writer, reporter, editor and videographer. Superior writing style. Strong interpersonal and organizational skills. Graduated first in university class. BA Journalism, BA History, Minor: Middle Eastern Studies. Contact Chris Manson, 5315 Troutdale Way, Sacramento, CA 95823. 916—429-9334

#### MISCELLANEOUS

**Job-hunting?** The Hot Sheet can put your goals on target. We're broadcasting's leading source for employment listings! Unique bonus plan for earning unlimited complimentary issues, plus free demo tape/job material evaluation. Climb aboard—and discover where the action is! Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34682-1476. 813—786-3603.

**Bill Slater and Associates** offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 312—328-3660.

**Broadcast talent:** Entertainment Law Firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Long Island University/Southampton Campus** seeks instructor or assistant professor of communication arts to begin Fall, 1989. Will teach basic and advanced courses in radio and television production, introduction to broadcasting, and broadcast journalism. Advising and recruiting responsibilities. Candidates should have appropriate graduate degree; teaching experience desirable. Send resumes by April 19, 1989 to Professor Jon Fraser, Communication Arts, L.I.U./Southampton, Southampton, NY 11968. An EEO/AA University.

**Instructor/assistant professor:** Mass Communications Department, Winston-Salem State University. Position begins August 14, 1989. Candidate will teach mass communication courses, co-manage television facility, and spearhead informational/cultural programming for local media. Ph.D. in Mass Communications or related field with two years college/university experience preferred; M.A. with professional experience considered. Must be willing to work with university and community volunteers. Forward application letter, resume, and request transcripts and three references sent to: Dr. Fred Tanner, Director, Division of Arts and Sciences, Winston-Salem State University, P.O. Box 13057, Winston-Salem, NC 27110. AA/EEOE.

**Telecommunications:** Assistant professor, full-time, tenure track position. Master's degree required, Ph.D. preferred. Three years of college teaching experience required. Must be able to teach undergraduate courses in an established, production oriented program; graduate level teaching experience desirable. Applicant should be able to teach TV production and any of the following: Introduction to Telecommunications, Writing, Communication Law, Management. Internship supervision may also be assigned. Competitive salary/benefits. Available Fall 1989. Deadline for all applications is April 21, 1989. In order to be considered for the position, applications must include letter of application, resume, transcripts and three letters of recommendation. Materials should be sent to Dr. Joseph Chuk, Search Committee, Dept. of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

#### HELP WANTED SALES

**Media relations:** Leading health organization in Chicago has excellent opportunity for PR professional responsible for national media contact, media placements, preparation of background information and position statements. Qualifications include BA/BS, preferably in a communications field, and at least 3 years experience as a reporter or editor in print or broadcast media, or comparable experience in media relations with a PR agency, corporation or professional organization; thorough knowledge of working media. Experience in health care, science or service industry desirable. Some experience in briefing/training spokespersons helpful. We offer a substantial employer paid benefits program and highly professional environment. EOE. Send resume with salary requirements to: Box R-50.

#### HELP WANTED MANAGEMENT

**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.

#### 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.

**On-camera talent \*** Production personnel coaching service: Private coaching in Phoenix. Up-coming 3-day group workshops, San Francisco, May 5-7/San Diego May 19-21/Denver, June 2-4. For information call The Media Training Center 602—285-1143.

#### EDUCATIONAL SERVICES

**On-camera performance 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).

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing.. TELEPROMPTER. Learn from former ABC Network News correspondent/New York local reporter. DEMO TAPES. Cnliques. 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.

**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 \*\* McMartin 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.

**Nautil 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.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., toll free, 800—238-4300.

**Broadcast equipment (used):** AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314—664-4497.

**Sony BVH-1100s, BVH-1100As, BVH-2180, RCA TK-28** and TK-29 film islands and parts at special prices. Grass Valley 1600-4S, 1680, 1600-3G, 1600-7K, 1600-1X, 1600-3C. Other switchers available. Call now to ask about remote production trucks, or for your used equipment needs or surplus. Media Concepts, 919—977-3600 or FAX 919—977-7298.

**Grass-Valley 1600-4s** stereo master control switcher with options. Available April '89. \$34,900.00. Maze Broadcast 205—956-2227.

**Sony BVU-800's.** Reconditioned with 30 day warranty. \$7495.00 each. Maze Broadcast. 205—956-2227.

**Ikegami HL79A's** \$9,995.00/ea. Best offer w/CCU + \$1,995.00. Fujinon lens 14x9.5 w2X \$3,495.00. 3.5X6.5 \$2,495.00. Excellent condition, sole owner. 415—676-7260.

**Harris FM-20K, 9 years old** \$34,900 reconditioned, tuned, tested, MS-15 exciter. Warranty. Armstrong Transmitter. Re-manufacturing all transmitter makes. 315—488-1269.

**LPTV permit holders!** Call us for TTC transmitters, Bogner/Scala antennas, M/A - Com microwave. Save time and dollars, place your complete RE order with us today for April delivery. Kidd Communications 916—961-6411.

**LPTV transmitter.** TTC XL 1000 MU, 1 kilowatt, for UHF LPTV. Low hours, available immediately. Paul Bailion, 406—232-5626.

**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.

**LPTV transmitter.** TTC XL 1000 MU, 1 kilowatt, for UHF LPTV. Low hours, available immediately. Paul Bailion, 406—232-5626.

**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.

**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.

**Low power television station:** All equipment available for sale. Excellent condition. Transmitter, studio equipment, control room, tapes, etc. Prefer package deal, but will break up. Best offer. For equipment list, call Tammy 202—638-2121.

## RADIO

### Miscellaneous

#### NATIONAL WEATHER NETWORKS

Localized on-air radio weathercasts. AMS Seal certified/8 years TV & radio experience - 1988 National Weather Assn. Radio Contributor of the Year. Over 50 radio affiliates on line nationwide.

**BARTER/SYNDICATION**  
**EDWARD ST. PE' 1-800—722-9847**

## 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

## TELEVISION

### Help Wanted Management

#### TECHNICAL MANAGER / TELEVISION OPERATIONS

GTE Corporation has an excellent opportunity available in Tampa. Responsibilities will include ensuring the highest quality technical performance of all production equipment and facilities. You will also design, initiate and manage maintenance programs as well as manage and coordinate regional satellite network. Qualifications for this challenging role include minimum of 10 years experience and BS/BA in Communications or related field. Demonstrated success in hands-on maintenance and management of technical personnel is essential.

We offer a competitive salary commensurate with experience and the kind of comprehensive benefit program you would expect from an industry leader. Please forward resume and salary history in strict confidence to: GTE, Technical Manager, PO Box 374, Tampa, FL 33601-0374.

**GTE** Corporation  
an equal opportunity employer m/f

### Help Wanted Technical

#### MAINTENANCE ENGINEER

Florida Production Center seeks creative, motivated problem solver for expanding operation. Experience with "high-end" equipment a requisite. Resume to

Ted Johnson  
150 Riverside Ave.  
Jacksonville, FL 32202.  
EOE

#### SATELLITE SYSTEM MAINTENANCE TECHNICIAN

Incumbent must have an ASEE or equivalent 2 year program from a technical institute required. BSEE desirable but not mandatory. Minimum 3 years experience in broadcasting with hands-on satellite equipment maintenance familiarity or 3 years experience as an in-depth electronics repair (bench or field) service technician. Experience with Radio Frequency electronic equipment is mandatory. F.C.C. license preferred. Valid driver's license necessary. Send resume with salary history/requirement to:

National Public Radio  
Personnel Department  
2025 M Street, NW  
Washington, DC 20036  
EOE/AA

## Help Wanted Technical Continued

### REMOTE CAMERA OPERATOR

THE CHRISTIAN BROADCASTING NETWORK (CBN) has 3 positions available for REMOTE CAMERA OPERATORS. Candidates must proficiently and professionally operate EFP equipment and edit on 3/4" editing systems. Perform basic repair and maintenance of remote equipment. Must be flexible in handling studio camera work as well as over time and travel assignments. Requires 3-5 years experience as a remote camera operator/editor. If you believe the Lord is calling you to this broadcast ministry, send your demo tape and resume to:

Employment Department  
Christian Broadcasting Network, Inc.  
Box 11  
Virginia Beach, VA 23463



### Help Wanted News

### NEWS CORRESPONDENT

#### WE NEED AN OBJECTIVE REPORTER IN WASHINGTON, D.C.

Someone who's willing to dig for and report the facts. Someone who's experienced and able to deliver credibility in more than just looks. If you have experience in writing and reporting news with a major television network and agree with the philosophy of the Christian Broadcasting Network, Inc., then send a video tape and resume to:

Employment Department  
Box H-1  
CBN Center  
Virginia Beach, VA 23463



#### 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.



## KVCR

### 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



### ASSOCIATE PRODUCER

We are looking for an Associate Producer that wants to join our winning team!

Our year-old, single-issue, live talk show in "America's most livable city"

If you are a highly motivated team player with proven talk show experience and you possess strong writing, booking and organizational skills, then we want to hear from you.

Resumes only.  
Tapes upon request.  
No phone calls please.

Jane McCarty Oakley  
Executive Producer  
WTAE 4 TV  
400 Andrew Boulevard  
Pittsburgh, PA 15221

EOE/MF

## WTAE-TV

## Help Wanted Programing Production & Others

### VIDEOGRAPHER

NBC affiliate seeks strong creative videographer for commercials, station promotion and programming. 3 years experience shooting, editing and lighting. Ability to produce and direct in the field. "On Your Own" a lot. Send resume and tape to:

**RON YAGER**  
WDSU-TV  
520 Royal Street  
New Orleans, LA 70130  
EOE

## 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 motivated, 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**

## ALLIED FIELDS Help Wanted Sales



## JOIN THE NATION'S FASTEST GROWING MEDIA BROKER AS MARKETING DIRECTOR

If you are the type person who likes to do market research, are a good writer, and would enjoy preparing our packages for Television, Radio, and Cable TV, then we have the right position awaiting you in our Alabama Corporate office. You must have good communication and marketing skills and have some knowledge of the electronic media. Send resume and salary requirements to Randy Millar, P.O. Box 700, Cullman, Alabama 35055.

### Programing Service



### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

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## 10,000 RADIO and TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.

One week \$7.00 — **SPECIAL SIX WEEKS \$15.95 . . . SAVE \$20.00**  
Yearly \$120.00  
**MONEY BACK GUARANTEE**

1553 N. EASTERN Dept F  
LAS VEGAS, NEVADA 89101

*American Radio*  
**JOB MARKET**

1553 N. Eastern, Las Vegas, NV 89108



## GET A JUMP ON THE COMPETITION!

MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices. For more information call:

**800-237-8073**  
in CA: 408-296-7353



**THE BEST JOBS ARE ON THE LINE**  
2156 The Alameda, San Jose, CA 95126

### Business Opportunities

#### SCA FOR LEASE

100kw Atlanta  
NCE seeking offers  
Write to:  
Jeff Walker,  
DOS - 222 U.C.  
University Plaza,  
Atlanta, Ga., 30303  
by April 7.  
404-651-2237.

#### PLAY TO WIN!

In today's competitive broadcast game, there are advantages to securing representation. With Westwood, that edge provides the assistance and meticulous selling of your talent to stations worldwide. If you're a live star AIR TALENT, PROGRAMMER or GENERAL MANAGER call or write:  
**WESTWOOD PERSONALITIES**  
6201 Sunset Blvd., #8, Hollywood, CA 90028  
(818) 848-1209

## CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

## WAKE FOREST UNIVERSITY SPORTS NETWORK RADIO NETWORK RIGHTS AVAILABLE

Wake Forest University is a private co-educational university competing in the Atlantic Coast Conference and Division I-A of the N.C.A.A. The school has a strong athletic tradition that complements what U.S. NEWS AND WORLD REPORT has called "the best private comprehensive university in the nation". In fact, the school was chosen as the site for the first Presidential Debate of 1988.

The University's athletic heritage is also well documented. The Demon Deacons have won twenty-five A.C.C. titles and four national championships. Among its alumni are Arnold Palmer, Brian Piccolo, Billy Packer, Lanny Wadkins, and Curtis Strange.

The football program has enjoyed two consecutive winning seasons and post-season consideration under the direction of Head Coach Bill Dooley, one the nation's ten winningest active coaches. The basketball tradition is perhaps even deeper. Five Deacon teams have gone to post-season play over the past ten years.

Wake Forest has had a radio sports network broadcasting men's football and basketball throughout North Carolina and southern Virginia for over twenty-five years. This year, the network consists of fifteen AM radio stations broadcasting via a double line COMREX feed, telephone line distribution system. The Athletic Department is presently reviewing more modern methods of broadcast origination and syndication, affiliate relationships, network management, and operational prospects for 1988-89 and beyond.

If your company is interested in discussing the possibility of acquiring the franchise to operate the Wake Forest Sports Network, please contact:

**Mr. Ben C. Sutton**  
Assistant Athletic Director  
Wake Forest University  
P.O. Box 7265  
Winston-Salem, N.C. 27109  
(919) 761-5011

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**\$3.7 MILLION - CASH**  
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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

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**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.

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

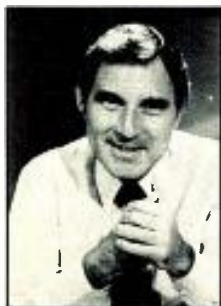
The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially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

**Alan Bell**, president, broadcast group, Lorimar Inc., Los Angeles, joins Freedom Newspapers Inc., Irvine, Calif., as president, broadcasting division. Bell replaces **Gary Chapman**, who joined LIN Broadcasting, group owner, New York, as VP, television. Freedom Newspapers Inc. owns five TV stations and 29 daily papers, including *Orange County* (Calif.) *Register*. Bell previously was area vice chairman, Group W, Philadelphia, and VP and general manager, KTVU(TV) San Francisco/Oakland.



Bell



Belanger

**A.C. "Sam" Belanger**, senior VP, United Artists Cablesystems, Denver-based cable subsidiary of United Artists Communications Inc., named executive VP and chief operating officer.

**John Poole**, VP, cable television brokerage and investment division, Coaxial Associates Inc., Denver, joins Simmons Communications, cable MSO, Stamford, Conn., as director, corporate development.

Appointments at Network Ten Australia, Sydney-based national broadcasting network: **Bill Carrick**, former campaign manager for Representative Richard Gephardt (D-Mo.), joins Network Ten, Los Angeles, as president, Network Ten, U.S.A.; **Rebecca Segal**, president, Segal Associates public relations, Los Angeles, named VP, international.

Appointments at KTTV(TV) Los Angeles: **Bill McGowan**, VP and director of sales, named VP, station manager; **Augie Martinez**, VP, finance and administration, adds operations and traffic department responsibilities; **John McCormack**, local sales manager, named VP and general sales manager.

Appointments at Jefferson-Pilot Communications, Charlotte, N.C.: **Ed Conrad**, VP, finance, named senior VP, finance and administration; **Joe Abernathy**, manager, information systems, named VP and general manager, Co-Opportunities, company division providing computerized information on co-op advertising campaigns to broadcast subscribers.

**Wayne Casa**, general manager, WSTE-TV Ponce-San Juan, Puerto Rico, named VP and chief operating officer, Channel 7 Inc. Casa will also serve on board of directors.

**Jane Dinse**, manager, research projects,

Malrite radio & television stations, Cleveland, named research director, Malrite Communications Group.

**Gary R. Nielsen**, VP and station manager, KPTM(TV) Omaha, joins WIVB-TV Buffalo as VP and general manager.

**Stephen J. Levin**, station manager and general sales manager, KVEA(TV) Los Angeles, named VP and general manager.

**James C. Warner**, executive VP, broadcast operations, M.T. Communications, Los Angeles, named general manager, M.T. Communications-owned WCAY-TV Nashville. M.T. Communications is in process of moving from Los Angeles to Nashville.

**Harlan Reams**, general manager, KSAS-TV Wichita, Kan., joins KAUT(TV) Oklahoma City as general manager.

**Greg Giczi**, supervisor, Golden Dome Productions, division of Michiana Telecasting, South Bend, Ind., named VP, operations. Michiana Telecasting owns WNDU-AM-FM-TV South Bend.

**Bruce Blevins**, general manager, KNEW(AM)-KSAN-FM San Francisco, named VP, general manager.

**Barbara Herrick**, acting general manager, West Virginia Public Radio, Charleston, named general manager.

**Terri Avery**, music director, KKDA-FM Dallas, named VP, operations.

**George Stokes**, general sales manager, KRTS(FM) Houston, named VP, general manager and chief operating officer.

**Mary MacMillan**, national sales manager, WBCY(FM) Charlotte, N.C., named VP and station manager.

**Art Fishler**, former general manager, KCLG(AM) (now KONY(AM)) Washington, Utah, joins KREC(FM) Cedar City, Utah, as general manager.

**Steve Feder**, associate, Montcalm Corp., brokerage firm, Seattle, joins KUDY(AM)-KKZX(FM) Spokane, Wash., as general manager.

## Marketing

Appointments at DDB Needham Worldwide: **David Handelman**, media supervisor, and **Eileen Robinson**, associate media director, elected VP's; **Daniel Ziski**, media planner, named media supervisor; all are based in Chicago; **Wendy Urquhart**, account supervisor, New York, elected VP.

Appointments at BBDO New York: **H. Robert Greenbaum**, **Richard Meyer Jr.** and **Michael Shevack**, all VPs and associate creative directors, named senior VP's.

**Eric Hyman**, senior account executive, and **Barbara Martino**, account executive, Griffin Bacall Inc., New York, named account supervisors.

Appointments at W.B. Doner & Company, Detroit: **Anita Lanning**, studio manager. Ron Rose Productions, Southfield, Mich., named broadcast production manager; **Eric Starkman**, business reporter, *The Detroit News*, named copy writer; **Laura Pryor**, copywriter, Brogan Kabot Advertising, Detroit, named copywriter.

**Bonnie M. Trobec**, art director, Renner Burns Advertising Inc., Edina, Minn., joins Duncan, Nelson, Lambert, marketing group, Bloomington, Minn., in same capacity.

**David A. Burk**, manager, advertising analysis division, Burrelle's Information Service, New York, joins Pinpoint Marketing Inc., director of sales, marketing information sales.

**Bob Lumbard**, director, programing, Storer Cable Communications Inc., Miami, joins Cable Audit Associates Inc., cable accounting firm, Denver, as director of marketing.

**Steven Bast**, advertising manager, Ingersoll Cable Corp., Muskego, Wis., joins Greater Milwaukee Interconnect, Milwaukee, as marketing sales executive. Greater Milwaukee Interconnect is sales and marketing organization representing cable television advertising.

**Chris Brulatour**, director, Davidson Market-



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ing Inc., Chicago, joins Dawson. Johns & Black there as VP and account director.

## Programing



Cohen

**Bruno Cohen**, executive director, programming, Buena Vista Productions, Burbank, Calif., named VP, programming.

**Steve Cheskin**, manager, program scheduling and research, The Discovery Channel, Landover, Md., named senior manager of programming.

**Steven Madoff**, director, business and legal affairs, video division, Paramount Pictures Corp., Hollywood, named VP, legal affairs. Madoff will be involved in all legal affairs related to division's video, pay television, pay-per-view, basic cable and non-theatrical distribution.

Appointments at *Hollywood Squares*, Orion Television Syndication, Los Angeles: **Harry Friedman**, writing supervisor, named supervising producer; **Steve Grant**, associate director, named director; **Roy Battocchio**, writer, named writing supervisor.

**David Wollos**, director of operations and sales, Sunbow Productions Inc., New York, named VP, sales and operations. Sunbow International.

**Kathleen Betsill**, marketing manager, American Movie Classics, Central region, Chicago, named regional manager.

**Robin Berlin**, segment producer, *Entertainment Tonight*, Paramount Television, Los Angeles, joins Movietime, Hollywood, as supervising producer; **Katie Morgan**, producer, MKD Productions, Los Angeles, named segment producer.

**Carol Garcia**, senior affiliate marketing representative, Disney Channel, New York, joins MTV Networks there as account director, Eastern region, affiliate sales and marketing.

**Meet the new boss.** E. James Greiner, vice president, financial planning and administration, NBC, has been named president, SportsChannel America. Greiner will report to Albert F. Barber, executive vice president, NBC, and Marc Lustgarten, president and chief executive officer, Rainbow Program Enterprises. Greiner has previously served as NBC Sports' chief financial officer.

NBC and Cablevision Systems Corporation formed a partnership last December (BROADCASTING, Dec. 26, 1988) and currently own seven regional sports channels: SportsChannel New York, New England, Chicago, and Florida; Prism in Philadelphia; recently announced SportsChannel Ohio; and recently acquired Z Channel in Los Angeles.

**Joseph Mirabella**, VP, sales and program development, ABR Entertainment Co., New York, joins 20th Century Fox Film Corp., television syndication, as director of sales, Northeastern division.



Weber

**Joe Weber**, associate director, programming, MMT Sales, New York and 1988 NATPE Chairman, joins WNYW(TV) New York, as program director.

**Fred Whitehead**, VP, Kushner-Locke, Los Angeles, named executive VP, network television. Whitehead

will have expanded responsibility in network and prime time production.

**Gregory Sneed**, producer, WNYW(TV) New York, joins Fox Syndication there as manager, creative services, *A Current Affair*.

**Franklin Getchell**, executive producer, Children's Television Workshop, New York, named VP, production.

**Rhonda Weddle-Kinosian**, sales manager, Stea

One, Los Angeles, as regional manager, affiliate relations department.

**Alan Sneed**, founder, Atlanta Media Research, radio programming and marketing firm, joins Wescom Group Inc., Westport, Conn.-based station programming and marketing company, as VP, programming.

**Angela Stribling**, host, *Washington Style*, WFTY-TV Washington, joins Sheridan Broadcasting Network, New York, as host, *Cameras of Black Women*.

Appointments at 44 Blue Productions Inc., Redwood City, Calif.: **Paul Golubovich**, coordinating producer, named associate producer; **Susan Dayton**, assistant special sections editor, *The Anchorage Times*, Anchorage, Alaska, named production coordinator.

Appointments at WXYZ(TV) Detroit: **Dan Brown**, operations manager, named production manager; **Tom Polk**, assistant creative services director, named creative services manager; **Marla Drutz**, research and sales development director, named director, programming acquisition; **Mimmi Mathis**, director of creative services, named director of program development and advertising.

**Mike Hegan**, play-by-play announcer, Milwaukee Brewers baseball team, WVTM(TV) Milwaukee, joins WUAB-TV Cleveland as color analyst, Cleveland Indian baseball broadcasts.

Appointments at KIRO(TV) Seattle: **Scott Larson**, producer, *Kidweek*, named director, local programming unit; **Rich Pratt**, *Kidweek* photographer, and **Steve Baxter**, public affairs photographer, named local program unit photographers.

**Gary Berkowitz**, operations manager and program director, WJR(AM) Detroit, joins WCZY-FM there as VP, programming.

**Peggy Apple**, operations manager and program manager, WNYJ(FM) Rotterdam, N.Y., joins WEQX(FM) Manchester, Vt., as program director.

**Jon Wallin**, air personality, KNEW(AM) Oakland, Calif., named program director.

**John Herrero**, classical music announcer, noncommercial KPBS(FM) San Diego, named producer of *Calling Moscow*, monthly nationwide call-in program.

**Bill Andres**, entertainment and feature reporter, KPNX-TV Mesa, Ariz., joins KOY-FM Phoenix as air personality.

Appointments at WRDU(FM) Raleigh, N.C.: **Bob Walton**, music director, named program director; **Tom Guild**, air personality, succeeds Walton.

**Steve Ruxton**, air personality, WUSN(FM) Chicago, joins both Satellite Music Network there as producer/host of *Country-Coast to Coast* and WKIT(FM) Chicago as air personality.

**Evelyn Mallo**, associate producer, *Barry Gray Show*, WMCA(AM) New York, named executive producer.

**Jim Olsen**, program director, WGAM(AM)-WRSI(FM) Greenfield, Mass., named director of programming and promotions.

**Edwin Mathias**, general manager, production division, Rasmussen Communications Management Corp., Champaign, Ill., joins KDUB-

**Welcome back.** Emmy Award winner Linda Ellerbee has joined CNN as a regular commentator beginning today March 20. Ellerbee, who acted as guest a commentator for CNN during both conventions and again on election night, will contribute three essays a week. On those three days, the essays will air four times, 9 a.m., 4 and 8 p.m. and again at midnight.

Ellerbee, who in 1986 won a best writing Emmy for ABC's *Our World*, which she also anchored, has most recently been concentrating on running Lucky Duck Productions, a company which she founded in 1987, and writing a nationally syndicated newspaper column. A proposed syndicated television show hosted by Ellerbee and produced by her production company in association with King Features Entertainment, has yet to get off the ground, although both companies say the idea has not been ruled out.

The majority of Ellerbee's 20-year career was spent at NBC (1975-86), where she wrote and reported for NBC News, as well as wrote and anchored series and documentaries. In addition to her broadcasting achievements, Ellerbee's book about television, "And So It Goes," titled after her sign-off, spent 18 weeks on the "New York Times" best-seller list and was nominated for a Pulitzer Prize.



Ellerbee

## News and Public Affairs



Feders



Solomon

**Sid Feders**, executive producer, NBC News's *Sunday Today* and *Meet the Press*, named co-executive producer, NBC News's new as yet untitled prime time news program; **Gerry Solomon**, executive producer, NBC News at *Sunrise*, will replace Feders on *Sunday Today* and *Meet the Press* ("In Brief," March 6, 1989). Both are based in New York.

Appointments at ABC News, *World News Tonight with Peter Jennings*: **Amy Katz**, associate producer, New York, named operations producer; **Steve Tello**, senior operations producer, New York, named senior producer, Europe, Middle East and Africa. Tello will be based in London.



Freedman

**Michael Freedman**, manager, UPI Radio Network, Washington, joins WJRI(AM) Detroit as news director.

**Judith Schaffer**, assignment editor, CBS News, Los Angeles, named associate producer, *CBS Evening News*, Los Angeles.

**Steve Kremer**, executive producer, news,

WXYZ-TV Detroit, joins KSDK(TV) St. Louis as assistant news director.

**Donna Mastrangelo**, field producer, NBC News, Atlanta, joins WXIA-TV there as assistant news director.

**Patricia Brown**, producer, WFSB(TV) Hartford, Conn., joins WGGB-TV Springfield, Mass., as producer, 11 p.m. newscasts.

Appointments at KIRO-TV Seattle: **Lisa Cohen**, public affairs producer, named special projects producer; **Dave Humphrey**, 5 p.m. news producer, named acting executive producer, replacing **Gail Neubert**, who is on maternity leave; **Carrie Krueger**, noon news producer, named acting 5 p.m. news producer; **Kristen Nelson**, news writer, named acting noon news producer; **Amy Hunter**, production assistant, named assistant producer; **Aaron Stadler**, photographer, KXLY-TV Spokane, Wash., named photographer; **Eric Alexander**, news operation assistant, named news photographer.

**Ken Gullette**, news producer, KMTV(TV) Omaha, joins KCAN(TV) Albion, Neb., as news director.

**Robb Cizek**, producer, KNAZ-TV Flagstaff,

Ariz., joins WNDU-TV South Bend, Ind., in same capacity.

**Greg Sharpe**, announcer and sportscaster, WIBW(AM) Topeka, Kan., joins WIBW-TV there as assistant sports director.

**Ray Wheeler**, anchor, WLUK-TV Green Bay, Wis., will leave station March 26 to pursue other interests.

Appointments at KIMT(TV) Mason City, Iowa: **Linda Shinn**, reporter and weekend co-anchor, named evening news co-anchor; **Robert McNaney**, intern, named reporter.

**Diane King**, reporter and anchor, KJCT(TV) Grand Junction, Colo., joins WUHQ(TV) Battle Creek, Mich., as anchor and producer.

**Mary Rogers**, co-anchor, 6 and 10 p.m. newscasts, KXXV(TV) Waco, Tex., joins KDFW-TV Dallas.

**Vince Wade**, investigative reporter, WXYZ-TV Detroit, joins WJBK-TV there as senior reporter and investigator.

**Elisa Kayser**, general assignment reporter, WBNG-TV Binghamton, N.Y., joins WBRE-TV Wilkes-Barre, Pa., as general assignment reporter.

**Tony Minor**, news director, KZOK(FM) Seattle, joins KING(AM) there as morning news anchor.

**Beatrice Black**, reporter, noncommercial WHYY-FM Philadelphia, named news director.

**Steve Brandy**, operator and affidavit manager, WTAZ(FM) Morton, Ill., joins KSEC(FM) Lamar, Colo., as sportscaster.

## Technology

**Dennis Feely**, co-founder and senior VP, IDB Communications, supplier of audio, video and data/voice satellite transmission services, Los Angeles, named executive VP.

**Will Dishong**, VP, operations and technical services, Potomac Television, Washington, joins WBBM-TV Chicago, as manager news operations, operations and engineering department.



Peterson

**Lee Peterson**, deputy director, engineering, military electronics and avionics division, TRW Space and Defense Systems, San Diego, joins General Instrument, manufacturer cable TV equipment, San Diego, as VP, new business development.

**Jerry Earl**, director of engineering, Jones Spaceling Limited, Denver, joins Simmons Communications, cable MSO, Stamford, Conn., as director of engineering and assistant VP.

**Edward R. Cortes**, retired Air Force Captain, Torrejon Air Force Base, Spain, joins EF Industries, supplier of cable television converters, Lawrence, Mass., as manager of administration; **Victor F. Palousek**, manager, Anixter Manufacturing Co., cable TV equipment supplier, joins EF Industries, Hawthorne, Calif., as manager, cable operations.

# Broadcasting

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Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations ☐ Yes ☐ No

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**Back on the hill.** Pamela J. Turner, deputy assistant for legislative affairs to President Reagan, has been named vice president, government relations, for the National Cable Television Association. Turner will start at NCTA April 1. NCTA President James Mooney said that Turner "brings with her an in-depth knowledge of the legislative process based on her extensive experience both on Capitol Hill and in the White House." Turner joined the President's staff as special assistant for legislative affairs in 1981 and from 1982 to 1989 served as Reagan's chief liaison with the U.S. Senate. Before working for Reagan, Turner was chief legislative assistant to Senator John Tower (R-Tex.).

**George Neill**, VP, manufacturing, System Integrators Inc., Sacramento, Calif., joins Col-or Systems Technology, Marina del Rey, Calif., as senior VP, production.

**Gary L. Montgomery**, regional sales manager, Quanta Corp., supplier, broadcast and video equipment, Salt Lake City, joins Centro Corporation, production and broadcast facilities suppliers, Salt Lake City, as national dealer sales manager.

Appointments at CMX, designers, manufacturers and marketers, broadcast, cable and production equipment: **Joe P. Wellman**, president, Video Television Representatives, consulting firm, Baltimore, named Eastern regional sales manager, Bel Air, Md.; **Fred McCoy**, sales manager, Broadcast Plus, Systems engineering firm, Nashville, named South and Central region sales manager, Bowling Green, Ky.

## Promotions and PR

**Claudia C. Harris**, publicity coordinator, Turner Broadcasting System Inc., New York, and **John Prenty**, media representative, NBC Sports, New York, named public relations managers, Turner Broadcasting System Inc.

**Barbara S. Brogliatti**, senior VP, corporate communications, Lorimar Telepictures, recently acquired by Warner Communications Inc., Los Angeles, has formed Brogliatti Co., Burbank, Calif.-based entertainment public relations and consulting company.

**Rich Wood**, program director, WPIX-FM New York, joins ABC Radio Talk Programming Network there as director, station relations.

**Pamela Weiss**, marketing coordinator, MTV Networks, Nickelodeon, New York, named promotion manager.

Appointments at The Discovery Channel, Landover, Md.: **Nancy Gallion**, director, Central region, affiliate sales, named director, educational relations division; **Jan Craige**, director, creative services, WMAR-TV Baltimore, named director, on-air promotions; **Susan Burleigh**, manager, affiliate public relations. The Disney Channel, Los Angeles, named senior manager, communications.

**Joanne Dix-Wisdom**, senior writer, producer, WLKY-TV Louisville, Ky., joins WGBB-TV Springfield, Mass., as promotion manager.

**Randall Moreau**, promotion coordinator, WXGZ-TV Appleton, Wis., joins WLUK-TV Green Bay, Wis., as writer and producer, news promotion.

## Allied Fields

**Howard Baker**, former chief of staff to President Reagan and former senator (R-Tenn.) joins MCA Inc. board of directors. Universal City, Calif. Baker had previously served as member from 1985 to 1987.

Appointments at Motion Picture Association of America: **John Bohnet**, associate director, preventive security and technology, London, named general manager, international security and technology; **Ed Murphy**, staff investigator, New York, named senior staff supervisor, U.S. anti-piracy investigations.

**Charles P. Stackhouse**, senior VP, marketing, Dun & Bradstreet, New York, joins United Media, Scripps Howard Company, there as senior VP, planning and development.

**Wade H. Hargrove**, communications lawyer, Tharrington, Smith & Hargrove, Raleigh, N.C., named chairman of board, North Carolina Agency for Public Telecommunications.

**Joanne Evans**, media director, CPM, media management company, Chicago, joins Kelly, Scott and Madison Inc., media management company, Chicago, as VP, planning and client services.

**Joseph Laird**, senior investment analyst and venture capitalist, Hambrecht & Quist, New York, joins Veronis, Shular & Associates Inc., investment banking firm for communications industry, New York, as executive VP.

**Marc Hand**, financial consultant, Shearson Lehman Hutton, Denver, joins Questcom Radio Brokerage Inc. there as associate VP.

**John B. Richards**, senior associate, Keller and Heckman, Washington, named partner. Richards was formerly legal adviser to former FCC Commissioner Mimi Weyforth Dawson.

**Stu Berg**, director, Casablanca Productions, Los Angeles, elected treasurer, Academy of Television Arts & Sciences, Burbank, Calif. Berg replaces **Margaret Loesch**, who resigned.

Appointments at International Radio & Television Society Inc., New York: **Marilyn Ellis**, manager, special projects, named director, special projects; **Maria DeLeon**, educational programs coordinator, named, manager, programs and services.

Election results, Women In Cable, Southern California Chapter, Los Angeles: **Pam Smith**, American Cablesystems, president; **Kris Cook**, Duarte Cable TV, VP; **Susan Cooper**, Apollo Cablevision, VP, Orange County; **Pam George**, Avenue TV Cable, secretary; **Jeanne Cardinal**, American Cablesystems, treasurer.

**Jim K. Faircloth**, VP and general manager, Storer Communications, Western division, Phoenix, joins Hardesty, Puckett & Company, Rancho Santa Fe, Calif.-based brokerage and investment banking firm, as president.

## Deaths

**Philip D. Reed**, 89, former chairman of General Electric Co., died March 10 at his home in Rye, N.Y. Reed was chairman from 1939 to 1958 and was named director emeritus in 1968. Reed joined G.E. in 1926 as assistant to VP, law department. In 1939 he was elected chairman. Reed retired from GE in 1958. He was later director, Carnegie Endowment for International Peace and National Educational TV & Radio Center (forerunner to PBS). He also served on board of Cowles Communications Inc. (former group owner). Reed is survived by son, Philip, and daughter, Kathryn.

**Joseph P. Connolly Jr.**, 42, president, Reading (Pa.) division, American Television & Communications Corporation, died March 14 of injuries sustained in automobile accident. Connolly was returning to Reading from Pennsylvania Cable Television Association (PCTA) in Harrisburg when accident occurred. He was also vice chairman of PCTA. Connolly is survived by his mother, two sons, one brother and one sister.



Runnels

**Irene Runnels**, 68, former general manager, WKY(AM) Oklahoma City, died Feb. 17 of cancer at home of her son in San Francisco. Runnels began her career in 1957 at WIL(AM) St. Louis as promotion director. In 1959 she joined KBOX(AM) Dallas as director of marketing and later became station manager. In early 1970's, Runnels became VP and general manager of KOAX(FM) Dallas. She remained with station until 1977. She then went to Oklahoma and WKY(AM). In 1984 she returned to Dallas and most recently had been associated with Texas State Network as general sales manager for Dallas-based news network. Runnels is survived by two sons.

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## Chuck Hewitt: Making peace by the 51-49 rule

"I like to go into a room full of disagreement, where everyone is saying: 'We want to do something, but we disagree on how to do it,'" says Chuck Hewitt. He speaks from experience. From a college football injury that nearly cost him his sight, through his present-day battles with black market electronics "hackers," the current president of the Satellite Broadcasting and Communications Association has found himself in the midst of a contest.

Two-thirds occupied by a conference table, austere as a toolbox, his Alexandria, Va., office bespeaks the "work-hard, play-hard, nothing-in-between" personality to which he confesses. An invitation to visit his home on the Severn River in Maryland, to enjoy his home satellite system, suggests that he indeed brings his work home. "I'm a super type-A," he says.

The SBCA's imminent move to larger quarters may afford the 49-year-old executive room to bring more of home to work. But it is difficult to picture him standing still long enough to water a plant. For now, on the shelves and tabletops stand models. Models of airplanes made by Fairchild Industries, where he served as director of communications earlier this decade. Models of rockets—he was executive director of the National Space Institute from 1974 until 1980, working with pioneering rocket scientist Werner von Braun.

On a lower shelf stands a 1986 Maycom-built Videocipher II satellite signal decoder. Like a game ball or retired jersey, the VC-II may end up in a showcase in the new headquarters, he says. "I love history."

A varsity athlete born in a Kansas town of 8,000, he has apparently always been restless for the next game. Suffering 21 fractures to his face from a football injury drove him, not out of sports, but to the basketball and tennis courts. Restlessness took him on to law school, which he credits with teaching him that "nothing is a hundred percent; everything is 51-49, and you hope you're on the 51 side."

As director of a national association of medical students and intern residents in Chicago, he spearheaded development of health programs for disadvantaged citizens, as well as challenges to the pharmaceutical industry—"a very easy area to attack, large profit-making corporations," he says. Yet, "it became a good working dialogue," revealing, he says, that the problems extended to every public and private corner of "the process"—lessons in the 51-49 rule.

Five years with the National Space Institute put his interests in orbit. And during four years at Fairchild, he helped develop marketing plans for American Satellite Corp. (now Contel-ASC)—"a real good experience learning how corporations work," yet a period he would "not want to



CHARLES CARY HEWITT—President, Satellite Broadcasting and Communications Association, Alexandria, Va.; b. December 24, 1939, Pratt, Kan.; BA, University of Kansas, Lawrence, 1963; JD, University of Kansas, 1966; director of legislation, American Academy of Family Physicians, 1966-68; executive director, Student American Medical Association and Foundation, Kansas City, Mo.; National Association of Internists and Residents, Arlington Heights, Ill., 1968-70; executive director, National Space Institute, Washington, 1974-1980; director of communications, Fairchild Industries, Germantown, Md., 1980-84; executive director, Society for Private and Commercial Earth Stations, Alexandria, 1984-86; present position since 1987; children: Elizabeth, 21; Rebecca, 18.

repeat," he says. Fairchild was not an underdog.

Among the "challenges" evident before the end of his 1984 interview to become head of the Society for Private and Commercial Earth Stations was a \$65 million lawsuit filed by a competing trade organization over the rights to put on trade shows. Describing himself as an attorney who does not belong in court, he helped avoid a trial, negotiating a settlement within six weeks. But the difficulties that had convinced him "this was something I could sink my teeth into" were only beginning.

For two years Hewitt was in the vanguard of an exciting new space-age industry that provided immediate services to earth-bound consumers. No longer available to only those who could order a \$35,000 dish through Neiman-Marcus, consumer TVRO equipment was coming off the assembly lines and getting cheaper by the month. Nationwide sales in 1985 topped 720,000, and dealerships popped up wherever quality broadcast or cable signals were wanting—and, in more than a few cases, where they were not wanting.

Then it happened. In 1986, desiring

TVRO dollars for its product, HBO locked its signal inside General Instrument Corp.'s Videocipher II encryption system and began seeking home dish subscribers willing to pay for the key. The Turner Broadcasting System, Showtime and others followed suit, beginning a movement that today has 45 video signals encrypted. With the end of free access to all the TV programming in the sky, TVRO sales in 1986 dropped below 240,000.

Many in Hewitt's constituency cried foul, suspicious or outright certain that cable operators had coerced the programmers into scrambling. Signal theft was born. Many dealers and consumers knowledgeable in electronics learned how to tamper with the VC-II's, illegally regaining free access to signals. A black market proliferated rapidly. Eventually, half a million VC-II's could not be accounted for in programmer billings.

Although the legitimate dish dealers Hewitt represented were suffering from massive consumer dropout, in the eyes of many, they were black marketeers. "The bottom dropped out for the association, which was way overcommitted," he says, and the next two years were spent "trying to save the association and the industry from total collapse."

One solution to lost resources came when Hewitt convinced established satellite operators, then working on Ku-band DBS proposals, to merge their Direct Broadcast Satellite Association with SPACE to form the SBCA. And over time, he turned discord into unity, say dealer, manufacturer, satellite operator, cable and Hollywood spokespersons, their industries now represented on the SBCA's Antipiracy Task Force and set to fund it to the tune of \$4 million in 1989.

"He is a tireless worker with excellent political skills," says Brian McCauley, Task Force Chairman and president of Netlink, which, on behalf of 90 cable operators, sells cable programming to home dish owners.

On the legislative front, the SBCA was in the thick of negotiations that led Congress to pass H.R. 2848 last fall, establishing a copyright fee for delivery of broadcast signals to TVRO. And perhaps most crucial, Hewitt helped buy time for GI to develop a harder-to-break system.

Hewitt still faces challenges. Relations need further mending, legitimate dealers need support and doubts about VC-II-Plus persist, he says. "We aren't yet in the mainstream, either as an association or as an industry. I believe we have to earn our way," he says. "How we have dealt with legislation, how we solve problems, is helping to get us there. If you can solve a problem without creating more chaos, that's what you should do." More rooms full of disagreement? He laughs. "This is going to be a challenge—and I am going to be here—for a while."

Sources close to contract talks between **producers and SAG/AFTRA** said **early settlement appears to be at hand**. Current contract expires at end of June, and it appears strike will be avoided. SAG/AFTRA joint boards are expected to vote on new three-year contract proposal next week, which calls for 4% increase in basic minimum daily wage and 1% hike in producer contributions to pension and health plans. Actors agreed to rollback of residuals for one-hour off-network syndication product in exchange for increase in basic cable residuals. Actors appearing as guest stars are to receive increase in minimum payment. "It's basically a done deal," except for few details, said one source close to talks.

□

With support of major broadcast networks, **FCC voted last Thursday to rid its books of rule limiting term of affiliation agreements with television stations to two years**. The FCC found 44-year-old "two-year rule" to be anachronism that no longer serves its intended purpose of encouraging new networks and that may stand in way of benefits that flow from the stability of long-term contracts. Stability inherent in long-term contracts may help networks attract capital and develop programming. Likewise, it may help stations attract advertisers and obtain financing. "I would hope that this increased flexibility would lead to strengthening the network-affiliate relationship," said FCC Chairman Dennis Patrick before unanimous vote. Rule serves as "good example" of fact "that we still have outdated regulations on the books," he said.

□

**Representative Charles Schumer (D-N.Y.) has introduced bill (H.R. 1375) that would require cable companies to report changes in rates and tiers of service to FCC on monthly basis**. Representative Brian Donnelly (D-Mass.), in light of cable dispute in Braintree, Mass., has introduced bill (H.R. 1304) to eliminate section of Cable Act that allows cable companies to collapse tiers of service.

□

**Heritage Broadcast Group Inc. has sold WAAX(AM)-WQEN(FM) Gadsden, Ala., and WELO(AM)-WZLQ(FM) Tupelo, Miss., to Phoenix Holdings for \$9.2 million**. Seller is Atlanta-based group headed by James T. Cullen Jr., chairman, and Adam G. Polacek, president. It also owns WNF(AM) Palatka, Fla.; WWNC(AM)-WKSF(FM) Asheville, N.C.; and KRKK(AM)-KOSW(FM) Rock Springs, Wyo. It has purchased WYGO(FM) Gainesville and WSOR-FM Fort Myers, both Florida, pending FCC approval. Buyer is owned by Sam Howard, who also owns WVOL(AM) Berry Hill and WQOK(FM) Hendersonville, both Tennessee. WAAX is daytime on 570 khz with 5 kw, and WQEN is on 103.7 mhz with 100 kw and antenna 1,090 feet above average terrain. WELO is fulltime on 580 khz with 1 kw-D and 500 w-N, and WZLQ operates on 98.5 mhz with 100 kw and antenna 158 feet above average terrain. Broker: Media Venture Partners.

□

**Roy Fox, one of founding fathers of "teabag" protest** that pitted talk show hosts against proposed congressional pay hike, **resigned March 15 from WXYT(AM) Detroit**, citing lack of station support for teabag protest and rumblings from management that he tone down his activities. Jim Glass, operations manager of WXYT, said Fox's departure had "nothing to do whatsoever" with protest. He added: "I think the teabag revolution was a good positional stand for the radio station, but I don't think the issue warranted seven days a week, 24 hours of coverage by us or anybody else." Meanwhile, according to Mike Siegel of KING(AM) Seattle, plans are under way for **April 21-22 meeting of radio talk show hosts in Boston** to determine future talk show targets and procedure with which to unify their efforts. Although hotel location has not yet been chosen and no agenda has been set, several hosts said about 30 attendees are expected. Suggested topics for target include boycott of Continental Airlines and battle against pay increase for federal judges.

□

**Mike Shapiro, assistant news director of WTSP-TV Tampa-St. Pe-**

## Poll closing progress

*House Administration Committee last week adopted a uniform poll closing bill, clearing the way for a vote by the full House. Identical to legislation that passed the House twice before only to die in the Senate, the bill would mandate that all polls in the continental U.S. close at the same time—9 p.m. EST. That would mean that polls in the central time zone would close at 8 p.m. local time and those in the mountain zone at 7 p.m. Polls would also close at 7 p.m. in the Pacific time zone, where daylight saving time would be extended for two weeks (7 p.m. daylight time on the West Coast is the same as 9 p.m. EST). Its aim is to insure that the networks and other media organizations do not project a winner in presidential elections based on exit polling before all polls in the country close. Congressman Al Swift (D-Wash.), the bill's author, said that the networks are sticking to their part of the agreement not to project election results before polls close on the West Coast. "Now it is up to the House and Senate to send this legislation to the President," he said. A similar measure is pending in the Senate Rules Committee, but no action has occurred.*

tersburg, Fla., was **fired March 15 for allegedly accessing information from computer system of his former employer and rival station, WTVT(TV) Tampa, Fla.** Terry Cole, news director of WTSP-TV, was also terminated. Shapiro had been arrested Feb. 7 ("In Brief," Feb. 13) on 14 computer-related counts. Assistant District Attorney for Hillsboro County, Fla., is investigating incident, and charges may be filed after completion of investigation of Shapiro and Cole. Vince Barresi, vice president and general manager of WTSP-TV, issued statement saying he "regretted the circumstances which led to this difficult decision," but terminations were necessary to avoid questions about objectivity. Bob Franklin, interim news director of WTVT, said that he was "saddened by the fact that any news organization has to go through that [computer theft]. It reflects badly on all of us." Exact method of computer theft has yet to be determined. Shapiro is former WTVT employee and had helped design station's computer security system.

□

**Westwood One Stations Group, subsidiary of Westwood One Inc., assumed ownership of KIQQ(FM) Los Angeles last Thursday (March 16), renaming station KQLZ-FM, "pirate radio 100.3 FM."** Station, which previously featured Transtar Radio Networks' Format 41, switched to contemporary hit format last Friday (March 17) under programming direction of Scott Shannon, station group VP. Shannon led first broadcast of KQLZ-FM, where he now hosts daily morning show. Company said Westinghouse Credit Corp. has provided \$95 million financing package, including \$65 million revolving credit facility with eight-year term and \$30 million subordinated debt financing for 10 years. Westwood One will use \$56 million in KQLZ-FM acquisition; balance will be used to refinance existing assets, provide working capital and pay for future station acquisitions.

□

**U.S. District Court has blocked request by Midwest Sports Channel to be carried on cable systems owned by Hauser and Rogers in Minneapolis area**. Systems dropped service March 3, after impasse on new rate structure. Operator said service, transformed from free WCCO II service, wanted to charge operators 53 cents per subscriber, mainly for pro baseball, hockey and basketball. Two operators serving 225,000 subscribers refused, dropping service. MSC, owned by WCCO-TV Minneapolis, had asked court for temporary restraining order to regain carriage. Meanwhile, TCI affiliate TKR Cable informed its subscribers of 50-cent basic rate hike to pay for Yankees games on Madison Square Garden Network beginning May 1. And MSG said it signed systems owned by Vision, Harron and CTEC to carry Yankees on basic on systems serving 155,000 subscribers.

**Wonder Years** creators and producers Neal Marlens and Carol Black said they are leaving program this spring, apparently weary of 16-hour, seven-day work week that comes with producing series television. "After 13 episodes, our plan is to leave the show," Marlens told crowd attending screening of *Wonder Years* sponsored by Museum of Broadcasting in Los Angeles. Marlens and Black, who are married, recently lost newborn baby. There was no word on their future plans.

□

**Copyright Office has recommended to Congress it adopt "moral rights" legislation** to protect copyright holders. But in report on film alteration (colorization, panning and scanning, etc.) office said any regulations should be prospective, thus protecting past and planned alterations to existing films.

□

**New European transfrontier broadcast law was essentially completed last week** when Council of Europe formally adopted new broadcasting convention and European Commission put finishing touches on its own separate, but similar regulatory plan. Both documents, aimed at harmonizing national media laws to prevent barriers to transnational satellite TV services, adopted minimalist quotas limiting non-European (principally American) programming, calling only for majority of European-developed material "where practicable." New laws will also allow advertising of up to 20% of any hour or 15% of daily schedule, while placing advertising limits on tobacco products, pharmaceuticals and alcohol. EC document, approved over dissent of West Germany, Belgium and Denmark, will be addressed again at meeting of internal market ministers April 13 in Luxembourg, where outstanding copyright issue must be addressed. Once approved, it will have force of law.

□

**Association of Independent Television Stations last week sent letter to House Judiciary Committee Chairman Jack Brooks (D-Tex.) on Time Inc.-Warner Communications merger** (see pages 29 and 30). INTV has not taken position on merger per se but attached copy of correspondence it sent to Time and Warner executives which outlines its concerns that in past Warner cable systems have dropped local independent stations and that one Time system charged INTV member \$2,000 per month to gain carriage. Moreover, association expressed concern to Brooks that television networks are using merger as "an excuse to intensify their campaign for repeal of the network financial interest and syndication rules." Brooks held hearing on merger last week during which several members said they thought it was time to re-examine fin-syn rules.

□

**International Association of Broadcasters' board of directors last week unanimously adopted resolution opposing establishment of**



**Mending fences.** Last Monday (March 13) Today's Willard Scott and Bryant Gumbel kissed and made up on the air, ostensibly ending their highly publicized feud. The cause of the spat: an internal memo written by Gumbel to boss Marty Ryan last summer but leaked to the press in late February that was critical of the jovial weatherman as well as other Today personalities.

Once the memo—which Gumbel asserted was "confidential...meant only to help you [Ryan]...not hurt others"—went public, Scott, who was on vacation at the time, expressed his unhappiness to the media. March 13th was the first time since the controversy broke that they appeared on air together in the studio.

**proposed TV Marti**, which would operate as affiliate to Radio Marti, broadcasting news, information and entertainment to Cuba. Board requested IAB President Dr. Luiz Eduardo Borgerth to express "to the appropriate branches" of U.S. government its uneasiness, including "its deepest concern that the implementation of this proposal will establish a dangerous precedent in the broadcasting environment" of Western Hemisphere.

□

**ABC's Moonlighting will return to schedule on Sunday night, 8-9 p.m., beginning April 2.** Also, *The Robert Guillaume Show* joins network schedule for trial run on Wednesday, 9:30-10, beginning April 5. *Hooperman*, currently in that slot, goes on hiatus until later in season.

## Intelsat reduces tariffs

The International Telecommunications Satellite Organization last week sought to prepare itself for operating in an international communications satellite market in which it no longer enjoys a monopoly. Its board of governors, meeting in Nairobi, Kenya, endorsed a strategic plan that had been in development by its staff for more than a year. And as an indication of its strength as a player in the international field, the global organization announced the board's action to reduce tariffs for a range of Intelsat services.

The board met as one U.S. separate system, PanAmSat, is operating and increasing its share of the international market, as the U.S. and Great Britain are consulting with Intelsat on another, Orion Network Systems, and as various domestic and regional satellite systems are making an increasing impact on the world scene. During the meeting in Nairobi, the board made favorable findings on 13 requests for consultations under Article XIV of the Intelsat Agreement concerning the use of separate

systems.

The plan endorsed by the board—and to be presented to Intelsat signatories at a meeting in Orlando, Fla., on April 10—is said to reflect the board's sensitivity to the present and future competitive threat posed by fiber optic cables and to the movement toward deregulation on the part of countries around the world. Sources said the plan notes business's increasing need for international communications service, and added that the plan's primary emphasis is on making available the fixed satellite service capacity needed by Intelsat members' customers.

The recommendations said to be included in the plan call for: pricing policies geared to significant reductions for long-term commitments, steps to strengthen the interconnectivity of the system, and the provision of incentives for digitalization. It also calls for a focus on growth areas like video; it says Intelsat should anticipate users' needs and insure the availability of capacity, power and connectivity.

## Editorials

## Paradise postponed

The odds on achieving a one-world production standard for high-definition television during this CCIR cycle (through 1990) were made even longer last week when an international collection of broadcasting unions concluded that a single standard was momentarily beyond reach (story page 29). Bad enough in itself, the action was compounded by its effect on the opportunity to turn away from the separatist path that has frozen global television into NTSC, PAL, SECAM and other incompatible forms. Not to mention its slowing down the prospect, if not the possibility, of an open-borders approach to world-wide communications.

For those who take a longer view than narrow self interest, it is to weep.

There will be HDTV, of course. It will take longer in coming, and be far costlier, but the technology will eventually overtake the technocrats. The pity is that it will then be known as PHDTV. For polyglot.

## No sale

Television violence bills were introduced in the House and Senate last week. The driving force behind the measures, as behind similar failed efforts, is Illinois Senator Paul Simon, who wants to give Fifth Estaters the opportunity to resurrect an industrywide programming code by exempting them from the antitrust laws that finally laid to rest the National Association of Broadcasters television and radio codes in 1983. No strings attached, mind you; no prescribing or proscribing programming, says Simon. Just an antitrust exemption to give broadcasters, cable operators and program producers the chance to get together. Convivial indeed.

On the surface, a voluntary code has great appeal as a compromise between those who would stand by absolute First Amendment principles and those who would impose their tastes between the media and the public. But in the real world, any code, if offered by the government as the alternative to government control, is effectively that control by proxy. (A children's television code here, a violence code there, commercial time standards all over the lot, pretty soon you're talking real censorship.) Suggesting, as Simon has, that the antitrust exemption does not carry with it the political prod to the industry to make use of that exemption through collective self-censorship would be the height of political naivete. At a 1987 hearing on the same antitrust exemption, Senator Strom Thurmond (R-S.C.) said of television violence: "I'm going to do all I can to make you take it off if you don't take it off." So much for voluntary. (We wonder how the critically acclaimed but often violent *Lonesome Dove* would fare in a world of codes.)

Simon says that the "responsibility for the regulation of televised violence" currently rests "in the individual [emphasis ours] good judgment and public-mindedness of broadcasters, cable operators and producers." That sounds like a good place to leave it.

## Fair warning

Broadcasters concerned about the headaches—not to mention economic disincentive—of a services tax on advertising (and all

should be, considering that Florida has already tried to pass one and other states are considering them) should heed the plight of KGTL(AM)-KWVV-FM Homer, Alaska. Although there is no state-wide advertising tax, there are apparently a number of city and borough advertising taxes that achieve the same deleterious end.

Here, in convoluted essence, is the story related by David Becker, the beleaguered president and general manager of those stations:

In the Kenai Peninsula borough (comparable to a county) in which the stations are located, the local government charges a 2% tax on advertising, up to \$500 per client per month. The city of license, Homer, also has a city sales tax (3%) as does the city of Kodiak (5%), which is within the stations' coverage area. And there are other incorporated cities, each with its own sales tax on advertising revenues. Since point of delivery is the determining factor of tax liability, technically, the stations would, under the tax law, be required somehow to pay tax to each city or borough to which they deliver their signal according to the respective tax rate.

But even the lawyers couldn't figure that one out, so an exception was made, and it was determined that a station's tower was point of delivery, and thus Kenai's 2% was the applicable rate—except that Kodiak claimed it should still receive its 5% of the business targeted to that city, and thus exacts its 5% on any time bought by clients located in that city. Kodiak also had a claim for back taxes on years when the station had paid 2% on all time bought, including Kodiak advertisers, but the station, with the aid of legal counsel, uncovered a statute that set a 6% limit on sales tax. The additional claim for 5% on top of the 2% originally paid to Kenai would have exceeded that.

There are even more twists—month-to-month carryover accounts, breaking out the \$500 and under that is liable for taxes from the over \$500 that isn't—but having failed to leave a trail of bread crumbs, it's best to exit this maze.

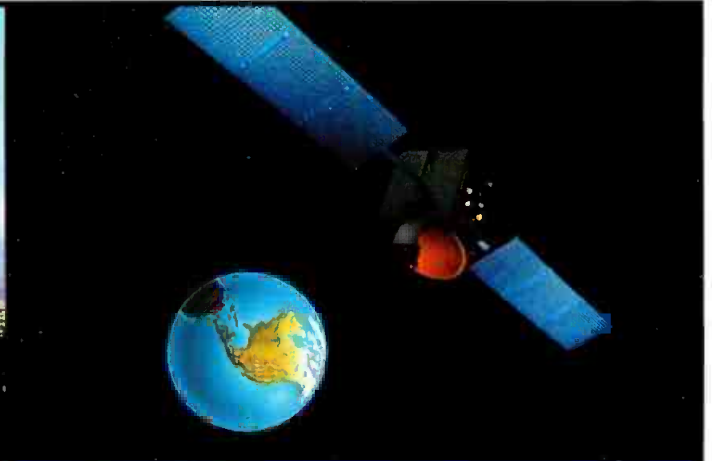
Such convolution should not be wished on anyone. The paperwork involved in figuring out who gets what takes the stations' bookkeeper three days each month—a "nightmare," in the experience of the general manager. So, the next time the idea of an ad tax raises its head in your state or community, remember Homer and David Becker, shoveling out each month from under a blizzard of paperwork. It *can* happen here.



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