

# Broadcasting Mar 27

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50th Year 1998

CABLE REVENUES  
Still on a roll  
NETWORK DEREG  
hill fight

# Afternoon.



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## ABC's change of command...

Brandon Stoddard resigns as ABC Entertainment president to oversee



Stoddard



Iger

network's in-house program development. In his place: Robert Iger, ABC Television Network Group executive vice president. **PAGE 27.**

## Oprah's many hats...

Oprah Winfrey says she likes to invest in "things that I know"—whether it be as talk show host, studio owner, executive producer, actress, restaurateur or station owner. **PAGE 35.**



Winfrey

### 28/NETWORK DEREG

ABC, NBC and CBS continue negotiations with Hollywood on financial interest and syndication rules. Little progress has been made and stage is being set for major public policy debate on issue.

### 30/SUBS FOR SALE

Centel Corp. sells six groups of cable properties reaching 575,000 subscribers for more than \$1.4 billion.

### 31/CABLE GROWTH

Pointing to such factors as

increasing penetration, larger audiences and strengthening of local advertising, analysts predict cable's healthy first-quarter revenue growth will continue.

### 34/AIMING AT CUBA

House committee approves authorizing legislation containing funding for TV Marti—television station that would broadcast news, information and entertainment to Cuba.

### 36/FRED INC.

Former top ABC executives Fred Pierce and Fred Silverman

form production company focusing on original live and taped programming.

### 43/HDTV ON DISPLAY

BROADCASTING's preview of technological offerings on display at National Association of Broadcasters' convention examines high-definition television.

### 45/CABLE SALUTE

Cable industry readies for its third annual National Cable Month, highlighting individual services and expanding promotional campaigns to attract new subscribers.

### 48/NEWS WHEEL

NBC correspondent Connie Chung joins CBS News, and CNN's Mary Alice Williams moves to NBC. Both are returning to their previous employers, receiving higher salaries and increasing their anchor responsibilities.

### 61/INVESTING OVERSEAS

Domestic and foreign finance and media executives discuss benefits and down sides to American investment in European media.

### 54/GLOBAL NETWORK

Christian Science church's new worldwide shortwave radio news and information network, when finished, is expected to be world's most powerful privately owned shortwave system.



Cypress Creek, S.C.  
transmission site

### 63/LEGAL GROUNDWORK

U.S. district court judge issues preliminary rulings in *Preferred Communications v. City of Los Angeles*.

### 87/AT THE HELM

Since taking over as CBS Radio Division president last August, Nancy Widmann has overseen, among other things, signing of four-year contract with Major League Baseball, addition of sports and Hispanic divisions at network's rep firm and expansion of company's properties.

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# **GUESS WHO BEATS THESE HIT PROGRAMS HEAD TO HEAD IN TARGET DEMOS:**

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## Slow boat?

Don't look for FCC to take quick action on repealing its network-cable crossownership rules. Item is said to be on back burner due to concerns raised by Hill, especially on Senate side, where Communications Subcommittee is preparing to convene hearings on subject of media diversity and concentration. All FCC crossownership rules are slated for review. Networks would like to see regulation removed (see "Top of the Week"), but Senate prefers that FCC not act prior to hearing.

## Teaming up

Hubbard Broadcasting is advising sports entrepreneur Charles O. Finley in his bid to create International Football League with teams in U.S., Canada, Britain and, possibly, Germany, France, Sweden and Italy. At Finley's request, group broadcaster put together outline of what it would take—technically and financially—to televise league games. Hubbard President Stanley Hubbard declined to provide details of his report or Finley's plans, citing nondisclosure agreements.

## Broad charter

NBC is creating new business development organization responsible for overall company strategic planning as well as international expansion/involvement. Activity will report to Tom Rogers, who'll have title as president of NBC Cable and Business Development. He reports to NBC President Robert Wright. Rogers has been on leading edge of NBC's strategic development since he joined company three years ago; he was previously senior counsel of House Telecommunications Subcommittee. Rogers will coordinate with existing business development operations within NBC divisions, in addition to conducting independent development activities.

## New name

Latest name to emerge as candidate for FCC slot is Martha Wheeler, wife of independent broadcaster Sandy Wheeler (Family Group Broadcasters). She is active in Republican politics in Florida and is said to have support of President's son, Jeb Bush; Lee Atwater, Republican party chairman, and, possibly most significant, Ronald Kaufman, deputy director, presidential personnel.

## Pipers unite

Most cable programmers are likely to enter music licensing lawsuit between Turner Broadcasting System and ASCAP, case that will decide cable industry's music licensing liabilities. ASCAP has music licensing agreements with several programmers, but informed industry at end of last year that it would seek to license performances at both programmer and operator level. Turner brought suit, contending one license was sufficient, stance with which cable programmers and operators agree.

At initial hearing, where HBO, Viacom and Lifetime, among other programmers, were present, district court referred case to magistrate, who also has pending before him separate Showtime-ASCAP suit. Decision in that case could provide indication of cable's financial obligation in Turner-ASCAP case.

## Shopping list

With Centel sale (see page 30), largest cable properties now on block are 138,000-subscriber Choice Cable system in Los Angeles and 100,000-subscriber First Carolina systems. Waller Capital is handling Choice sale, with reported asking price of \$390 million (\$360 million after tax certificate). United Cable has passed on deal, leaving Sammons, Comcast, Cablevision Industries and Cablevision Systems, which entered area with purchase of Z Channel, as other possible bidders.

First Carolina, which had \$200 million deal with Cencom that fell through after New York State Cable Commission blocked transfer of Plattsburgh system, is being shopped around by original broker Waller Capital, plus Communications Equity Associates and Denver Group. This time, one source said, properties are likely to be split into two or three parcels. And word is that Jones Intercable is close to \$70 million deal to buy Acton's 33,000-subscriber system in Anne Arundel County, Md. Jones is primary operator in county, where two companies have engaged in about 300 miles of overbuilding.

## Call for retraction

Richard Carlson, director of Voice of America, is threatening to sue *The Nation* for libel if it does not retract and apologize for article in March 13 issue alleging he "helped subvert the agency's charter by employing the radio network to pass intelligence messages, including at least one from Oliver North." Carlson, in letter to *Nation* editor Victor

Navasky last week, "categorically" denies having played part in—or having knowledge of—VOA "allegedly being used for intelligence messages of any kind." Charge was made in column by Alex Dubro, president of National Writers Union, and appeared to have been paraphrase of material in article by Carolyn Weaver, part-time employee of VOA, in *Columbia Journalism Review's* November-December 1988 issue. Carlson said Weaver article was "sloppy and reckless" but that it did not say he had subverted charter. To suggest he had, Carlson said, "is to deliberately damage my reputation."

Navasky, contacted Friday, said he had not yet received letter. But he said he had confidence in Dubro, whom he described as leading investigative journalist.

## Over there, over here

Cable industry's rapidly expanding interest in overseas cable TV opportunities has led National Cable Television Association to address topic for first time in five years at annual convention. For May convention in Dallas, NCTA is lining up panel of Americans with front-line experience in European cable to address specific opportunities for colleagues abroad. Reportedly on list of invitees: Glenn Jones of Jones Intercable, Bill Elsner of United Cable, and former MTV executive Mark Booth of Maxwell Entertainment, with Mark Sena of Communications Equity Associates moderating.

## Solo pilot

Michael Moyer, producer and co-creator of Fox's *Married with Children*, will write script for NBC fall pilot project. Pilot, spinoff of NBC's *227* series, will star Jackee, currently co-star of that series. Moyer said regardless of whether pilot receives series commitment, his involvement is limited to pilot.

## Waker upper

ABC Radio Network is preparing to announce new service, "Morning Show Prep," designed to help affiliates program their morning shows. Network has two producers lined up to develop service, which will offer comedy bits, capsulized *USA Today* reports, and other key morning show elements. "Morning Show Prep" will be available on market-exclusive basis and will be targeted particularly to contemporary hit format.

# 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 day-timers 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).

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Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

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.

National League of Cities is 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 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

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. Hearings on new children's TV legislation, which were scheduled for March 23, have

been postponed until after Easter recess.

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. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

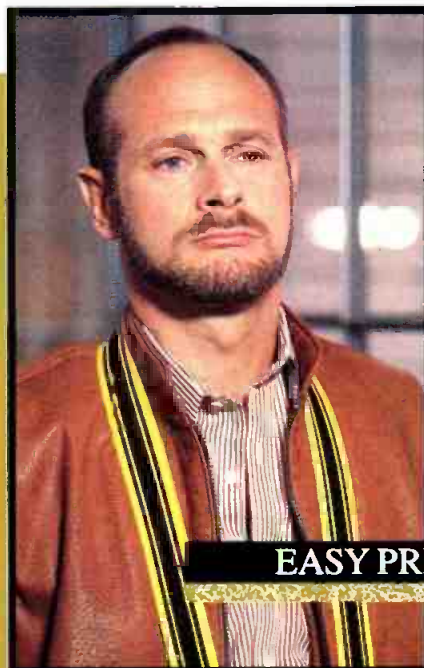
Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval.

# NEW WORLD TV GOLD

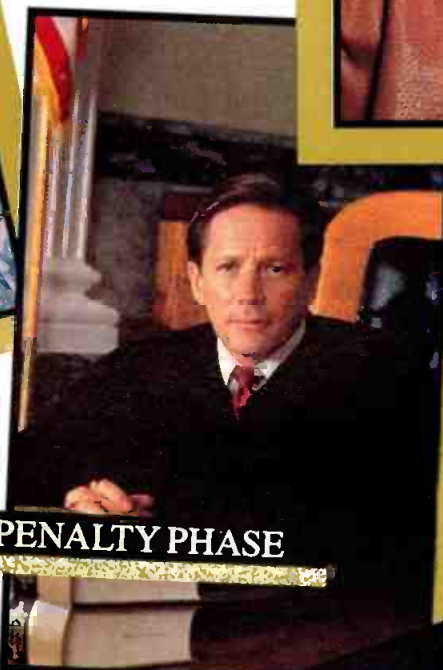
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EASY PREY



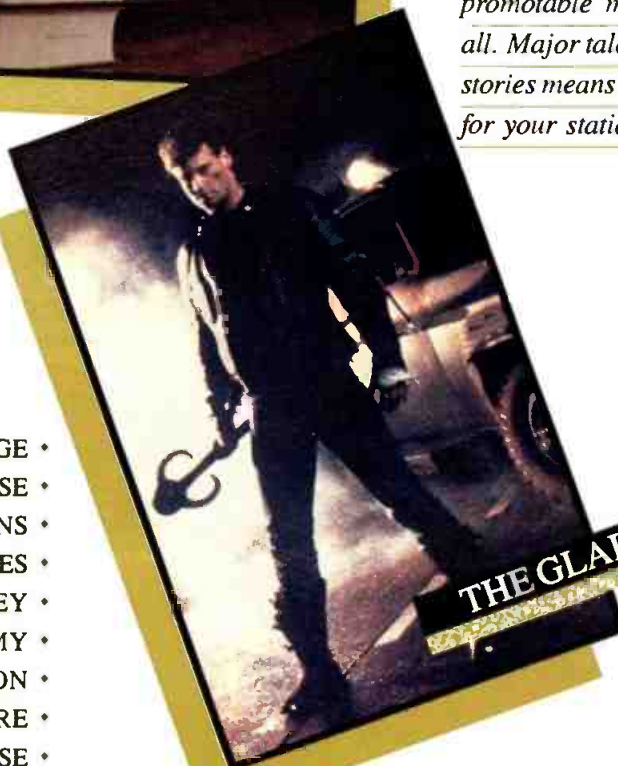
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- AFTER THE PROMISE •
- THE GLADIATOR •



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contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

## Crossownership

## Compulsory License

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

**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.

## 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            | 624    | 1,713             | 2,337  |
| 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          | 6,000      |
| 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.

## Direct Broadcast Satellites

■ Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable home dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. 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, top cable operator Tele-Communications Inc., through subsidiary Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

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

# HALL MIGHTY SWEEPS!



That's the best way to describe the February results. Because according to the latest national ratings, **THE ARSENIO HALL SHOW** is going strong, capturing young adults across America. One look at our numbers and you'll see—

Arsenio's off to a great start. And at Paramount, we know it's only the beginning.



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Source: NTA 1/30-2/26/89. Sajak 90 minutes vs. Hall and Letterman 60 minutes.

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 programming 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 consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television

broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

## Home Satellite

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

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

## 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 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 principle on revised terms of their expected merger to form new company, United Artists Enter-

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tainment 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 rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

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

■ On March 21, CPB board adopted \$254,339,038 FY 1990 budget, consolidated vice presidents to include only VP, station relations, and VP, programing, and new CPB Chairman Ken Towery asked Congress to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programing or other budget items unnecessary. Fiscal 1990 budget 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.

CPB asked Senate appropriations subcommittee March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. House will hear CPB request April 18. Administration would cap CPB funding at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million.

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 programing 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, NABTS 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.

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 programing 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.

## Syndex

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

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

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

## Wireless Cable

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

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

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

## Data Data / March 27

News from Data Express March 27, 1989

**WBAZ-FM, Southold, NY** will begin publishing a monthly sales newsletter through the Data Express Newsletter Service next month.\* We look forward to working with Paddy Soito.

**WMJJ-FM, Birmingham** started their third year of Newsletter Service last week. Our thanks to Bill Stoeffhaas, Michele Rouse and David Swiger.

**BAF Communications, Woburn, MA** is our April Client of the Month. They've been a great reference and really understand the value of newsletter communication. Our Employee of the Month is new Production Manager Kayce Stewart.

**New feature:** New clients now have their newsletters mailed presorted Zip+4 first-class, the fastest non-overnight mail possible, using our Accu-Mail™ system.

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\* Data Express is America's Newsletter Publishing Service. Our all-inclusive service gives a firm a fully-produced newsletter, published monthly. We handle all editing, layout, printing, and mailing of the newsletter — you supply your information and a mailing list. The process takes just six working days. Cost: 38.9¢ to \$1.05 per piece, postage included. For details call Sharon Kennedy at 904-386-3282.

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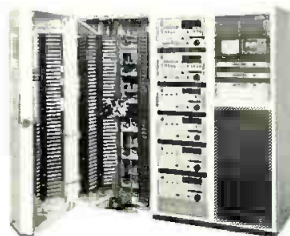
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## This week

**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 programming, 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.

**March 30-April 1**—*National Federation of Local Cable Programmers, Central States region*, spring conference. Kellogg Center, Michigan State Uni-

versity. 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**—"Producing for Global TV—A New Frontier," seminar sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.

**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 1**—"Career Crossover," seminar on how to make career transitions in television and other industries, sponsored by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

**April 2-5**—*Association of National Advertisers* business-to-business marketing conference. Biltmore, Coral Gables, Fla.

## Also in April

**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

## Major Meetings

**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 convention. 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 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

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

**Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 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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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**—"Judicial Review of FCC Decisions," seminar sponsored by *Federal Communications Bar Association*. Washington Marriott. Information: (202) 331-0606.

**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**—"Sports on Cable: A Whole New Ballgame," panel featuring Peter Barton. TCI: Ed Frazier, Prime Sports Network; John Mathwick, Jones Interchange; John Mohr, SportsChannel America, and Roger Werner, ESPN. sponsored by *Cable Television Administration and Marketing Society, Rocky Mountain chapter*. Scanticon conference center, Denver. Information: (303) 333-1215.

**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*

## Errata

March 20 "Changing Hands" incorrectly listed **WOJ-AM-FM Lehigh Acres, Fla.**, as Joyner Communications properties. **Stations are owned by Robert Dwyer.**

□

In March 20 story on new network affiliate organizations, **Joseph Carriere** was incorrectly identified as being with Caprock Telecasting, Roswell, N.M. He is VP and general manager, **KELO-TV Sioux Falls, S.D.**

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**—"Public Policy to Improve Children's Television: What Other Countries Are Doing," colloquium co-sponsored by *Annenberg Washington Program and American Children's Television Festival*. Annenberg Program, Willard office building, Washington. Information: (202) 393-7100.

**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.

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

**April 20**—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts, and Bud Carey, VP-general manager, WNBC-TV New York. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 20-21**—*National Association of Telecommunications and Advisors* regional telecommuni-

cations conference. Adam's Mark hotel, St. Louis.

**April 21**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key. (213) 282-8801.

**April 21**—*National Academy of Television Arts and Sciences* presidents' programming conference. Weston hotel, Atlanta. Information: Trudy Wilson. (212) 586-8424.

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

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

■ **April 24**—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programming in Hollywood, sponsored by *National Academy of Cable Programming* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor. (202) 775-3611.

**April 24**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key. (213) 282-8801.

**April 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

**April 27**—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

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

**April 28-29**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen. (214) 220-2022.

**April 29-May 2**—*National Association of Broadcasters* 71st annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

**April 29-May 3**—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

**April 30**—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

## May

**May 2**—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

**May 3**—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Chasen's, Los Angeles. Information: (213) 652-0222.

**May 4-6**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

**May 7-10**—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

**May 7-10**—*Association of National Advertisers* advertising financial management conference. Innisbrook, Tampa, Fla. Information: (212) 697-5950.

■ **May 9**—*Action for Children's Television* Achievement in Children's Television awards. Bar los Theater, Massachusetts Institute of Technol

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ogy Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

**May 11**—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

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

**May 14-16**—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

**May 15**—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

**May 16**—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 17**—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

**May 17**—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

**May 17-18**—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

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

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

**May 21-24**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

**May 21-27**—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

**May 22**—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

**May 22-24**—*Association of National Advertisers* creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**May 23**—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

**May 24**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

■ **May 24**—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

**May 31**—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

## June

**June 2-4**—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

**June 4-10**—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

**June 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

**June 8-10**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

**June 8-11**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

**June 10-13**—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

**June 14-16**—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

**June 15-18**—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

**June 15-18**—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

## MEETING NOTICE — DIGITAL AUDIO INTERFACING

National Association of Broadcasters is convening a meeting of a newly formed Digital Audio Interfacing Committee to investigate the status of digital audio interfacing standards as they relate to broadcasting, and make recommendations toward achieving a single, universally accepted and technically complete format.

It will take place during the 1989 NAB Convention in Las Vegas, on Sunday, April 30, in Convention Center Meeting Room 17, from 10 am to 12 noon (moved from previously scheduled date of April 27).

Reps from the broadcast industry, professional audio and broadcast equipment manufacturers, and others are welcome. For information, contact Stan Salek, NAB, (202) 429-5391.



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## No problem

EDITOR: In your Feb. 20 interview with Eddie Fritts, NAB president, Mr. Fritts expressed concern that FM directional antennas are unproven technology, possibly being made in an uncontrolled "basement" environment. Given the breadth and depth of issues with which Mr. Fritts must deal, misinformation on these points is understandable. However, a few comments from the technical side of the fence seem in order.

As a major consulting firm, we deal regularly with FM directional antenna authorizations and installations for a multitude of FM stations. In our experience, the technology of FM directional antennas is well proven, these antennas having been authorized by the FCC for many years without major incident. Indeed, compared to most antenna technologies, including those for television, FM antennas are simple and straightforward. The current FM directional short-spacing rules do not change the requirements on FM antenna technology one bit. While there is always room for im-

provement, I know of no antenna engineer in this business who believes there is a fundamental technology problem in FM directional antennas.

The FCC does not now, nor has it ever, required any type of manufacturer approval for broadcast antennas, either AM, FM or television. The facts of the proposed antenna system are set out in the application for construction permit and verified through procedures specified in the construction permit document. In the case of FM and television, the conventional practice is to have the antenna manufacturer provide the needed documentation, based upon tests, which is then submitted to the FCC before licensing. The several established firms that supply virtually 100% of all U.S. FM antennas, directional or otherwise, have been just great in the technical support and effort that they have put into every antenna system with which we have had contact. We have never encountered a "basement" antenna job. The FCC is certainly qualified to ferret out any rare abuses in the licensing process—Lawrence Behr, president, Law-

rence Behr Associates Inc., Greenville, N.C.

## Talk salvation

EDITOR: My old friend, Kent Burkhardt, certainly makes a valid point in your Feb. 27 issue regarding the growth of talk radio formats in the past year. Back in September, WTAL(AM) Tallahassee's oldest station, switched to talk from nostalgia, and I wish we'd done it a year earlier. Audience growth is up, and the demographics are widening considerably. We joined the remarkable Sun Radio Network out of Tampa, which has upwards of 150 stations on line, and it has given us new life...not to mention some very attractive operating savings in the sizeable reduction of music licensing fees. No question about it, talk is the way to go if it can be done inexpensively, and through the Sun Network (in which I have no financial interest), that is exactly the way to do it.—Donald C. Keyes, president and general manager, WTAL(AM) Tallahassee, Fla.

## Advertisement

### THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

## CBS'S BAD APPLE

At the end of February, "60 Minutes" aired a frightening report about the alleged danger to children's health lurking in apples and apple products. Correspondent Ed Bradley opened the program saying, "The most potent cancer-causing agent in our food supply is a substance sprayed on apples to keep them on the trees longer and make them look better. That's the conclusion of a number of scientific experts, and who is most at risk? Children who may some day develop cancer from this one chemical called daminozide."

Bradley went on to say that the cancer risk to children from drinking juice made from apples treated with this chemical "is perilously high." He suggested that the Environmental Protection Agency was endangering the health of millions of children by not banning the use of daminozide instantly. He claimed that the Food and Drug Administration was negligent in permitting apple products to be sold that contain dangerously high levels of the pesticide.

The program ended by telling parents

that there is no way they can be sure that apple products they buy in the supermarket don't contain dangerous levels of daminozide or another chemical formed when it is heated called UDMH. These frightening charges were promptly reported in the press and were the topic of discussion on other television and radio talk shows. The Donahue Show, which is viewed by millions of housewives, weighed in with a one-sided discussion that featured actress Meryl Streep stressing the dangers of apples.

Mothers around the country were reported to be pouring apple juice down the drain. The New York Board of Education pulled apples from school cafeterias because of the concerns generated by these charges. A survey found that 62 percent of those polled said they had heard or read something recently that made them think that apples are unsafe. Four out of ten specifically mentioned reports linking apples to pesticides that cause cancer.

Apple producers, processors, the EPA, the Food and Drug Administration and many scientists around the country were very unhappy, even angry, about these reports. And they had good reason to be. "60 Minutes," Donahue and the other scaremongers had seized on a sensational report put out by a liberal environmental group

called the Natural Resources Defense Council that was based on faulty data that gave a wildly exaggerated account of the risks posed by daminozide. Their goal was to put pressure on the EPA to ban this chemical, which cuts harvesting costs and produces longer lasting, tastier apples.

Bradley's opening statement, made against a graphic showing a big red apple with a skull and crossbones on it, was false, according to Dr. Bruce Ames, renowned biochemist at the University of California, Berkeley. He says that aflatoxin, a natural mold found in grain and peanuts is 5,000 times more potent than daminozide and UDMH as a cancer-causing agent. Since tiny amounts of aflatoxin are found in peanut butter, Ames says anyone who worries about apple juice ought to be even more worried about peanut butter.

## AIMO

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(202) 371-6710

An international programming commentary by Peter Marshall, consultant, K. Schaefer & Associates, Washington. He was previously with the BBC, Visnews and Intelsat and was chairman of the Royal Television Society in 1986.

**T**he developments, challenges and opportunities in Europe were clearly described and analyzed by Bob Ross in his Feb. 6 "Monday Memo." However, there are two factors he did not mention that will increasingly influence access to the European marketplace for broadcasters and program distributors: packaging and reciprocity.

The global success of Hollywood movies for half a century, paralleled in more recent years by soap operas and a wide variety of made-for-TV shows, should not be taken to mean that there is an assured secondary market in Europe for almost any American-made programming. The market is expanding in most European countries, with new terrestrial channels, more and more cable systems, medium- and high-powered DBS services, and extended transmission hours on the traditional networks. With this expansion comes the relatively new experience of competition and the emergence of an independent production sector in Europe.

It is not just a vast hole, waiting to be filled with American programming, except for the restrictions imposed by national authorities and the European institution. It is a growth market that requires understanding of audience characteristics and political sensitivities.

First it needs to be emphasized that European viewers have different cultures, traditions and experiences from those of Americans. And second, within Europe itself, there are much greater differences between one part of the continent and another (not only in language) than exist across the United States.

The smart marketer is one who researches his prospective buyers with care and understands their needs. He foresees the problems that will arise if the electric voltage is incorrect, or if the packaging and instructions are in the wrong language (or even clumsily translated).

And so it will be with TV programs—language dubbing alone is not enough. If U.S. producers and distributors want to secure a greater market share in the European marketplace, it will be important to tailor programs to the target audiences. With all the skills, experience and resources that have been developed here, it should be possible to create programming that recognizes differences of style, pace and presentation, instead of saying: "This is American; take it or leave it."

Program lengths, the frequency of commercial breaks and the relevance of news material (for example) are among the areas that need to become the concern of the seller instead of the buyer.

The potential size of the European market—collectively larger than the United



**"The market is expanding in most European countries, with new terrestrial channels, more cable systems, medium- and high-powered DBS services, and extended transmission hours on the traditional networks."**

States—should make it worthwhile for the most sophisticated and experienced production industry in the world to pay more attention to aspects of 'packaging,' even within the restrictions currently imposed by various administrations.

Otherwise, in the growth areas of news, sports and other informational programs—as well as in entertainment—it will be found that the initial fascination of watching another nation's TV wears thin after a time. Whether it comes directly by satellite,

or is part of the schedule of an existing network, imported programming will do best when it recognizes European values and priorities.

While further advances are made with respect to program packaging, it may also be found that efforts to ease those European restrictions and quotas would be helped by a measure of reciprocity.

With all due credit to PBS and its admirable output of British programs, the U.S. television industry as a whole seems to be uninterested in acquiring product from Europe (or from anywhere else in the world). It seems that a combination of conservatism, economics, production commitments and perceived audience preferences (and therefore advertiser preferences) has created a barrier to foreign programming much more effective than anything experienced by the U.S. distributors in Europe.

A myth has somehow been created here that British programs are "highbrow," and therefore suitable only for a channel that was once called "educational." If this is the case, then who are the 25 million Britons who regularly watch *Dallas* and *Golden Girls*, as well as the home-made entertainment shows? They would be flattered to be considered intellectuals.

If the Europeans can develop a taste for *Matlock* and *Cosby*, why are American network audiences not given the same opportunities to enjoy the best of the foreign crime series, comedy shows and dramas? Of course, these too will require proper "packaging," but there could be many imported programs that, given the hype and promotion that the networks expend on U.S.-made material, would probably be equally successful here.

Whatever the complex reasons may be for this invisible barrier, there may be two factors that could encourage a move toward greater reciprocity.

First, the networks are often searching for a new competitive edge in the battle for ratings against each other and against the growth of cable channels and superstations. Perhaps one of them will be brave enough to see a distinct advantage to be gained from a sustained policy of imported programs—planned, promoted and presented using all the marketing skills that are so impressive in their other activities.

Second, their ambitions to increase overseas sales and distribution can only be aided by a change in this direction. It is much more than just occasional co-productions or jointly financed blockbusters. It is a question of attitudes. Hearts and minds in Europe would be more supportive in the long term if there were a genuine two-way traffic in programs across the Atlantic.

# “It’s the linchpin of our access comedy block...”

“When planning our two-hour access comedy block, we found ourselves short one half-hour. We needed a show that could work as a counter-program to network news while appealing to the young demos that make or break an independent’s bottom line.

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*Ed Karlik  
President/General Manager  
WTIC-TV  
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# Broadcasting Mar 27

Vol 116 No 13

TOP OF THE WEEK

## Upheaval in ABC's programing ranks

**Stoddard will oversee network's in-house program development operations; Robert Iger, from ABC Television Network Group, New York, named new president**

The man who wouldn't be king at ABC Entertainment no longer is. Brandon Stoddard resigned as the network's programming chief last week, taking the Hollywood community by surprise and throwing the entertainment division into some confusion. Stoddard will instead oversee the expansion of the network's in-house program development effort (see box, page 28).

Stoddard confirmed through a spokesman last week that he left abruptly because running the entertainment division was "just no fun anymore," and that he had fulfilled his commitment to Capcities/ABC top management to take the job through the completion of the *War and Remembrance* project, scheduled to conclude in May.

In his place, Capital Cities/ABC named Robert A. Iger, an unknown commodity in Hollywood circles, but with a reputation as a shrewd business negotiator and administrator at ABC's New York headquarters, most recently as number-two executive to ABC Television Network Group President John Sias, and before that as program planning and development vice president at ABC Sports.

In an interview last week, Iger said his strategy will be to keep the network going on the course that Stoddard set for it in terms of developing quality shows and better relations with the Hollywood community. "Initially," he said, "one of my biggest challenges will be to acquaint myself with the Hollywood community and allow that community to acquaint itself with me."

The 38-year-old Iger joined ABC 15 years ago as a studio supervisor, moving to ABC Sports two years later where he rose to vice president, program planning and development, after nine years with the division. Last August he was named executive vice president, ABC Television Network Group.

According to sources familiar with the situation, Iger is expected to put his stamp in the Entertainment division quickly. The result will be a major shift in the balance of power among ABC Entertainment executives under Iger. Word is Stuart Bloomberg, vice president, comedy and variety series development, will be elevated this week to the top creative post at the entertainment division, overseeing all program development.



Stoddard to oversee in-house development



Iger to succeed Stoddard as programing chief

In effect, Bloomberg emerges as one of two top lieutenants in the new command. Iger's other top aide, according to sources, will be Ronald Sunderland, senior vice president, business affairs and contracts, ABC Entertainment. Sunderland, said one source, worked for Iger in New York at ABC Sports before moving out to Los Angeles. Iger has relied heavily on Sunderland's counsel about how Hollywood works, said the source. "They're both business affairs guys, and he's a real important camper" in the new administration, the source said of Sunderland.

Stoddard and Sunderland did not get along, sources said last week. "Brandon was not that interested in the business side. His was the creative vision," offered one observer.

How those pending appointments affect the status of Ted Harbert, who currently serves as vice president, prime time and scheduling, is unclear. Last week, Sias would only say that it would be up to Iger to spell out Harbert's future role. Iger declined comment last week, but is expected to announce this week that Harbert, who had been the number-two executive under Stoddard, will have control over current programs and scheduling.

If the above scenario proves true, Harbert's position at ABC would be diminished considerably. One Hollywood insider suggested Capcities corporate executives blame Harbert for ABC's failure to take advantage of the momentum the network had in prime time at the end of last season. But Harbert is still valuable to the network,

the source said, because he is the only senior ABC executive "with a working understanding of scheduling."

Stoddard, by nature, is a programmer, and made no secret of his dislike of and frustration with the administrative duties associated with the job of network entertainment president. But he is widely credited with turning around ABC's programming misfortunes since he took over the entertainment programming helm in November 1985; during that season the network fell into third place, after a decade of being in either first or second.

The success of shows coming to air during Stoddard's reign has been mixed, but he is credited with setting a higher standard of quality for programs, with examples cited including *thirtysomething*, *Wonder Years*, *Roseanne*, *Head of the Class*, *Hooperman* and *China Beach*.

"He has brought a lot of class to the network," said Paul Schulman, president, The Paul Schulman Co. Added Paul Isacson, executive vice president, Young & Rubicam: "He's a very talented guy who delivered on a promise to bring greater quality to the network."

Many in the industry were surprised by the timing of the announcement, coming in the middle of the 1989-90 development season, on the very day (March 21) the network announced its program pilot list for the fall.

"I think it was a bombshell," said Isacson. "The ABC people were not ready for it," he said, adding that the situation probably contributed negatively to the network's

## In-house warming

It became clear last week that ABC and CBS are both making serious attempts to catch up to NBC in in-house program production, seen by all three as an important supplemental revenue stream to advertising sales. NBC Productions, which geared up several years ago under the direction of John Agoglia, has four comedies, seven dramas, three movies and one mini-series currently in development for next season. Beside the additional potential revenue those shows could generate for the network, they could also contribute to the development of a sixth night of series programming on NBC (Sunday is the prime candidate), which the network is considering for next season. That is something NBC has not done in over 25 years. Brandon Stoddard, who resigned as president of ABC Entertainment last week, will resume his role as head of the network's in-house production unit, ABC Circle films, which he headed earlier, and expand its operations to produce series as well as television movies (no theatricals) and mini-series. Circle Films has only produced one series up to this point—*Moonlighting*, which is currently on hiatus. "I've always been convinced that an undertaking like this would be an essential component of the future success of a network," Stoddard said last week. At CBS, Norman S. Powell took over as vice president, CBS Entertainment Productions, one year ago with a mandate to get the network back into series production. In addition to the 10 or 12 made-for-television movies CBS will do in house next season, three pilots are in the hopper, including two drama pilots and a reality pilot from Arnold Shapiro.

program development presentation last week (see story, page 40).

John Sias, president, ABC Television Network Group, downplayed the timing of last week's developments. "Brandon Stoddard isn't going away," he stressed, indicating the outgoing program chief will have considerable input in evaluating this year's

prime time pilots in the coming weeks.

The timing of the announcement last week was in large part dictated by Stoddard, who, in a private meeting with Capcities chairman Thomas Murphy, stated his desire to step down at the earliest possible moment. According to Sias, after assessing the situation, Murphy simply decided it was

"better to move on it."

Last week, industry insiders said Stoddard made no secret of the fact he was unhappy in the job and was looking forward to getting out and back into day-to-day program production. At the development presentation to advertiser agencies last week Stoddard opened with the question, "Why is this man smiling?" referring to himself, reported Steve Grubbs, senior vice president, national broadcast buying, BBDO.

NBC Entertainment President Brandon Tartikoff, commenting on Stoddard's departure last week, observed that Stoddard was offered the post long before he finally accepted, and had "resisted it for many years. I don't know that he was ever fully committed to the job," in terms of the tremendous time commitment required and the many frustrations that come with the territory, he said.

Tartikoff added that he thought Stoddard brought "class and dignity to the job, and started programming again to the young urban audience" that had traditionally been the network's core audience. In a phone conversation he had with Stoddard last Wednesday (March 22), Tartikoff reported: "He sounded a lot happier today," compared to a month earlier when the two shared a podium in New York discussing problems associated with network programming. "It was clearly getting to him," Tartikoff said. □

## Hollywood prepares for networks' deregulatory push

### Battle over programing and ownership rules heating up as networks and Hollywood vie for ears in Washington

A major public policy debate may soon sweep Washington as the three television networks advance their deregulatory agenda, which includes repeal of the FCC's financial interest and syndication rules and the network-cable crossownership rules. ABC, CBS and NBC's ambitions to see those regulations eliminated pits them against the motion picture and independent television industries. The syndication community also has a stake in preserving fin-syn. The fin-syn rules prohibit the networks from investing in most of the programing they air and from getting into the syndication business.

"There is no doubt this is heating up," says one observer close to the fray, although both Hollywood and network officials deny it is a "live issue." Nevertheless, in April, Motion Picture Association of America President Jack Valenti will announce the formation of a new coalition of studios, syndicators, independent broadcasters and others that will counteract what sources describe as a "clever and impressive PR campaign" on the part of the networks to sway public opinion.

Such was the case when network officials talked with reporters several weeks ago to convey their view that the rules are outdated and put them at a disadvantage when trying to compete with the likes of Time

Inc. and Warner Communications, whose merger would make them the largest media and entertainment company in the world (BROADCASTING, March 13).

A source close to the MPAA camp credits the networks for their effort over the last 18 months in "telling the world" that their market share has diminished and that the landscape has changed immensely since 1983, when the parties battled ferociously over fin-syn until the FCC withdrew its proposal to abolish the rules.

Also, the Program Producers and Distributors Committee, which was a key participant in the first fin-syn fight, has been reactivated and is preparing to block the networks' initiative. Spearheaded by Ralph Baruch, former Viacom chairman and currently chairman of the National Academy of Cable Programing, PPDC will work closely with MPAA. "There are still only three networks which can cover 99% of the country," says Baruch concerning network arguments that the landscape has changed. Moreover, Baruch points out that they remain profitable. "The networks' advertising revenues increased from \$8.5 billion in 1987 to \$9.5 billion in 1988."

Congress directed the networks and Hollywood to settle this at the bargaining table, but over the years the talks proved fruitless. Then last fall, the negotiations picked up and they began meeting on a regular basis. Another session is scheduled for April 4. "We remain hopeful that the negotiations will produce a compromise agreement," said one network official. But reports out of

those talks have not been encouraging, and many observers feel the issue will wind up at the FCC and eventually on Capitol Hill.

The Hollywood contingency contends the networks are not bargaining in good faith. Rather, they say the networks are biding time until they see how the new FCC is constituted and may pursue the initiative there. Up to four new commissioners could be making policy by the end of the year, and the networks are anticipating appointments that will be more receptive to fin-syn, says the motion picture industry contingency.

But network officials scoff at those claims. They say it is Hollywood that refuses to discuss the "main issues." Two weeks ago NBC's Bob Wright, president and chief executive officer, was reported to have said that if the negotiations do not produce an agreement by the end of the third quarter, the networks will seek another course. Later, however, Wright distanced himself from that report in a statement issued to BROADCASTING.

"Nothing has changed. I have every hope the negotiations will be fruitful," said Wright. "We intend to continue our good faith efforts to resolve this at the negotiating table in accordance with the wishes of Congress. Furthermore, whatever steps are taken will be agreed upon by all three networks."

Also on the table is the issue of in-house production. The networks signed consent decrees with the Justice Department that restrict the amount of in-house program

## Turner buy of FNN doesn't materialize

The Turner Broadcasting System board last Thursday (March 23) tabled any action on TBS's buying of the Financial News Network, capping a week of frenzied activity in New York, Washington and Atlanta.

Officially, TBS had no comment on the meeting, but sources said the deal faced a number of stumbling blocks. Chief among them, the sources said, were skepticism about the strategic and financial advantages of the deal and concern that a TBS-FNN merger would cause a backlash in a Washington already troubled by the growing vertical integration of the cable industry.

TBS Chairman Ted Turner, the chief proponent of the deal, views it as a way to fend off NBC and its new Consumer News and Business Channel. TBS officials believe CNBC masks NBC's real intention to compete directly with CNN. CNBC officials vehemently deny that's the case, and point to clauses in their contracts with MSO's expressly forbidding them to go that direction.

Sources said the financial details of the proposal, more so than Hill concerns, caused the board to punt. The matter never came to a vote, and, by the end of the meeting, one source characterized the cable operators as in sync on tabling the matter.

Since the cable operators have joined Turner's board, the company's business dealings have proceeded at a more delib-

erate pace. Enough of the board, apparently, was not convinced that Turner needed to spend several hundred million dollars to fend off CNBC with a buy of FNN, and spend more to upgrade the programing.

Concerns about a Washington backlash were heightened by Senator Howard Metzenbaum (D-Ohio). The day before the meeting, the chairman of the Senate antitrust committee wrote the Justice department, saying a Turner buy of FNN "could reduce [Time Warner's] incentive to carry new or competing news, information and financial affairs programing on its cable systems," such as CNBC.

Metzenbaum originally drafted the letter to focus on Time Warner, but added the FNN-CNBC component when the Wall Street Journal reported on Monday that Turner would make a bid of \$100 million to \$110 million to control FNN. The next day FNN denied it had any deal, and by week's end maintained its position that it continued to have discussions with several parties, including ABC, NBC and Dow Jones.

A Senate Commerce Committee source also said a Turner-FNN deal "may raise problems." Vertical integration in the cable industry will be one of many subjects addressed in the committee's spring and summer hearings on media diversity and concentration, both cable and broadcast. Additionally, Metzenbaum plans to hold a hearing on cable on April 12.

production they can do, but those decrees expire on Nov. 14, 1990. Under the decrees, ABC and NBC can each produce up to five hours of prime-time programing a week. CBS, under its consent decree, can only produce two-and-a-half hours.

Again, the motion picture community says the networks are hedging on this issue and are waiting for the decrees to expire so that they can move into production unrestrained. But network sources cry foul and say "we are not dragging our feet."

Both groups say they will stay away from Congress as long as the negotiations progress (something they agreed to when the negotiations commenced). The lack of direct lobbying activity on Capitol Hill, however, does not mean the issue will not get an airing. The Senate Communications Subcommittee is convening a series of hearings this spring and summer on media diversity and concentration. The subcommittee will specifically review the fin-syn rules at those hearings. "It is my sense that this time around Hollywood is going to have a tougher time making a plausible case on fin-syn in face of the decline of the networks' share," said one network official.

The FCC's network-cable crossownership rules, which keep the networks from owning cable systems, are another network priority. The FCC is currently considering modifying or repealing the rule. Valenti and Preston Padden, president of the Association of Independent Television Stations, have written key congressional policymakers stating their objections to abolishing the crossownership rules.

To Padden, abolition of the fin-syn rules would be disastrous for independent television. "Today we have a vibrant syndication market and growing independent stations. If we turn the clock back we [independent stations] will be right back to wrestling and roller derby." □

## NASI and TAG taking shape

Affiliate TV station operators are caught between the desire to organize a response to competitors and the commonly stated feeling that "the last thing this industry needs is another organization." Those contrasting views will shape the future of two organizations tentatively named the Network Affiliated Stations Initiative (NASI) and the Television Affiliates Group (TAG), which have just started to define their own tentative existence.

There are signs of distrust between some of those involved in the two groups. One of those who attended the NASI meeting ("Top of the Week," March 20) said some of those present were "miffed" and concerned that the TAG group was causing confusion among affiliates. Spokesman for NASI, John Behnke, merely expressed disinterest: "I'm not taking anything away from them [TAG], but I'm not interested." Yet both groups talk about the same competitive challenges from independent TV stations, cable and—some would say—broadcast networks themselves.

Last week, TAG appointed a steering committee to draft a "mission statement." NASI, representing the three affiliate boards, has drafted a statement of purpose which was obtained by BROADCASTING that will be discussed next week.

The statement's "goals and objectives" include: "To work with the ABC, CBS and NBC Television Affiliate Associations and the ABC, CBS and NBC Television Networks to bring to the attention of appropriate branches and agencies of government the shared concerns of local ABC, CBS and NBC television affiliates, and to furnish information about the public interest contributions of the broadcast network affiliate

television systems to local and national organizations and to the appropriate agencies and branches of government."

NASI's support is almost certainly assured. The proposed organization has been in gestation for a year, said Behnke. Also, NBC affiliate chairman and president of Cosmos Broadcasting, Jim Seft, said this year was the first time all three affiliate government relations committees jointly filed before the FCC and had gathered in Washington to make their case on Capitol Hill and at the White House.

NASI, if accepted by the affiliate boards, would have little if any overhead as there are no plans for an office or staff. Instead, certain affiliate representatives would meet several times a year and rely on the government affairs offices of the NAB and the three networks. Edward Fritts, NAB president, said he supported the initiative: "The affiliate's involvement will bring more clout for the industry."

Those involved with NASI were careful to say it was not intended as a criticism of existing organizations. Rather, said Joe Carriere, vice president and general manager of KELO-TV Sioux Falls, S.D., and chairman of the CBS affiliate board's government relations committee, there are issues that apply only to affiliates and in which it is not appropriate for the networks or the NAB to get involved. The reverse is also true, Carriere said. Among the issues discussed at the first NASI meeting were syndicated exclusivity, as it relates to must carry, and financial interest.

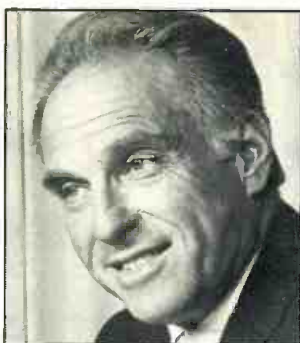
Funding may well prove to be more important for TAG—whose preliminary organizational meeting was attended by eight station groups—which seems less interested

in doing combat in the legislative/regulatory arena than in other problem areas affecting affiliates. Chief among those areas may be marketing—the lack of an affiliate-only representative at a recent Association of National Advertisers Meeting in New York was said to have spurred Anchor Media President Alan Henry and others into proposing TAG. Said Henry: "I think we want to deliver the message to the marketing community and to the affiliate members. For instance, data from the Television Bureau of Advertising is broadscope. We would separate the affiliate data out."

Among the possible tasks of TAG discussed at their Washington meeting was funding marketing and research presentations. One of the eight executives at the meeting said, however, such presentations are expensive and that ways might be found to avoid having to create a separate effort. He said slow revenue growth has stations already looking at other organizational membership fees—TVB is itself struggling to keep dues-paying station members.

CBS Affiliates Board Chairman Ben Tucker said: "If they [TAG] are a marketing group, I think they should try to work within TVB." And, said TVB President Bill Moll: "The long-term interests of the television industry are best served by presenting a common marketing effort, not a fractured one."

In addition to Behnke, Carriere, Sefert and Tucker, those involved in creating NASI are ABC Affiliate Board Chairman David Lane of WFAA-TV Dallas, and NBC chairman of the government relations committee, Cyril Vetter, of WVLA(TV) Baton Rouge. Those on the TAG steering committee, in addition to Henry, are James Crowther of H&C Communications and Ed Reilly of McGraw-Hill Broadcasting. □



Henry



Crowther



Reilly



Lane



Sefert



Tucker



Behnke



Vetter



Carriere

## Centel sells 575,000 subs for over \$1.4 billion

**Six deals include sales to ATC, C-TEC, Jones Intercable, Warner**

Centel Corp. announced it sold six groups of cable properties totaling 575,000 subscribers last week for more than \$1.4 billion, which works out to more than \$2,400 per subscriber and exemplifies the continued health of the industry.

By week's end, details of four deals had been announced:

■ American Television & Communications purchased Centel's central Florida operation (97,000 subscribers) for \$251 million. "We already have a large presence there," said David O'Hayre, ATC senior vice president, who said the Winter Haven and Citrus County franchises were "prosperous communities with large growth possibilities." ATC had begun to get a reputation for not being an active buyer of cable properties, an opinion that first surfaced after it pulled out of the Storer deal last year. But O'Hayre and some brokers disagreed, saying ATC couldn't justify the prices being paid. "We pay the right prices for the right things," O'Hayre said last week.

■ C-TEC Corp., a small cable company based in Wilkes-Barre, Pa., purchased Centel's Michigan systems (101,000 subscribers in 202 communities) for \$210 million. C-TEC serves about 60,000 subscribers in New Jersey, New York and Pennsylvania, and the Centel buy will put them among the top 50 MSO's.

C-TEC also owns Commonwealth Telephone, the 21st largest telephone company in the country, and has a number of cellular paging operations with Bell Atlantic, and would appear to replace Centel in the category of being both a cable and telephone operator.

C-TEC is a member of the National Cable Telephone Association but has not taken a formal position on the FCC's telco-cable crossownership rules, said Mark Haverkat, the company's director of acquisitions. Commonwealth, a member of the United States Telephone Association, has filed comments in favor of dropping the ban. In 1987, C-TEC's telephone revenue was estimated to be \$92 million, while cable's was \$18 million.

Haverkat said C-TEC has financing to complete the deal, but said no money was

coming from the telephone side. Many of the Michigan communities do not require franchise transfer approval, but Haverkat estimated more than 100 will require such clearance.

■ Centel sold its suburban Illinois systems serving 121,000 subscribers in the western suburbs of Chicago to Jones Intercable. The price was not disclosed but sources estimate it was more than \$300 million. Jones has several suburban Chicago systems that serve 38,000 subscribers.

■ Warner Cable, like ATC, a large MSO that has not been active in purchasing systems, anted up for Centel's Ohio properties. Warner said it believes there will be 76,500 subscribers in those 57 central and western Ohio communities at closing, and although no price was disclosed, sources peg the deal at over \$200 million. All told, Warner and ATC, which will come under the newly merged Time Warner banner, added roughly 175,000 to their 5.5 million combined subscriber count.

It appeared Adelphia was in line to purchase Centel's southern Florida properties, those in Stuart and Palm Beach Gardens

serving 125,000 subscribers. Adelphia, which declined comment, has properties near those and has been aggressive in adding systems over the past two years. Sources estimate those properties sold for roughly \$330 million.

The last parcel, 60,000 subscribers in Kentucky, is believed to have been bought by Simmons Communications. Simmons had no comment, but one source estimated the Kentucky properties went for slightly

less than \$2,000 per subscriber, working out to a total of about \$120 million. That would bring the overall total for the six deals to \$1.411 billion.

The ATC, Warner, Jones and C-TEC deals were all asset sales, according to Centel. And all six transactions are expected to close in the third quarter.

As part of the deal, Centel Cable shareholders of Class A stock will receive \$46.625 for each share. The parent Centel,

which owns 82.4% of the cable subsidiary, expects an after-tax gain of \$525 million. Centel Chairman John Frazee said the company expects the net proceeds to be \$750 million after transaction costs and taxes, and plans to use the money to reduce debt, repurchase common stock and finance future deals in telephone and cellular communications.

Daniels & Associates and Morgan Stanley co-brokered the deal. □

## Strong performance from cable programming

### Analysts see robust first-quarter revenue growth continuing

The cable programming industry will easily maintain its rapid growth rate for the almost-complete first quarter of 1989, according to preliminary indications. MTV and the cable networks of Turner Broadcasting System are expected to turn in revenue increases of roughly 25%, which should be matched by the industry as a whole. Analysts and other observers point to this and such other factors as increasing penetration, audience growth and the strengthening of local advertising as indicators of cable health and vitality.

"Cable is now in the mainstream of media planning," according to Robert Alter, president, Cabletelevision Advertising Bureau. "When an advertiser looks at television, cable is considered along with all other forms." Alter told BROADCASTING that he first quarter looks "very strong," probably 20%-25% ahead of last year. Alter also said cable achieved its biggest year-to-year penetration growth between February 1988 and February 1989, gaining more than 4 million homes for a 56% higher growth rate than the comparable period in 1988.

Seventy percent of this growth is coming from mature systems, said Alter, with cable operators engaging in "very aggressive re-marketing" aimed at people who rejected service previously. In fully built systems, every \$1 of new subscriber revenue puts 80 cents into cash flow, said Alter, who said that cable systems are now selling for about \$2,500 a subscriber. "Between increased cash flow and increased asset value there's justification for spending more money on marketing and programming," Alter said.

With penetration now hovering around 55%, local advertising is expanding rapidly, said Alter, with advertisers "beginning to understand the role cable plays in their overall television mix." Raymond Katz, of Mabon, Nugent Inc., attributes this increase in local advertising to several factors, including increased subscriber counts.

"We don't even really see the tip of the iceberg yet," Katz said, "but it is going to start really kicking in." In many Arbitron rating books, he added, cable services are showing for the first time. "That means local advertisers can buy numbers now in more and more markets. If you take one of those markets that is dominated by an operator, then he becomes his own interconnect." The absence of these two elements has stopped local advertisers in the past,

said Katz, and their current appearance signals "a positive structural change."

In terms of national revenue, Katz feels "things are looking very good topline across the board." Cable services will continue to be actively competitive, he said, fighting for market share, and they will "manage to generate margins that the broadcast networks will be envious of."

Cable network revenue increases have previously paled in comparison to those of broadcast stations and networks. But double-digit increases, on a base of just under \$1 billion, now give cable networks a chance of exceeding the gains expected this year for spot and network television. A cable increase of 20% would result in a gain of roughly \$200 million, equal to the expected three-network increase of 2% off a base of \$9.4 billion. A spot television increase of 4% off a base of \$7.2 billion would equal \$300 million.

Not all observers agree with the 20%-25% increase that CAB projects for the cable networks as a group. Edward Hatch, vice president and media analyst, Merrill Lynch, feels that, on average, first-quarter revenue increases will show an aggregate basis of 10%-11%, on a basis of approximately 3½%-4% unit growth. "I would suspect that for the industry, the first quarter would be the type of annualized rate you'd see for the year," Hatch said.

He, too, feels that local advertising will become an important growth opportunity.

"Now that companies are completing building their base, they will start trying to market that base better, trying to increase revenues per home and take the subscriber base they've put together and find more uses for it."

Local or regional interconnects will receive more focus, Hatch said, particularly as cable companies cooperate among themselves to coordinate viewing on their systems and are able to sell a metropolitan area, or region, to advertisers.

Earlier this month, TBS reported higher revenue and reduced net loss for the fourth quarter of 1988, with revenue for the entertainment segment rising 17.7%, due principally to increased advertising revenue at superstation WTBS(TV) Atlanta. In a January report, Donaldson, Lufkin & Jenrette projected 1989 TBS cable production revenue of \$305 million, rising to \$340 million in 1990. Ad revenue increases of 15% are also projected for 1989.

A February Drexel Burnham Lambert research abstract forecasts that Viacom's 1989 cable revenue will increase from \$168.9 million in the first quarter to \$190.5 million in the fourth quarter, for a yearly total of \$723.8 million. Revenue growth for MTV Networks is forecast to be approximately 17% annually over the next several years, with faster growth over the short term. Showtime/The Movie Channel is expected to show an improved cash flow by 1990-91. □

### CNBC's expanding horizons

NBC is taking its new cable consumer and business news service global.

CNBC, scheduled for an April 17 domestic start-up, will launch at the same time or soon afterward in Europe and Japan, according to NBC's J.B. Holston III. Delivery is also being explored in Australia and New Zealand, where NBC has recently signed broadcast affiliates.

Holston, just named vice president-general manager of a newly formed NBC International unit, who is negotiating CNBC's international distribution, indicated delivery options ranged from satellite in Europe to unused UHF frequencies in New Zealand. CNBC President Michael Eskridge said the operation would not have the "luxury" to tailor an international feed for CNBC. It would apparently still compete with overseas rival Cable News Network, available internationally since late 1985 and targeted primarily to hotel viewers, to broadcasters (as a news service) and, to a lesser extent, to cable audiences.

The new NBC International division, reconstituted 16 months after NBC's former international unit, NBC Enterprises, was dissolved, will develop the network's overseas businesses and also handle the international sales, marketing and support services currently under NBC Vice President Michael Perez. Perez will report to Holston, who in turn reports to NBC senior executives Tom Rogers on overseas development and Bob Blackmore on international sales.

## White House handicapping

The White House's failure to move on the selection of nominees to fill the two seats at the FCC that have been empty for more than a year has produced a cottage industry of speculation. Every "informed observer" in Washington has views on the thinking at the White House and as time passes they find additional matters about which to speculate.

For instance, do White House plans hinge on the timing of holdover Chairman Dennis Patrick's resignation announcement? Some say they do, speculating that Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, who has had his problems with the commission, wants to check out the White House choice for chairman before passing on those it would put in the two existing vacancies. (Hollings aides say the senator has said nothing to buttress that speculation.)

Then, there is the latest piece of speculation—that so much time has passed that the White House might decide to present a large package to the Senate for confirmation, one that includes not only nominees for the two existing vacancies and for chairman, but one that includes as well the name of Commissioner Patricia Diaz Dennis, whose term expires in June and whom the White House would reappoint for a new five-year term. Patrick need not announce an early departure to permit the White House to follow that approach; he could announce a decision to leave, effective several months in advance. The confirmation process, including FBI

background checks and Senate hearings, could take several months.

The latest word out of the White House as to timing was heard two weeks ago, when officials of network affiliates during a briefing in the old Executive Office Building were told that staff recommendations would go to the President in "two weeks." Whether that prediction holds—and some of those anxiously awaiting word do not think it will; they say there is no sign yet of the preliminary machinery at work—will become self-evident this week.

In the meantime, BROADCASTING has developed its own short list of candidates for the two vacancies, based on a consensus of views expressed by, well, informed observers. It does not include Alfred Sikes, current assistant secretary of Commerce for Communications and Information Administration, but only because he has made it clear he is interested only in the chairman's job. So he will either be named chairman, or nothing. Two of those on the list—Sherrie Marshall and Susan Wing—have also been mentioned as possible choices for chairman, but neither has insisted on chairman or nothing.

It might also be noted that absence from BROADCASTING's short list does not mean any particular candidate has been ruled out. The White House has been known to surprise the best "informed observers."



Barrett

**Andrew C. Barrett** is the only candidate from outside the Beltway.

Barrett now divides his time between Chicago and Springfield, Ill., as a member of the Illinois Commerce Commission, which regulates telephone companies in the state as well as gas, electric and water utilities.

And as a state commissioner, he is the only candidate with a regulatory track record. Barrett summed up his regulatory philosophy in an article published two months ago in the *Public Utilities Fortnightly*: "My experience in Illinois has led me to believe that as we ... make the transition to the communications network of the future, we should rely on the market and competition whenever possible."

True to the philosophy, Barrett has been among those members of the National Association of Regulatory Utility Commissioners' communications committee who have advocated giving local telephone companies greater freedom to compete with the local cable companies (BROADCASTING, March 6). Barrett says his enthusiasm for telcos in the video business is tempered by concern about possible anticompetitive behavior by them.

Among his backers is fellow Chicagoan Ward Quaal, a former Tribune Broadcasting



Marshall

executive with ties to the Bush Administration. He praises Barrett, whom, he says, he has known for nearly 20 years, as a "very distinguished member" of the state commission who is "quite knowledgeable in all areas of communications."

Barrett, who has served on the state commission since 1980, holds a BA and MA from Loyola University of Chicago (1965 and 1971, respectively) and a law degree from DePaul University College of Law (1975).

□

If **Sherrie Marshall** is nominated and confirmed to fill one of the two vacancies at the FCC, she should feel right at home with the other commissioners on the eighth floor of the agency's Washington headquarters.

At the request of FCC Chairman Dennis Patrick, Marshall set up an office on the eighth floor in September 1987 to head the newly created Office of Legislative Affairs and try to patch up the FCC's relations with Congress. Those relations had hit a low following the agency's repeal of the fairness doctrine in August 1987 while Congress was still smarting from President Reagan's veto of a bill that would have codified the doctrine.

Marshall did what she could for the FCC on



Smith

Capitol Hill, and, after the November elections, she joined the Bush transition team. Her work for Bush culminated in the ill-fated effort to win Senate confirmation of John Tower as secretary of defense. Instead of returning to the commission earlier this month, she became a partner in the Washington communications law firm of Wiley, Rein & Fielding.

Marshall, 35 and single, has been on a Washington fast track since receiving her law degree from the University of North Carolina in 1977. After developing expertise in election law at the Federal Election Commission (as a staff attorney, general counsel and aide to then-chairman Max Friedersdorf) and serving as Republican counsel on the Senate Rules Committee (1977-81), Marshall went to the Reagan White House, where she served as associate counsel to the President and as a lobbyist for the White House.

□

**James Smith**, a partner in Reed Smith Shaw and McClay (which swallowed up Pierson Ball & Dowd on March 1), owes his presence on "the short list" of those the White House personnel people regard as FCC material, at least in part to the backing he received from

Dean Burch, who was a partner in Pierson, Ball before being elected director general of the International Telecommunications Satellite Organization.

Smith, who is 34 years old, has been associated with the Pierson, Ball firm since graduating from Georgetown University law school in 1980. In those eight-and-a-half years, he has built a practice in broadcasting—the Association of Independent Television Stations is a client—and telecommunications—the Competitive Telecommunications Association is another. So he has been involved in such diverse matters as must carry and price caps. He became a partner in the firm in January 1988.

But Smith is distinguished to a considerable degree by the influence of his principal backer. Burch himself is a former FCC chairman, and at one point in a long career in Republican politics served as chairman of the national committee. And, most important, he has long been close to President Bush.

Smith is a native of Brooklyn, and lived there until entering Georgetown University, in 1972. He is married to the former Holly Hasey, and is the father of a 2½-year-old son, Matthew.

□

If all had gone according to plan, **Susan Wing** would be well into her second year as FCC commissioner.

But Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) made sure nothing went according to plan. President Reagan nominated the Washington communications attorney to succeed Mimi Weyforth Dawson at the agency, but Hollings refused to convene his committee to confirm. Wing and fellow nominee Bradley Holmes were left to wist slowly in the wind.

Hollings never said why, but it is presumed his inaction was retribution for the FCC's decision in August 1987 to repeal the fairness doctrine and for other acts of what he viewed as deregulatory excess by the agency.

There were moments in 1988 when hope mounted that Hollings would relent or that the White House would circumvent the Congress and appoint the pair during a congressional recess. But such hope proved false and their nominations lapsed when Reagan left office.

Unlike Holmes, who suffered politically on Capitol Hill from his close relationship with FCC Chairman Dennis Patrick, Wing continues to be regarded a prime candidate for the commission. Her supporters include her husband, M.B. Oglesby, an aide in the Reagan White House, and Senator Alan Dixon (D-Ill.), who describes himself as "a close friend" of Wing's from their days together as Illinois state officials in the early 1970's.

After serving as a press aide to Illinois Governor Richard B. Ogilvie, Wing went to Washington in 1973 to work for the Council for Wage and Price Stability. Among her bosses there was Council Director William Lilley, who later went to work for CBS and is now a consultant.

In 1978 she graduated from Georgetown School of Law and joined Hogan & Hartson, where she has built a reputation as a hard-nosed litigator in comparative hearings before the FCC.

□

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# Netlink sells separate satellite feed of WGN-TV to TVRO

## United Video charges TCI will sell number-two superstation to itself

Netlink, the Tele-Communications Inc.-controlled satellite distributor, last week wheeled a transportable uplink into Chicago, put the signal of WGN-TV there on a satellite and began selling it to home dish owners.

The news hit Tulsa, Okla.-based United Video hard. The longtime satellite distributor of the Tribune independent, which now beams the signal to cable systems serving 24 million homes and tens of thousands of dish owners, sees the move as a competitive threat and as a way for Netlink and its TCI parent to increase its negotiating leverage with United Video. TCI is the nation's largest cable operator and a major customer of United Video.

"I see it as a move on Netlink's part to force us to let them sell WGN" to dish owners, said United Video Executive Vice

President Roy Bliss.

Netlink and United Video had been trying to work out a reciprocal agreement under which Netlink would sell United Video's WGN-TV signal to dish owners and United Video would sell a Netlink package of six Denver broadcast signals to dish owners. WGN-TV will replace KDVR(TV) Denver in the Netlink package.

Jack Riley, vice president, United Video, was more concerned about the impact on the company's core cable business. Netlink claims to have no plans to sell WGN-TV to cable systems, but Riley was skeptical. "They will sell to cable," he said. "It would be foolhardy of them not to. It's just not politically astute for them to say so now."

United's WGN-TV deal with TCI expires in 1991, Bliss said. A defection to Netlink of cable systems wholly or partly owned by TCI—altogether constituting "certainly less than 20%" of current WGN-TV distribution—would not break United, he said.

"It's not what TCI can take away. I just don't want them to take ATC [American Television & Communications], Newhouse or others with them."

Netlink President Brian McCauley gave little comfort to United Video. He repeated that Netlink has no plans to offer WGN-TV to cable systems, but added that "if the market changes, we would reconsider."

McCauley told BROADCASTING two weeks ago that Netlink would probably not replace KDVR with a broadcast signal. He said Netlink was trying to sell the satellite slot to a regional sports network (BROADCASTING, March 20). Riley also said that McCauley told him on March 17 that Netlink would not add WGN-TV—just five days before it did.

McCauley admitted last week that when he was downplaying the possibility of adding WGN-TV, there was, in fact, "a good indication" that it would be added, but "a final decision had not been made." □

## One step closer to TV Marti

### House committee OK's bill with funding for plan to begin television station aimed at Cuba

Backers of a plan to establish a television station that would operate under the umbrella of the U.S. Information Agency and broadcast news, information and entertainment to Cuba had reason to cheer last week. The House Foreign Affairs Committee, under the lash of its key members and the Bush administration, approved authorizing legislation containing \$16 million for each of the next two years for the operation of a TV Marti.

The committee acted Thursday (March 23), after the administration earlier in the week submitted its own draft TV Marti bill. The committee version—somewhat stricter than the administration's proposal—is contained in the bill authorizing appropriations totalling \$4.8 billion for the State Department, USIA, including the Voice of America, and the Board for International Broadcasting. The TV Marti element, relatively small in terms of dollars, stirred some of the strongest passions in the committee's markup of the bill.

Representative George W. Crockett (D-Mich.), chairman of the committee's subcommittee on Western Hemisphere Affairs, proposed an amendment to strip TV Marti from the bill. He expressed the view the project would exacerbate relations with the Cuban government and said it represented "a waste of \$16 million" better spent on domestic programs. And Representative Theodore S. Weiss (D-N.Y.) said that what was being proposed is a "propaganda" organ. Never mind that the bill says the new service is to operate "in accordance with all Voice of America standards to ensure the broadcast of programs which are objective, accurate, balanced and which present a va-

riety of views." The bill requires the USIA director to establish a Television Marti Service.

Crockett said he recognized the difficulty of opposing a measure supported by the chairman and ranking minority member of the committee—Representative Dante Fascell (D-Fla.) and William S. Broomfield (R-Mich.)—as well as the administration. And sure enough, his measure was swept aside, by a vote of 17 to 3.

The vote reflects the strength of the Cuban community in Florida that has been lobbying hard for the establishment of an affiliate of Radio Marti, which went on the air in May 1985.

Radio Marti has not been without its costs to American broadcasters. On Monday (March 20), when Radio Marti increased its programming from 17½ to 24 hours, Cuba extended the hours of its stations on 1160 khz and 830 khz to full time and began simulcasting with them a station on 1040 khz from 7 to 11 p.m. The National Association of Broadcasters considers the station on 830 khz a particular problem; the FCC estimates its power at 1,000 kw.

The approval of the TV Marti authorization does not constitute a blank check, even as far as the House is concerned. The measure takes into account doubts that have been expressed as to the feasibility of the proposal that envisages a transmitter beaming TV signals from a balloon tethered some 14,000 feet above the Florida Keys. The bill bars the expenditure of funds for a TV Marti unless the President determines that a test of the project—one is planned for later this year—has demonstrated its feasibility, and notifies Congress of that finding. The bill also requires the President, 30 days before he makes his determination, to submit a report of the test results to Congress.

USIA's concern with the TV Marti propos-

al is that Congress will dip into USIA funds for the project—as it did last year, when it appropriated \$7.5 million that had been designated for the Voice of America modernization program for startup funds for the television project. And the committee last week authorized only \$65 million for the modernization program in 1990, \$24 million less than the administration had requested. Although committee staffers said the cut was not intended to provide funds for TV Marti and the \$5 million indemnification fund, a number of committee members said the \$16 million was being offset by reductions in the administration request. However, the committee would increase the funds authorized for 1991 from what would have been \$102 million to \$126 million.

Overall, the committee authorized \$960 million for USIA, some \$11 million more than requested. The increase results from a boost the committee granted the National Endowment for Democracy.

If TV Marti caused USIA some concern, so did the committee's treatment of the agency's television service. The good news was that the bill repeals the ban on use of passive—that is, news and information—programs produced in-house for Worldnet, USIA's international television network. But the bad news is that the committee reduced the administration's request for the service from \$36.3 million (itself \$2.2 million less than the 1989 appropriation) to \$31 million. And it limits Worldnet expenditures to \$12 million.

Next stop for the bill is the House floor. Whatever its fate there, the provision for TV Marti, at least, is certain to get closer scrutiny in the Senate than it did in the House. The chairman of the Senate Foreign Relations Committee, Claiborne Pell (D-R.I.) has made it clear he has his doubts about television service to Cuba. □

## Oprah: The winner who's taking it all

alk show host has parlayed  
yndicated success into a  
ost of other media ventures

prah Winfrey: talk show host, studio own-  
r, executive producer, actress, restaura-  
ur, and—not as widely known—station  
wner. Her part ownership in three net-  
ork-affiliated television stations is just an-  
ther in a growing number of hats that  
Winfrey has chosen to don.

Winfrey's television investments—pur-  
hased quietly last year—include CBS affil-  
ite WIVB-TV Buffalo, N.Y. (with King  
World) and NBC affiliates WEEK-TV Peoria,  
I., and KBJR-TV Duluth, Minn., with  
Granite Broadcasting. "I put my money in  
things that I know," Winfrey told BROAD-  
CASTING, explaining her interest in invest-  
ing in stations. "I don't know anything  
about oil or gold. I've been doing television  
since I was 19. Now I'm 35, and TV is  
what I know and understand, so it only  
makes sense to me that that's where I would  
put my money." And Winfrey intends to  
invest in more stations "if it makes sense to  
me." When she heard of a Nashville station  
for sale, "My ego said: 'Wouldn't that just  
be wonderful, start out on a Nashville sta-  
tion and end up owning part of one.'"

Winfrey was an on-air talent at WTVF-TV  
Nashville in the mid-1970's.) "Well that  
was just ego talking and it didn't make  
sense as an investment for me," she said.

One project that did make sense, and that  
appears to have paid off, is Harpo Produc-  
tions' *The Women of Brewster Place*, the  
four-hour, two-part movie which aired  
March 19 and 20 on ABC. On Sunday night  
March 19, against the venerable *Wizard of  
Oz* and "Star Wars" installment "Return of  
the Jedi" on CBS and NBC, respectively,  
*The Women of Brewster Place* scored a 23.5  
rating and a 36 share, winning the time  
period. On Monday night, the movie won  
its time period again, with a 24.5/38.

While Winfrey says that her philosophy



"is to do work that means something," the  
ratings for *Brewster* "were very, very im-  
portant to me," she said. "I wanted to win  
and I wanted to win in a big way because I  
put my integrity on the line," she said. "I  
knew that the story was depressing, that it  
was an all-black cast, but I knew the Amer-  
ican people would watch it; you just have to  
do good television."

Winfrey credits Jeffrey Jacobs, her finan-  
cial adviser/lawyer and chief operating of-  
ficer of Harpo Inc. (Oprah spelled back-  
wards), as the driving force behind her  
recent diversification: "Most of what has  
happened," she said, "is a product of  
Jeff's vision. Were it not for him, there's a  
very good chance that I would still be host-

ing a local show here in Chicago."

Including the station investments last  
year, 1988 saw Winfrey gain ownership of  
*The Oprah Winfrey Show* from WLS-TV, the  
CapCities/ABC O&O in Chicago, and pur-  
chase an 88,000-square-foot studio in  
downtown Chicago. It was also Jacobs who  
was responsible for taking the show into  
national syndication in September 1986.

Completed in August of last year, the  
deal that brought the show under the Harpo  
Inc. banner has been described by Winfrey  
as a "win, win, win" situation for the three  
parties involved. Harpo Inc., ABC and  
King World. The deal, in addition to giving  
ownership and control to Winfrey, guaran-  
teed ABC that it would have the show  
through 1993 on its O&O's, and continued  
to give King World the worldwide distribu-  
tion rights. The total license fees of the  
show for the 1989-90 season will reportedly  
total \$109 million, with Harpo's take esti-  
mated as high as \$50 million.

Seen in more than 190 markets in the  
United States, the number-one-rated talk  
show in syndication and the third-highest-  
rated syndicated show overall, *The Oprah  
Winfrey Show* is also being seen on a test  
basis in Great Britain. A deal to bring the  
show to that country on a permanent basis  
"is almost done," said Jacobs.

According to Fred Cohen, president,  
King World International, "the show has  
been airing on ITV Network's channel four  
since late last year." The show now airs on  
Tuesdays and Wednesdays at 3:40-4:30

### What's up at NBC-TV

NBC is trying out two new shows on Friday night, where it has struggled to be competitive  
all season. A new time travel fantasy, *Quantum Leap*, starring Scott Bakula (*Eisenhower  
and Lutz*) and Dean Stockwell ("Married to the Mob") was to air as a two-hour pilot last  
night (March 26), and will slip into the 9-10 p.m. Friday time slot March 31.

*Miami Vice* goes on hiatus, but is expected back to finish its fifth season in April or  
May. Producers and stars of *Vice* have been quoted as saying it's unlikely the show will  
be back for a sixth season, although the network has not yet formally ruled out its return.

A new anthology program for Friday night, *The Jim Henson Hour*, will get a tryout at 8  
p.m. starting April 14. *Father Dowling Mysteries* has completed its mid-season run in  
that time period, but NBC Entertainment President Brandon Tartikoff said last week both  
*Dowling* and *Henson* will be candidates for the starting prime time lineup next fall.

NBC's hit series *Family Ties* will conclude its seventh and final season this May with a  
one-hour finale where the money-obsessed Alex P. Keaton, played by Michael J. Fox,  
leaves home for a job at a prestigious New York brokerage firm. The episode deals with  
how the rest of the family copes. *Ties* is produced by UBU Productions in association  
with Paramount Television.

Harpo's new production studio, future home of 'Oprah Winfrey Show'



p.m. Cohen said the channel "selects which episodes they want to air, based on which ones are best for the U.K. audience." Starting in June, the show will get an additional broadcast when a late-night version airs in addition to the afternoon time slot. Discussions to bring the show to Great Britain on a longer-term basis were described by Cohen as "very good," and completion of that deal could come in the next few days. Cohen also said that King World has received strong interest in the show from other countries. In addition to *The Oprah Winfrey Show*, Jacobs is also interested in bringing Harpo Productions product to the overseas market by way of foreign co-ventures. "I'll be going to London in April," he said. "I received some very nice overtures while I was at NATPE."

Last September, Winfrey, with Jacobs and King World as co-investors, purchased Studio Network, a TV and film production complex. Renamed Harpo Studios, the facility houses three studios, screening rooms, a kitchen, and paint and carpentry shops. Although much of the studio is operational now, Jacobs said that Harpo is building a new 10,000-square-foot studio where *The Oprah Winfrey Show* will begin taping next January. The show is still produced where it originated, from WLS-TV. The new studio "is exclusively for the show and will have its own downlink," said Jacobs. The remaining portion of the studio will be used to produce all forms of television as well as theatricals. "I'm going to do it all," said Winfrey when asked if there were areas that she will concentrate on in terms of production.

Although Winfrey says she doesn't have a contract with ABC for first refusal of her productions, she nonetheless gives them that opportunity. "I'm more inclined to go to ABC because I'm loyal and because I've had a really good relationship with [Capcities/ABC Chairman] Tom Murphy and [President] Dan Burke, they would be the first I would consider," she said. "You don't need a contract to make you play fair."

The next project from Harpo Productions will be *Kaffir Boy*, the adaptation of Mark Mathabane's autobiographical account of a young black boy growing up in South Africa's apartheid system. "Discussions are under way with the networks," said Winfrey,

"and after *Brewster*, discussions will be much easier."

In February, Winfrey further expanded her business interests, when her restaurant, Eccentric, opened in downtown Chicago. Despite all the growth of the past year, Winfrey says that the added responsibilities have not been a burden on her time or her creative energy. "I'm not a person who ever feels a lot of stress," she said. "Doing the show is like breathing, it's about the most natural anxiety-free thing I do all day. The rest of the things that I do, I do as part of my responsibility to this business, which is to do good work." □

## PierceSilverman: Former top ABC executives team up

New company will produce live and taped programing for variety of media

Television veterans Fred Pierce and Fred Silverman, who worked closely together at ABC during the 1970's as network president and head of programing, respectively, have joined forces once again.

The two executives have formed PierceSilverman Co., a self-financed production entity that will focus on original live and taped programing for the networks, cable,

syndication and home video. Mack Anderson, formerly of KABC-TV Los Angeles, will be PierceSilverman's vice president of production, responsible for the company's day-to-day operations.

"Fred and I looked at the entire landscape and saw a need for the kind of company that specializes in live and taped programing of all kinds," Silverman told BROADCASTING. "Looking at first-run syndication and cable, both basic and pay," he added, "we think they are the most efficient, flexible program forms of the future. And Freddy and I thought it would be a lot of fun to work together again."

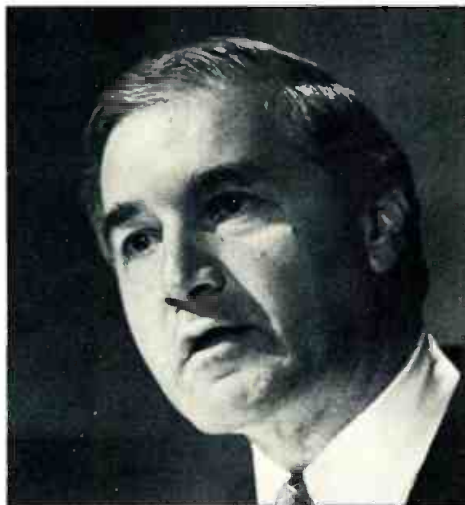
The impetus for the two television executives coming together involved a "multiplicity of factors," said Pierce, "the least of which was the need for financing. It's a private venture, and whatever financing is necessary we'll provide ourselves."

"Realistic goals" for the first year, according to Silverman, include two to three strips on basic cable, two to three recurring specials with the potential to lead to series a game show, and a talk show of some kind. Within the next two weeks he and Pierce expect to announce a major, long-term network deal for late night involving "personality."

According to Pierce, the company's "primary emphasis" will be on talk, comedy, variety and reality-based programs and new personalities. The concentration on live and taped shows does not preclude the company becoming involved in other forms such as television movies or dramatic and comedic fare, "if appropriate," Pierce said.

There are about a dozen projects of various types presently in the works, Silverman said, including a movie-of-the-week series for ABC entitled *The Jury*, for which Abby Mann is now writing the prototype script. PierceSilverman also just concluded a deal with Dr. Ruth Westheimer to produce video on sex education aimed at school-age children. "Our intent is to come up with the equivalent of what Jane Fonda did with her physical fitness tapes," said Silverman, who is currently shopping for a home video company interested in producing the project.

PierceSilverman is also developing a late night series for Lifetime called *Late Date*, which Silverman describes as "David Let



Pierce



Silverman

Ratings don't  
grow on trees...

# ...unless you plant



©1988 Walter Lantz Productions, Inc.

## The Woody Woodpecker Show

Newly formatted  
theatrical-grade half-hours.

- Top 10 last two years.



©1988 Hanna-Barbera Productions, Inc.

## The Flintstones

A Hanna-Barbera classic.

- Top 10 last two years.

# evergreens.



©1988 Hanna-Barbera Productions, Inc.

## Scooby-Doo

Longest running animated series produced for television.

- Top 10 last two years.



©1988 Hank Ketcham Enterprises, Inc.

## Dennis the Menace

Animated strip introduced just two years ago.

- Top 10 last two years.



Evergreens are always in season.

## Returning veterans

MCA TV announced last week that it will distribute new episodes of both *Dragnet* and *Adam-12*. The Arthur Company, which produces *The Munsters Today* for MCA TV, will also produce both new shows. A spokesman for the company said that casting is under way for both shows and production will begin when the cast is in place. No launch date for either show has been set.

terman meets *Saturday Night Live* meets Larry King; it's more like a drive time radio show than a television program." The one-hour strip is scheduled to debut in the fall. Anderson, who will be based in PierceSilverman's Los Angeles office (the company will also maintain offices in New York) served as executive producer for KABC-TV's *Hollywood Close Up* and producer-director for the station's *Eye on Hollywood*. He also served as executive producer on more than 500 episodes of *Eye on L.A.*

Between them, Pierce and Silverman have been involved in many program forms and delivery systems. During his ABC tenure, Pierce was involved in the acquisition and development of ESPN, Lifetime and the Arts and Entertainment Network, as well as the development of such informational shows as *Good Morning America*, *20/20* and *Nightline*. He is currently the head of his own Frederick Pierce Company, which will continue to operate along with the new venture.

Silverman has also served as president of NBC and head of programming for CBS. His Fred Silverman Company, which will also remain in existence, is responsible for such shows as *Matlock*, *In the Heat of the Night* and *Father Dowling Mysteries*. □

## Stringer says original cable programming runs gamut from A to C

In speech to ATAS, CBS/Broadcast Group President takes issue with 1990's as cable decade, suggests access shows fill vacuum between news and prime with "vacuum"

While extending an olive branch to the creative community and studios, Howard Stringer, president, CBS/Broadcast Group, took a switch to cable and syndicated programming.

Stringer, addressing an Academy of Television Arts & Sciences lunch gathering in Los Angeles last Monday, referred to a remark attributed to Ted Turner, that "the 1990's would be the decade of cable." In response, Stringer asked "If cable television is the answer, then what is the question? Consider the cable spectrum closely," he said, "and you'll find that the amount of truly original programming runs the gamut

from A all the way to B, well, all right, to C. Movie channels aside," he said, "the cable listings offer mostly what I like to think of as the three R's of cable—rock videos, reruns and 'restling.'"

Of syndicated fare in prime access, Stringer said: "Wider choices are not necessarily better choices" and characterized the programming in that time period as "hours and hours of televised tedium Monday through Friday, filling the vacuum between news and prime time with vacuum."

"Twenty years ago," he said, "the FCC, in its own brand of optimism, took the time period away from the networks to encourage diversity of production and to allow local stations the opportunity to de-



Stringer

velop community broadcasting, a worthy goal. Now I'm not one to argue against a leisurely spin before dinner with the *Wheel of Fortune*, nor do I mind placing my life in *Jeopardy*, but somehow, those FCC idealists of long ago couldn't have predicted the dainty little tabloid treats of today."

While Stringer cautioned that he was not suggesting that prime access be turned back over to the network—"I'm not being suicidal"—he suggested that the way "out of our [the networks'] dilemma is more creativity, not more programs." As an example of the type of quality that he was talking about, Stringer, not surprisingly, mentioned CBS's *Lonesome Dove*, which won critical acclaim and ratings success. "Is it a coincidence that *Lonesome Dove* was produced outside the standard network-studio channels? Isn't it possible that Motown and Qintex didn't know the stereotypes, clichés and compromises with which we're all so

comfortable, because they're relative newcomers to the nuances of our collaborative enterprise?" he suggested.

On the relationship between the studio and the networks, Stringer said the two are "inextricably intertwined, and the weakening of the network business, even if it results in short-term gains for you, will ultimately damage our common ability to finance, create and distribute the most versatile entertainment programming available in the world."

Characterizing the negotiating process between networks and studios as "dueling when we should be dealing with each other," Stringer cited a recent example when after the network agreed to major increase in the license fees for the renewal of a show, he was told by one studio executive "that the size of the increase was in part to penalize us for alleged problems in our relationship."

Citing "excessive controls and interference," in the form of "second-guessing creative judgments and causing delays," as problems the creative community has identified with CBS in the past, Stringer said "Kim [LeMasters, President, CBS Entertainment], Barbara [Corday, senior vice president, prime time programs], and I are committed to continue to improve and refine our relationship."

Remarking on the Time-Warner merger and the ongoing consolidation within the industry, Stringer said, "it is surely a little disingenuous for Hollywood to tell the networks that nothing has changed in the last two decades and that we alone among a media companies should be bound by 20-year-old rules, while you race, unfettered toward the future."

## New shows on laugh track

Networks display their programming wares for advertising agencies

The networks last week laid their development trump cards on the table for the advertising agency community. More than ever, agency executives said, the primary focus of those programs is comedy—in terms of both quantity and quality—with big guns such as Mel Brooks and Rodney Dangerfield (NBC), Dan Aykroyd (CBS) and Stephen Bochco (ABC) developing half-hour

## Surprise visit

MacNeil/Lehrer Productions and noncommercial WETA-TV Washington, co-producers of the five-part documentary series, *Learning in America*, expected Chrysler Corp. Chairman Lee Iacocca to attend, as he did, its March 21 *Learning in America* reception at the Lafayette Center in Washington. After all, as sole underwriter, Chrysler had invested \$3.9 million in the series, which will debut nationally at 9 p.m. ET tonight (March 27).

The producers were surprised, however, when a perhaps even more recognizable national figure, First Lady Barbara Bush, dropped in on the party. The First Lady, whose efforts to improve literacy among U.S. citizens have been highly publicized, had been given a "sneak preview" of tonight's debut installment, "and I'm impressed," she said. Specifically complimenting WETA President "Ward Chamberlin and the crew of Washington's own fine PBS station," she called Chrysler's "efforts for education...the most important kind of corporate giving."

## Out of the blocks

The initial outing for two new CBS Monday night comedies, *Live In* and *Heartland*, premiered last week to less than spectacular numbers. *Live In*, airing at 8 p.m., scored a 12.6 rating and 20 share, placing third in the time period behind NBC's *ALF* and ABC's *MacGyver*, which scored an 18/28 and 12.9/20 respectively. *Heartland*, airing from 8:30-9, also placed third with a 12.4/19, behind *The Hogan Family*, which scored a 16.4/25, and the second half of *MacGyver*, which improved to a 15.7/24. The average rating for the two new shows is just below the average rating that the 8-9 p.m. time slot had been receiving, with *Newhart* at 8 p.m. and *Kate & Allie* at 8:30. Both *Newhart* and *Kate & Allie* have moved to later time slots, 10 and 10:30 p.m. respectively.

The two new shows are a product of the network's attempt to appeal to a younger audience, especially at 8 p.m., where previous attempts have been mostly unsuccessful. Of the five comedies that the network premiered last fall, only *Murphy Brown* survives.

**New soap from Sussman.** The first daytime serial featuring a black family as one of the "core" families (around which story lines develop) debuts today (March 21) on NBC (there are two feeds: noon-12:30 p.m. and 12:30-1 p.m.).

The series centers on three generations of two Chicago families—the Marshalls, who are black, and the Whitmores, who are white. Pat Crowley (*Dynasty*), Taurean Blacque (*Hill Street Blues*), Joan Pringle (*White Shadow*), Lynn Hamilton (*Sanford & Son*), Gail Ramsey (*General Hospital*) and Andrew Massett (*Days of our Lives*) head the cast.

*Generations* was created by Sally Sussman (*The Young and the Restless*), who will serve as executive producer and head writer. The show is being produced at NBC Studios in Burbank, Calif., by her company, Old Forest Hill Productions, in association with NBC Productions. In a recent press interview, Sussman said she did not create the program specifically with the notion of being the first to focus on a black family. "The fact that they are black is almost incidental to the concept of the show," she said. "What we hope to do is to be able to tell stories about all the generations, not to necessarily focus on just the young people or the older people, but to focus between the relationships and the differing classes and their struggles and the way that they are dealing in the 1990's."

comedies.

Even the one-hour programs in development this time around are more "light-hearted" than ever, in an effort to duplicate such past successes as *Remington Steele*, *St. Elsewhere* and *Moonlighting*. Example: Fred Silverman has developed *Loose Cannon* for CBS, in which radio personality Shadoc Stevens plays a "lunatic cop" not unlike the Mel Gibson character in "Lethal Weapon."

Another example is a project from Viacom, also for CBS, called *Snoops*, in which husband-and-wife team Tim and Daphne Reid star in a "Thin Man-type" detective series. NBC is very high on a Frank Lupo project described as an "action/humor" program called *Hardball*, about an unlikely pair of street cops.

Of the 110 development projects announced by the three networks and Fox (BROADCASTING, March 20), there are 60 comedies and 50 dramas. But advertising agency executives came away with the im-

pression last week that in all cases the emphasis on comedy was even greater than those numbers might indicate.

"All three [major networks] are very heavy on comedy this season," said Paul Schulman, president, The Paul Schulman Co., a New York media buying company. "They're all looking to better their 8 p.m. time periods, particularly CBS," said Schulman.

Barbara Corday, senior vice president, prime time programs, for CBS, agreed, telling agency executives that the network's priority next season was to draw younger viewers, who have proved elusive to CBS over the years. "We are open to new ideas and we're not playing it safe," Corday told her audience. Picking shows that will "pop at 8 p.m." is a key objective, she said.

Of all the presentations last week, CBS seemed to make the biggest impression, agency executives said: "They get the most improved player award for this development season," suggested one observer.

And the credit for that was given to Corday, who in the past seven months since joining CBS has put together a new team, including Tim Flack, vice president, comedy development, Jonathan Levin vice president, drama development, and Pat Faulstich, vice president, motion pictures for television and mini-series.

"CBS in particular seemed a lot further along in terms of what it's trying to do," said Steve Grubbs, senior vice president, national broadcast buying, BBDO. "CBS sent out a clear message," said Paul Isacson, executive vice president, broadcast programming and purchasing, Young & Rubicam. "They have a new team in place that is learning to work together [and has] built a new bridge to the better producers in Hollywood."

NBC was credited by most for doing its usual first-rate development presentation for advertisers. And Fox impressed many with the much-improved depth of its development effort. "It looked like they were programming for five nights instead of just three," noted Grubbs of BBDO.

ABC's presentation, however, seemed to lack the normal luster and substance this year, according to some in attendance. No doubt the presentation was not helped by the news on the morning of the network's presentation (March 23) that Brandon Stoddard was stepping down as head of the entertainment division (see "Top of the Week").

"Generally speaking, their's was not so hot," said one senior agency official of ABC's presentation. Added Isacson of Young & Rubicam: "ABC did not send a clear message. I don't think the ABC people had you walking away with a more positive feeling. The comedy looked good." He added that the Stoddard announcement "might have affected the enthusiasm they normally convey."

But as Paul Schulman points out: "At this point you really can't tell what will or won't work. These presentations are sort of a general indicator of whether the networks are investing the dollars to remain competitive or improve their current status. And based on what we saw, the money is going to be spent."

More than half of the individual network development projects have been reported, including both the entire lineup on FBC and CBS slates (BROADCASTING, March 20), as well as ABC's drama development

## Syndication Marketplace

*From the Heart*, half-hour original first-run strip, will begin month of testing on June 5 on King World R&D Network, alliance between King World and six station groups to test and develop first-run programming prior to national syndication. Groups include Post-Newsweek, Scripps-Howard, Gillett, King Broadcasting, Group W and Midwest Communications. Show, hosted by Gloria Loring, incorporates talk segments with people re-enacting true stories. Jeremy Fox and Michael Hill serve as executive producers for Mac III Productions, the show's producer.

*Your Home. Worldvision Enterprises'* consumer home improvement series, has been cleared in more than 40 markets, including WKYC-TV Cleveland; KOMO-TV Seattle; WTMJ-TV Milwaukee, and WSMV-TV

Nashville, representing more than 40% of country. Show is a Laurel Entertainment production in association with Worldvision.

□

GGP's Joel Siegel's *Road to the Academy Awards* syndicated special has been cleared in 115 markets, representing 75% of country. Special, being shot on location in Hollywood, New York and Las Vegas, has been cleared in 23 of top 25 markets, 18 of which are ABC affiliates.

□

World Events Television said it has cleared animated *Denver, The Last Dinosaur*, which debuts as strip next fall, in 78 markets covering 60% of country. Show has been cleared by 18 of top 20 markets, including on all seven Fox-owned stations.

(BROADCASTING, Feb. 13).

NBC started off the season with the most comedies in its schedule, 14, and currently has the most in development, 19, followed by CBS's 18 and ABC's 15.

The most "distinctive" comedy projects at NBC, as described by Perry Simon, senior vice president, prime time series, include four series commitments:

■ *Nutt House*, developed by Mel Brooks for Walt Disney Television, about the zany goings-on in a New York City hotel.

■ *Morton's by the Bay*, from Weintraub Entertainment and NBC Productions, stars Nell Carter as secretary to the owner of a banquet hall.

■ *FM*, from MTM, stars Robert Hays as the harried program director of a small public radio station.

■ *Nikki & Alexander*, a *Night Court* spin-off from that show's executive producer, Reinhold Weege, about a beautiful Russian immigrant and the Washington bachelor (Tim Matheson) she becomes involved with.

In the pipeline for next mid-season are three additional adult comedy series commitments to Bill Cosby and Carsey-Werner; Gary David Goldberg, and Peter Carsey, David Angel and David Lee.

The network's drama highlights include three series commitments:

■ *Orleans*, a new drama from Terry Louise Fisher, her first since *L.A. Law*, about two New Orleans families (Touchstone).

■ *Hardball*, Frank Lupo project about a mismatched cop team (Columbia and NBC Productions).

■ *Hanna*, a new Michael Mann cop show,



Clark in 1950's

native who was selected for the hosting job after an audition. Prior to his appointment, Hirsch had been working at dick clark productions as a segment producer for USA Network's *USA's Camp Midnite*, a late night talk show that airs on the network on Friday nights.

The show began its run in September 1952 on WFIL-TV Philadelphia, with Bob Horn and Lee Stewart as its hosts. The show, with Clark as its host, began airing on ABC in August 1957.

**New bandleader.** *American Bandstand*, a television staple for the past 37 years, is undergoing two major changes. Last week, Dick Clark, host of the show for the past 33 years, announced that this will be his last season. In addition, the show, which started on ABC and has been syndicated since September of 1987, will move to the USA Network beginning April 8 (at noon to 1 p.m.).

Clark, who became the show's sole host in 1956, said in announcing his retirement from the show: "This is actually an exciting day for me. After 33 years I finally decided it was time to give someone else a chance." During the show's premiere broadcast on USA Network, Clark will turn over the microphone to his successor, David Hirsch, a 26-year old Detroit

based in Los Angeles.

At ABC, there are three comedy series commitments in the hopper for next fall:

■ Stephen Bochco's first project under his new exclusive agreement with ABC—*Doo-gie Howser, M.D.*, about a 15-year-old wunderkind who is a medical intern.

■ *I'm Here*, a coming-of-age series about an aspiring filmmaker (Reeve Entertainment).

■ A Jackie Mason project, untitled, about a retiree who discovers a second career working with inner-city youths (Carsey-Werner).

Other ABC comedy highlights:

■ *Club Fed*, from Garry Trudeau, a satire about a minimum security prison (Universal).

■ *A Girl's Life*, about a single psychologist and the mother who wonders why she can't find "Mr. Right" (Imagine).

■ *A Perfect Strangers* spin-off, *Family Matters*, with Harriet, the outspoken elevator operator (Jo-Marie Payton-France) leading an ensemble cast (Lorimar).

■ *Past Imperfect*, with Howie Mandel, is about a 30-year-old at a turning point in his life (Castle Rock). □

## NBC wins week 26; ABC, CBS tie for news win

NBC won the prime time week (ended March 19) with a 15.4 rating and a 25.2 share. ABC came in second with a 13.1/21.5, while CBS pulled in a 12.7/21. ABC's *Roseanne* took the top spot for the week

with a 26.1/38, bumping NBC's *Cosby* to second (24.2/39).

In the evening news race, ABC and CBS tied for first with a 10.4/20. NBC had a 9.6/19.

| Nielsen |         | Net | Show                     |
|---------|---------|-----|--------------------------|
| 1.      | 26.1/38 | A   | Roseanne                 |
| 2.      | 24.2/39 | N   | Cosby Show               |
| 3.      | 23.5/36 | A   | ABC Sunday Movie         |
| 4.      | 22.7/36 | N   | Different World          |
| 5.      | 22.5/35 | N   | Cheers                   |
| 6.      | 22.3/38 | C   | 60 Minutes               |
| 7.      | 20.4/30 | A   | Wonder Years             |
| 8.      | 20.3/34 | N   | Golden Girls             |
| 9.      | 20.2/32 | A   | Who's the Boss?          |
| 10.     | 19.5/30 | A   | Anything But Love        |
| 11.     | 19.5/32 | N   | Unsolved Mysteries       |
| 12.     | 18.6/32 | N   | Empty Nest               |
| 13.     | 18.5/29 | N   | Dear John                |
| 14.     | 18.1/27 | C   | CBS Sunday Movie         |
| 15.     | 17.9/34 | N   | Hunter                   |
| 16.     | 17.8/29 | A   | Growing Pains            |
| 17.     | 17.7/28 | N   | Night Court              |
| 18.     | 17.4/26 | N   | In the Heat of the Night |
| 19.     | 17.0/30 | C   | Knots Landing            |
| 20.     | 17.0/26 | N   | Matlock                  |
| 21.     | 16.8/26 | N   | ALF                      |
| 22.     | 16.4/26 | A   | Head of the Class        |
| 23.     | 16.2/25 | C   | Designing Women          |
| 24.     | 16.2/25 | C   | Murphy Brown             |
| 25.     | 16.0/26 | N   | NBC Monday Movie         |
| 26.     | 15.8/27 | C   | Jake and the Fatman      |
| 27.     | 15.8/27 | N   | Amen                     |
| 28.     | 15.8/24 | N   | Hogan Family             |
| 29.     | 15.4/27 | A   | Full House               |
| 30.     | 15.2/23 | A   | MacGyver                 |
| 31.     | 15.1/23 | N   | NBC Sunday Movie         |
| 32.     | 14.4/22 | N   | Family Ties              |
| 33.     | 14.3/23 | N   | My Two Dads              |
| 34.     | 14.0/25 | A   | Perfect Strangers        |

| Nielsen |         | Net | Show                          |
|---------|---------|-----|-------------------------------|
| 35.     | 14.0/24 | N   | Midnight Caller               |
| 36.     | 13.8/25 | N   | 227                           |
| 37.     | 13.7/23 | A   | Mr. Belvedere                 |
| 38.     | 13.2/23 | A   | thirtysomething               |
| 39.     | 13.1/24 | A   | 20/20                         |
| 40.     | 13.1/22 | C   | Dallas                        |
| 41.     | 13.1/20 | C   | Kate and Allie                |
| 42.     | 13.0/22 | A   | Just the Ten of Us            |
| 43.     | 13.0/20 | C   | Newhart                       |
| 44.     | 12.9/22 | N   | L.A. Law                      |
| 45.     | 12.5/20 | A   | ABC Mystery Movie             |
| 46.     | 11.8/21 | C   | Falcon Crest                  |
| 47.     | 11.5/18 | C   | Paradise                      |
| 48.     | 11.4/17 | A   | Over the Edge                 |
| 49.     | 11.4/20 | N   | Nightingales                  |
| 50.     | 11.3/18 | C   | CBS Tuesday Movie             |
| 51.     | 10.9/17 | A   | Coach                         |
| 52.     | 10.9/16 | F   | Married...With Children       |
| 53.     | 10.9/19 | N   | Father Dowling Mysteries      |
| 54.     | 10.7/17 | A   | Hooperman                     |
| 55.     | 10.7/17 | C   | Murder, She Wrote             |
| 56.     | 10.4/17 | C   | 48 Hours                      |
| 57.     | 10.3/18 | C   | Beauty and the Beast, special |
| 58.     | 10.3/16 | F   | America's Most Wanted         |
| 59.     | 10.2/18 | A   | China Beach                   |
| 60.     | 9.8/16  | N   | Magical World of Disney       |
| 61.     | 9.6/17  | A   | Mission: Impossible           |
| 62.     | 9.4/15  | A   | Dynasty                       |
| 63.     | 9.2/17  | N   | Miami Vice                    |
| 64.     | 8.8/15  | C   | World Figure Skating Champ.   |
| 65.     | 8.4/14  | C   | Hard Time on Planet Earth     |
| 66.     | 8.2/15  | C   | Beauty and the Beast          |
| 67.     | 8.1/14  | A   | Man Called Hawk               |
| 68.     | 7.9/13  | A   | Flight-Navigator, part 2      |

| Nielsen |        | Net | Show                        |
|---------|--------|-----|-----------------------------|
| 69.     | 7.7/14 | C   | West 57th                   |
| 70.     | 7.1/12 | F   | 21 Jump Street              |
| 71.     | 6.7/11 | A   | Great Circuses of the World |
| 72.     | 6.3/11 | A   | Heartbeat                   |
| 73.     | 6.0/10 | F   | Cops                        |
| 74.     | 5.9/11 | A   | Murphy's Law                |
| 75.     | 5.2/9  | F   | Reporters                   |
| 76.     | 4.2/7  | F   | Beyond Tomorrow             |
| 77.     | 3.9/6  | F   | Garry Shandling Show        |
| 78.     | 3.0/4  | F   | Tracey Ullman Show          |
| 79.     | 2.6/4  | F   | Duet                        |

| Cassandras *           |                               |       |       |
|------------------------|-------------------------------|-------|-------|
| (Week ending March 12) |                               |       |       |
| Rtg.                   | Show                          | Stns. | Covg. |
| 1.                     | 15.9 Wheel of Fortune (Syn.)  | 230   | 99    |
| 2.                     | 13.9 Jeopardy                 | 210   | 97    |
| 3.                     | 11.8 Cosby                    | 197   | 97    |
| 4.                     | 10.1 Star Trek                | 237   | 97    |
| 5.                     | 9.6 Oprah Winfrey Show        | 213   | 98    |
| 6.                     | 9.4 Wheel of Fortune (Wknd.)  | 211   | 93    |
| 7.                     | 7.4 Entertainment Tonight     | 164   | 92    |
| 8.                     | 7.2 Current Affair            | 145   | 89    |
| 9.                     | 7.1 Donahue                   | 226   | 99    |
| 10.                    | 6.9 Geraldo                   | 194   | 98    |
| 11.                    | 6.5 People's Court            | 189   | 94    |
| 12.                    | 6.1 Cagney and Lacey, special | 128   | 88    |
| 13.                    | 5.8 USA Today (Mon.-Fri.)     | 148   | 93    |
| 14.                    | 5.7 Ducktales                 | 184   | 94    |
| 15.                    | 5.6 War of the Worlds         | 224   | 96    |

The following program is included, but not ranked: World Wrestling Federation, 9.4. 240 stns., 97% coverage.

# ON THE ROAD TO NAB

HDTV

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: High-definition television.*

Events seem to suggest that the chances for worldwide adoption of the 1,125/60 high-definition production system (also called SMPTE 240M) are growing dim. The Sixth World Conference of Broadcasting Unions, a meeting of the major broadcasting organizations of the world, concluded in Washington recently with consensus on HDTV equipment is not a realistic near-term goal (BROADCASTING, March 20). Some believe their finding is a preview of what to expect at coming meetings of the CCIR (International Radio Consultative Committee).

But the amount of equipment built for the 1,125/60 format continues to grow and become more refined. That will be evident at the National Association of Broadcasters Convention in Las Vegas, April 29-May 2. High-definition cameras, videotape recorders and other 1,125/60 gear will be on display at three different venues: the NAB exhibit floor, NAB's special HDTV exhibition of transmission and production equipment, and at the HDTV Production Expo '89, which is being held concurrently with the NAB convention at the pavilion of the Tropicana Hotel.

The NAB-sponsored HDTV exhibit is being billed as "the world's largest collective display of advanced television broadcasting equipment." It will have all of the same elements of last year's exhibit, entitled "Tomorrow's Television," only more of it. At 22,000 square feet it will be more than twice the size of last year's HDTV room. In fact, this year's "HDTV room" will be two rooms, with additional displays to be set up across the hall in the Las Vegas Convention Center where the press room was located during NAB '88.

"This year's demonstration is going to be much more oriented toward the concept of how to get the signal to the home," said John Hathe of Turner Engineering Co., which is designing, installing and managing the HDTV exhibit for NAB for the second year in a row. Most of the groups that have proposed transmission systems to the FCC's advisory committee on advanced television services will be there with the latest advancements in their systems. The groups that have reserved space are: A-

Vision, Faroudja Laboratories Inc., Intelvideo, the New York Institute of Technology, Japan Broadcasting Corp. (NHK), Nippon TV, North American Philips, the David Sarnoff Research Center, Scientific Atlanta and Zenith Electronics Corp. Last year, only five groups were represented.

Features from last year's HDTV exhibit that return will be the "living room of the future" display and an expanded array of other prototype consumer VCR's and videodisk players. NAB officials, who were in Japan last month to discuss several HDTV-related issues with government and industry there, secured promises for several consumer equipment loaners. The living room of the future will be located in the old press room area where there will be "better sound isolation capability than we had last year and also more space for people to sit and view," Hathe said.

The NAB exhibit will be the control center for the routing of fiber optic transmission of HDTV software to the "living room of the future" and to an HDTV theater that will be located off the main exhibit floor area where the technical conference is to be held. Like last year, an Eidophor projection system will display the high-definition programs on a 40-foot screen. The Grass Valley Group is handling the installation of the fiber, with cable donated by C-Cor.

Fiber is also being laid at the Las Vegas Hilton, adjacent to the Convention Center, where several of the formal ceremonies will be held. Last year, a similar connection was installed to transmit a speech by President Ronald Reagan, which also marked the first taping of a President of the United States in high definition.

Shure Brothers Inc. is installing a surround sound stereo system for the Eidophor theater. Others donating equipment for the exhibition will be BTS Broadcast Television Systems, Chyron Corp., Bell Communications Research (Bellcore), Dynair Electronics Inc., Matsushita, Mitsubishi, Magni Systems and Sierra Video Systems.

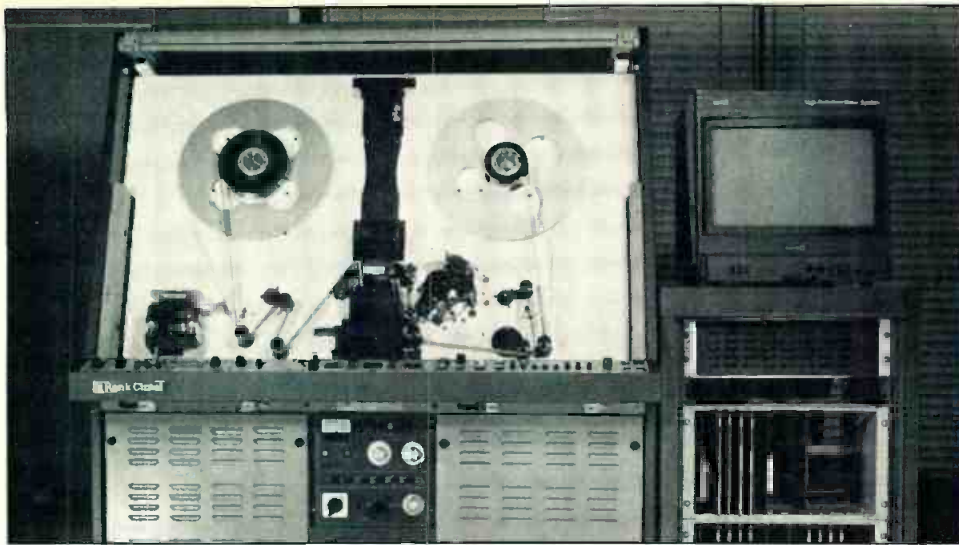
The HDTV Production Expo at the Tropicana is being sponsored by the HDTV 1,125/60 Group, an organization formed last year by a number of U.S. and Japanese-owned firms to promote the use and

acceptance of 1,125/60. Last year, Sony Corp. rented the Tropicana Pavilion to demonstrate its HDTV gear as well as its new Library Management System. This year the entire area will be devoted to HDTV equipment, not only from Sony but from several others, including Canon, Chyron Corp., Dynair Electronics, Fujinon, Grass Valley Group, Hitachi, Ikegami Electronics, Mitsubishi, Magni Systems, NEC America, Nikon, Panasonic, Panavision, Quantel, Rank Cintel, Rebo High Definition Studio, Sanyo Fisher, Sharp, Shima Seiki, the graphics division of Symbolics, Telettra, Tektronix, Toshiba America, Ultimatte Corp., Scientific Atlanta, JVC and VTE Digital Video.

The companies will work together to demonstrate several different HDTV technologies, including HDTV-to-film transfer, movie production with 1,125 equipment, post-production techniques, down conversion to NTSC and several other applications for both TV program production and business and industrial applications. Mini theaters will also be constructed for showings of the latest HDTV productions. The Expo will be open to all NAB attendees. Shuttle buses between the convention center and the Tropicana will run every 15 minutes.

The Tropicana will be the site where a new HDTV equipment company, Rebo High Definition Studio, will unveil its first products. Rebo has been producing with 1,125/60 equipment in recent years and has developed its own devices to complete projects when the necessary tools were not available commercially. The studio decided to form a separate subsidiary, Rebo Research, to handle manufacturing and marketing of those developments.

Rebo will introduce three products. A fiber optic transmission system, developed with Meret Inc. of Santa Monica, Calif., provides for lighter, less bulky and cheaper cables, providing more mobility for HDTV cameras during program production. For the post production suite, Rebo has developed an HDTV framestore, initially designed for control with a Macintosh II computer. With Folsom Research, Folsom, Calif., Rebo designed an HDTV-to-NTSC downconverter, which it claims to be small-



Rank Cintel's Mk III HDTV telecine

er and more portable than earlier downconverters. The company plans to begin taking orders on all three devices during NAB. Prices have not been set.

At last year's NAB convention, Sony Corp. showed the largest array of new 1,125/60 equipment. So far the company has not announced whether it will have any new introductions. However, it has announced that it will show its HDC-300 camera, the first built with the SMPTE 240M colorimetry specifications, at the Tropicana. Sony demonstrated the camera at the Society of Motion Picture and Television Engineers Television Conference in San Francisco earlier this year (BROADCASTING, Feb. 13).

An HDTV camera of a different type is

being introduced at the Tropicana by Nikon Corp.'s electronic image engineering division. The HQ-1500C is designed to take still images from 1,125/60 video for printing applications, rather than for broadcasts. "It's a one-tube camera with an RGB color filter," said Victor Goldsztejn, Nikon sales manager. Nikon will also introduce four new HDTV lenses.

Graphics and effects equipment at the Tropicana will include the animation system already introduced by the graphics division of Symbolics Inc. "We are the only vendor that has a paint and 3-D animation system that outputs an HDTV format," said Symbolics' Don Miskowich. The price of the system ranges from \$100,000 to \$178,000, depending on

complexity.

Chyron Inc. is also returning an earlier introduced item, the HD Scribe character generator, which will be at the Tropicana and the NAB display. Chyron has delivered the Scribe to a number of facilities including Rebo and HBO, for test purposes.

Faroudja Laboratories, which will be demonstrating its EDTV transmission system in the NAB exhibit, will also have a booth on the exhibit floor, where this year will introduce its LD-1 line doubling system. The system scans the 525 lines of conventional NTSC progressively or can scan 1,050 lines interlace to produce a higher resolution picture.

Rank Cintel, Valley Cottage, N.Y., will introduce a 1,125/60 version of its flying spot, high-definition telecine at the Tropicana. The system was introduced last year at the International Broadcasting Convention in Brighton, England, in the 1,250/5 format. Rank has announced that it will build the telecine, which converts 35 mm film to high-definition video, to all HDTV video formats developed, and is prepared to build one for the proposed 1,050/59.94 system.

Two companies are planning to introduce HDTV test equipment. Tektronix Inc., Beaverton, Ore., is unveiling a family of HDTV test signal generators, which will be shown on the exhibit floor, at NAB's HDTV exhibit, and at the Tropicana. Both 1,125/60 and 1,050/59.94 versions of the system will be shown at NAB. A 1,250/5 version has also been developed.

**Next week: cameras.**

## The Media

### TCI, Daniels, McMullen play ball

**New partnership of TCI, Bill Daniels, John McMullen is buying out Daniels's interest and starting new services**

Tele-Communications Inc., Bill Daniels of Daniels & Associates and John McMullen, owner of several professional sports franchises, have formed a joint partnership that is buying the interest held by Daniels and McMullen in three regional sports services and is planning to expand the regional sports concept to upwards of six markets.

The move means TCI has weighed in on the side of Daniels in what is increasingly becoming a two-entity business. The NBC-Cablevision Systems-owned Rainbow Programming Services, which TCI at one time contemplated joining, owns six sports networks outright, has contracted to buy a seventh and has announced its intent to launch services in the top 25 markets. But its expansion plans may be curtailed by the TCI announcement.

The three partners will fund the partner-

ship, with the budget yet to be worked out. No terms were announced, but sources said Daniels and TCI have close to an equal share of the partnership, while McMullen's portion is smaller, along the lines of a limited partner. It's believed the partnership's capitalization will be upwards of \$100 million.

The deal does not include TCI's existing or planned regional sports services. Its KBL in Pittsburgh carries the Pittsburgh Pirates and Penguins, TCI carries the Utah Jazz on a channel in Salt Lake City, and TCI affiliate Cencom carries the St. Louis Cardinals on a pay-per-view basis.

TCI and Viacom have launched a sports network in the Pacific Northwest, but were recently stymied in their bid for the Seattle Mariners, which took a larger deal with KSTW(TV) Tacoma. The network carries college sports and is working on a deal with the Supersonics. TCI and Viacom also have discussed launching a network in the Bay area.

According to Daniels's Bob Russo, the new partnership will buy Houston-based Home Sports Entertainment outright. HSE's 49% of Sunshine Network, based in Florida and locked in a battle with Sports Channel there, and 50% of Prime Sports Network, serving the Rocky mountain area. United Cable owns the other 50%. (Prime Ticket, 83% owned by Bill Daniels, won't be part of the partnership at the moment but, like TCI's regional sports services, it's likely to join the group for advertising and program sharing purposes. Now the SportsChannel has bought the Z Channel. Daniels and Dolan will also be going head to head in Los Angeles.)

HSE, PSN and Sunshine serve 3.9 million subscribers in 11 states, but once TCI completely rolls out those services to its systems, that figure is expected to rise to 5.5 million. Including Prime Ticket, the partnership expects to serve nine million homes. There will also be automatic growth as HSE shifts from a pay and basic service

A shift from pay to basic would normally put pressure on the wholesale costs paid by operators. Rising rights fees have been at the heart of conflicts between programmers and operators over whether sports services should be on basic or pay. Barron said HSE has begun discussions on shifting the service with operators, but doesn't foresee the cost structure as a major problem. HSE has new six-year rights deals with the Houston Rockets and Dallas Mavericks, he said, and a 10-year deal with the Astros, which is owned by McMullen. Additionally, advertising revenue will also relieve some of the cost pressure.

partnership believes, is a core of 1.5 million cable subscribers and enough professional and college sports teams with rights fees that won't force the programming off basic.

HSE's fledgling TVRO business meshes with TCI's satellite authorization arm. HSE sells HSE, Sunshine, Home Team Sports and Pro Am Sports within their respective territories to TVRO owners and has roughly 30,000 subscribers. That will expand to more territory and possibly more networks under the new partnership.

ton facilities have room for four more master control rooms.

The partnership also plans to put together a national rep firm, either in-house or through an out-of-house exclusive deal, to sell advertising across all the networks. The nine million figure could grow even more if other regional networks TCI contemplates get off the ground and are included in the ad buys. The rep firm would sell national, regional and local avails across all the networks.

works. Peter Barton, TCI senior vice president, and former Daniels & Associates executive Tom Marinkovich will be the general partners in the venture. Ed Frazier, a six-year executive with HSE, will be president and chief executive officer of the venture, reporting to Barton and Marinkovich. Barton said the partnership would expand program exchanges between Daniels-affiliated and nonSportsChannel-affiliated regional sports networks. □

**April marks third annual National Cable Month, with industry set to promote programing by highlighting different services and boost subscribers through promotions**

The cable industry is gearing up for Saturday's launch of the third annual National Cable Month, with promotions highlighting the individual networks and expansive consumer marketing campaigns to bring in new subscribers.

"Days of Great Nights," refers to the cable programming networks that are highlighted each day of the month (see chart), beginning with Nickelodeon/Nick at Nite on April 1 and ending with The Disney Channel on April 30.

Many of the programming networks have scheduled premiere events for their assigned nights. On April 3, C-SPAN will carry a three-hour retrospective of its 10 years covering Congress and public affairs events. Showtime premieres "Shoot to Kill," starring Sidney Poitier, on April 8.

Black Entertainment Television will carry its first live program from its new Washington studios, an edition of *Video Soul*, on April 14.

Lifetime presents the first made-for-cable episode of the *The Days and Nights of Molly Dodd* on April 17; HBO debuts *The Simon Wiesenthal Story* on April 23, TNT debuts *The Margaret Bourke-White Story* on April 24; The Nashville Network presents its second annual Viewer's Choice awards on April 25, and the USA Network debuts its first made-for movie, *The Forgo-*

**April 5**



**April 10**



|                                                 |                                     |                                 |                         |                          |                                        |                   |
|-------------------------------------------------|-------------------------------------|---------------------------------|-------------------------|--------------------------|----------------------------------------|-------------------|
| SUN                                             | MON                                 | TUES                            | WED                     | THURS                    | FRI                                    | SAT               |
|                                                 |                                     |                                 |                         |                          |                                        | NICK<br>&<br>NITE |
| THE<br>WEATHER<br>CHANNEL                       | C-SPAN                              | M<br>MUSIC TELEVISION           | THE TRAVEL<br>CHANNEL   | Discovery                | ESPN<br>THE SPORTS ILLUSTRATED CHANNEL | SHOWTIME          |
| SuperStation<br>WISN<br>SERIES AMERICAN NETWORK | HSN<br>HOME SHOPPING<br>NETWORK     | FX<br>TELEVISION NETWORK        | VH1<br>VIDEO HEADLINE   | EWTV<br>EYE OF THE WORLD | BET<br>BLACK ENTERTAINMENT TELEVISION  | CINEMAX           |
| AE<br>Cable Network                             | LIFETIME<br>TELEVISION              | THE WOOVEE<br>CHANNEL           | The Learning<br>Channel | Bravo<br>Cable Network   | MTV<br>MUSIC TELEVISION                | Family<br>GEM     |
| HBO                                             | TNT<br>Turner Network<br>Television | TNN<br>THE NASHVILLE<br>NETWORK | USA<br>NETWORK          | CNN<br>CABLE NEWS        | AMERICAN<br>MOVIE<br>CLASSICS          | enbc              |
| The<br>Disney<br>Channel                        |                                     |                                 |                         |                          |                                        |                   |



**April 29**



Broadcasting Mar 27 1989

ten, on April 26.

There will be several combination nights: April 5 is special appeal programming (Nostalgia Channel, Travel Channel, FamilyNet and Mind Extension University), April 10 is shopping (Home Shopping Network, Cable Value Network, QVC and Shop Television Network); April 13 features religious services (ACTS, Eternal Word Television Network, The Inspirational Network, Trinity and the Vision Interfaith Satellite Network), and April 29 has CNBC, Request Television, Silent Network and Univision.

The National Academy of Cable Programming is distributing a 30-second preview spot to systems to run in March, a 30-second generic spot to run throughout April, plus 30-second spots from more than 40 networks, spotlighting their programming on each featured night. The Cabletelevision Advertising Bureau has distributed a special tune-in kit, geared specifically for the programming promotions throughout the month. And the promotion service Prevue Guide plans to carry a two-minute promotion of each network each hour on the day they are

featured during NCM. The service will donate \$300,000 in advertising and programming time to promote NCM.

Hand in hand with the spotlight on programming will be marketing pushes to gain basic and pay subscribers. Margaret Durborow, president of the Cable Television Administrative & Marketing Society, said she's "very, very pleased with the level of participation of National Cable Month" she's seen, with the vast majority of cable systems active. In nearly every one of the top 25 markets, local co-ops, CTAM mar-

## Satellite Footprints

**Nordic DBS.** Less than one month after launching Japan's first commercial communications bird, JCSAT 1, Arianespace is set to launch the first Scandinavian-owned direct broadcast satellite next Friday, March 31. With a first launch window scheduled from 9:29 to 10:20 p.m., Ariane Flight 30 is scheduled to deliver the Nordic Satellite Co.'s satellite, Tele-X, into transfer orbit approximately 28 minutes after lift-off aboard an Ariane 2 rocket. As of the beginning of this month, Arianespace, the French joint stock launch services company first incorporated March 16, 1980, has booked 69 launch contracts, 56% of them for European companies, 12% for U.S. companies.

Built by the same European consortium, Aerospatiale, that built the French direct broadcast satellite, TDF-1, and the German DBS, TV-Sat, Tele-X is the product of a joint venture among Sweden, Norway and Finland begun in 1983. The development, launch and in-orbit control of Tele-X, as well as development of the ground segment, have been entrusted to the Swedish Space Corp. Equipped with three 230 w television channels, as well as two data channels, Tele-X is designed to provide video services to 30 centimeter antennas to be marketed to consumers in the three countries.

Meanwhile, JCSAT 1, launched March 6 and co-owned by Japan-based C. Itoh & Co. and Mitsui & Co., and U.S.-based Hughes Communications, has reached its assigned orbital position and is undergoing verifications tests, according to Hughes, which said the 24-transponder C-band bird "is performing as expected" and is scheduled to begin delivering television, voice and data services on May 1.

**More news is good news.** Brightstar Communications last week added more television programming to its trans-Atlantic satellite traffic, initiating daily 35-minute transmissions of Visnews Ltd.'s LANA (Latin America/North America) newsfeed from Great Britain to broadcasters in North and South America via two Intelsat birds over the Atlantic. Subscribers to international news package include NBC-TV, Univision, Independent News Network, the Christian Science Monitor, the Canadian Broadcasting Corp. and the Nightly Business Report.

**Spanish buy.** The Telemundo Group purchased its first occasional satellite time aboard Pan American Satellite's PAS 1 earlier this month when it broadcast the four-hour *Carnaval Internacional de Miami* live from Miami. The Spanish-language program, described as "an annual street festival and musical extravaganza," originated from Miami and was fed to broadcasters, hotels and cable systems in Mexico, Puerto Rico, Brazil, Guatemala, Honduras, Costa Rica, the Dominican Republic, Peru and Chile.

"Via Pan American Satellite," said Carlos Barba, senior vice president, programming and promotions, Telemundo, "we will be able to demonstrate to Latin American countries the quality of Spanish-language television that we offer to U.S. viewers." Telemundo owns and operates television stations in New York, Los Angeles, Miami, Houston-Galveston, Tex., and San Francisco-San Jose, Calif., and claims affiliates in "20 other key Hispanic markets" in the U.S.

Tokyo-based Fujisankei Communications International also used PAS 1, the privately owned international satellite, to broadcast its Japanese-language news show, *Ohayo America*, to Latin America in late February.

**New TVRO lobby.** The American Home Satellite Association (AHSa) has begun to solicit funding for the newly formed AHSa Legal Fund, headquartered at 1000 Connecticut Avenue, N.W., Washington 20036, having retained the lobbying firm Bracy Williams & Co. to represent the interests of satellite dish owners on Capitol Hill. "Our prime objective," said association President Hans Giner, "is to support legislative initiatives to protect consumer viewing of satellite-distributed television and to guarantee fair access at fair prices in a truly competitive market." AHSa has engaged the independent CPA firm of Coopers & Lybrand to audit the fund annually.

**Marketing the satellite advertising 'network.'** One more fragment of "bicycled" tape-format-delivered video—specifically, spot advertisements—may be on the verge of extinction, if CycleSat Inc. has its way. Having begun an eight-city marketing tour at the Whitney hotel in Minneapolis on Feb. 10, CycleSat is out to make television commercial delivery via satellite "a standard practice in the advertising and television industries." The tour will also reach Chicago, Detroit, Los Angeles, San Francisco, Boston, New York and Dallas.

The Forest City, Iowa-based company has conducted "four years of intensive technological research and development," now feeds spot commercials to more than 380 TV stations and "is setting the course for the satellite delivery of spot TV commercials that have the same economy and quality of current network television programming," said CycleSat President and Chief Executive Officer Richard Conner.

**IDB on-line to Moscow, Tokyo.** Permanent facilities providing T-1 data, digital voice, facsimile and compressed video services between the U.S. and Moscow and the U.S. and Tokyo are now on line, IDB Communications said. San Francisco, San Diego, Los Angeles, Washington, Boston, New York and Philadelphia have also been designated by IDB as international gateway cities, and France, Switzerland, Israel and Hong Kong are included in the satellite transmission service company's plans for "near future international links."

What started as a temporary Ku-band uplink outside Moscow to provide the ancillary, digital T-1 services to U.S. news networks covering the Reagan-Gorbachev summit last May turned into a permanent agreement with the Soviets to operate a facility there (BROADCASTING, July 4, 1988).

**SBCA rebuttal.** In answer to charges that programmers' have secret plans to deliver future pay-per-view events via Videcipher II Plus authorization tiers inaccessible to current VC-II owners (BROADCASTING, March 20), Satellite Broadcasting and Communications Association general counsel, Mark Ellison, said last week, "We've always known that the [VC-II's] 56 tier bit system has limits." Comparing VC-II Plus to a computer with more capacity, he added, "There is no obsolescence. Everything is being done to protect the consumer," including programmer efforts to combine the uses of capacity left in the 56 now, he said, with, for example, CNN and Headline News authorized via the same tier bits. Conceding that "the higher tier bits will eventually be used," he said programmers are assuring "continued access to the 45 existing scrambled services, plus a great number of pay-per-view."

# Three New Stars Are Shining In Our Galaxy.



Hughes Communications' acquisition of the Westar satellite system added three new satellites to our expanding Galaxy system. We're pleased to welcome a whole new group of customers to the Hughes Communications family. Customers in broadcast and cable. Customers interested in occasional video and audio. Customers looking for Hughes' unique combination of innovative technology and superior service.

The addition of the three Westar satellites makes a first-class fleet better than ever. Our expanding Galaxy offers outstanding orbital slots and the reliability we've always been noted for. And Hughes isn't just adding hardware. We've integrated the new satellites into our high performance Galaxy fleet and our extensive support network manned by a dedicated team of controllers. At Hughes, we know that quality in space and quality on the ground go hand in hand.

The Westar fleet acquisition is one more reason why Hughes Communications continues to set new standards for the broadcast and cable industries. If you'd like to know more about our new satellites, or about our Galaxy system in general, contact the Galaxy/Westar Program Office at 1-800-824-8133 (in California, 213-607-4300).

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keting chapters or individual MSO's are making a special marketing push, she said. CTAM has been concentrating on systems in nonco-op markets, below the top 25, urging them to get involved, she said. Through Showtime's telemarketing center, CTAM is making 3,000 phone calls to systems, giving them four or five last-minute ideas, said Durborow, on community-related promotions they can undertake.

Margaret Richebourg, president of Richebourg Marketing, has put together a multimedia marketing kit for cable systems that will be distributed to more than 8 million homes. Among the 35 MSO's partici-

pating is Tele-Communications Inc. (3.6 million homes), United Artists, Cablevision Industries, Metrovision, Choice Cable, Insight, Chambers and the Southern California Cable Marketing Council.

The kits include 12 different direct mail pieces and advertising kits with print and radio scripts. The kits are designed, said Richebourg, so MSO's "can use their own offer and choose their own program combinations" to highlight. The level of interest is impressive, said Richebourg, considering that systems pay for these marketing materials, unlike program service campaigns where material is given free to operators.

Typical of local co-op activities is the undertaking by the Cable Television Association of Greater St. Louis. It will spend \$500,000 to focus on marketing to "former" subscribers. The offer includes a \$4.95 installation and free VCR hookup.

Several other activities have been scheduled to coincide with NCM. There will be a panel session on C-SPAN's effect on Congress, scheduled in Washington on April 3. Two days later, a panel of sports executives in Chicago will discuss baseball on television. And on April 24 NCM will sponsor a luncheon panel in Hollywood on how cable is changing the flow of programming. □

## Journalism

### Musical chairs among network anchors

**NBC's Connie Chung moving to CBS;  
CNN's Mary Alice Williams to NBC**

The bidding war for personalities to host expanding news programming continued last week and resulted in defections at both NBC and CNN. The former lost Connie Chung to CBS, which offered her a higher salary and an opportunity to be the primary personality on a *West 57th* that division president David Burke said was being "revitalized." Before Chung's decision became a certainty last Tuesday, NBC itself began negotiating with CNN's best-known female journalist, Mary Alice Williams, and announced her hiring the same day CBS said it had hired Chung.

Chung's three-year contract reportedly increases her pay from \$900,000 a year to at least \$1.2 million. Alfred Geller, her agent, declined to comment on terms of the agreement. In addition to *West 57th*, her other responsibilities are said to include anchoring *CBS Sunday Evening News*—replacing Susan Spencer—and substituting for Dan Rather on *CBS Evening News*.

There will probably be other changes at *West 57th* besides the addition of Chung. Executive Producer Andrew Lack was reluctant to discuss possible changes, which might include shooting the hour-long show on film or the use of a live audience: "David [Burke, CBS News president] likes live stuff...that is why he has mentioned it a couple of times." Lack added that it could be several months before final decisions are made on any format change in the show.

Chung is actually returning to the company where she spent a dozen years. Before joining NBC in 1983, the Washington, D.C., native—her husband is *Current Affair* host Maury Povich—anchored a newscast at KCBS-TV Los Angeles for seven years, and before that was a CBS News reporter and correspondent.

Williams's four-year contract reportedly pays her close to \$400,000 annually, said to be double what she was making as



Chung moves from NBC to CBS

vice president, New York bureau chief and co-anchor of two CNN newscasts. Williams will also be returning to her last place of work prior to joining CNN in 1979 at the cable network's inception. For the previous five years, she had been a reporter and morning anchor at WNBC-TV New York.

The CNN anchor was quoted as saying that "serious" talks with NBC did not begin until last Thursday, long after speculation about Chung's departure was public. Williams will take over as Saturday anchor of *Nightly News* and as anchor of afternoon news breaks, *NBC News at this Hour*. She will also substitute anchor for all other newscasts, including the division's *Today*.

NBC said Williams will be a "key" anchor on *Yesterday Today and Tomorrow*, the hour-long eight-part series planned to begin this summer, with a possible extension beyond that run. Other possibilities mentioned to host the show include NBC's Deborah Norville, who anchors *NBC News at Sunrise*, and Maria Shriver, co-host of *Sunday Today*.

CNN may regret the loss of Williams in



Williams departs CNN for NBC

more than one way, since potential CNN competitor CNBC may have access to the news personality, at least for the several months between CNBC's sign-on, April 17, and the beginning of *Yesterday Today and Tomorrow* in mid-summer. There were indications that the Turner Broadcasting Systems-owned news channel would not continue with a New York-based anchor, and would instead fill the co-anchor slot with someone based at the network's Atlanta headquarters.

Observers last week were looking for consequences the anchor changes would have for network news beyond the multimillion dollar contract assumptions. One comment was that NBC, already thought to lack the depth of known news personalities available to ABC and CBS, was being further weakened. That observation received further confirmation with the news last Thursday that NBC's new national political correspondent, Ken Bode, would be leaving the network to become director of the center for contemporary media at DePauw University and an adjunct senior fellow at the Hudson Institute. □

# Merits of keeping cameras in N.Y. courtrooms debated

An 18-month legislative experiment allowing cameras in New York courtrooms for the first time was the subject of a panel sponsored by the New York Chapter of the National Academy of Television Arts and Sciences. Authored by State Assemblyman Saul Weprin, the present bill is due to expire May 31, and the pros and cons of the controversial issue were aired by the seven-member panel. Cameras are currently allowed in courtrooms in 44 states.

Weprin, chairman of the New York State Assembly Ways and Means Committee, expects a report from the Office of Court Administration by March 31, evaluating the experiment which allowed cameras to view more than 600 cases during the past 15 months (with the exception of federal court proceedings). He also hopes to introduce new legislation within the next 30 days that will extend the experiment for two years.

"Don't prohibit when you can regulate," suggested Judge Harold J. Rothwax, who served as the judge in the Joel Steinberg-Hedda Nussbaum child abuse trial, which was covered by television cameras. Reasonable rules and regulations should be brought to bear on the issue, he said, as opposed to banning cameras entirely. "Cameras reflect public interest, they don't create it," Rothwax said. Rothwax, who found the camera experience in the Steinberg case a "positive" one, called it "unprincipled" to have a room full of reporters while excluding the televi-

sion camera. "It's far less disruptive to have one camera than many reporters," he said. He also felt opportunities to see cases such as the Steinberg trial in action would help demonstrate the reality of the justice system's workings, as opposed to the way trials too often are portrayed on fictional TV shows and in films.

New York State Supreme Court Justice Edwin Torres, who came down firmly against cameras in the courtroom, believes that they eventually will assert themselves to such a point that we'll see "observation, alteration and usurpation" of the legal system. Cameras introduced en masse will erode the necessary vestiges of authority important to a courtroom setting, he said, and will engender posturing, making speeches and other diversionary tactics.

Jack Litman, the defense attorney in the so-called preppy murder trial of Robert Chambers, during which cameras were not permitted, also spoke out against extension of Weprin's bill. He said the television industry is run in a way that is "incompatible" with the court system and that sound bites are not accurate reflections of the "slow, ponderous" trial form.

Most people get their news from television, Litman said, and the appearance of the case on the evening news "creates inevitable pressure to convict." The view is invariably negative, he said, and the pressure does no good to the defendant. Litman

also feels trial participants "play" to the cameras, and that the television eye changes American institutions as time goes on (such as political campaigning). "I'm concerned television will change the painstaking search for reality in a particular case," Litman said. "When a person's liberty is on trial, you shouldn't show it in 30 seconds," he said.

Ira London, defense attorney in the Steinberg case, disagreed with Litman's position. He said there is almost no possibility for a competent lawyer to "play" to the camera, as the way it is installed almost precludes this. (Rothwax suggested that participants play to the camera only in terms of being aware of how one is perceived. It will register attitudes such as insincerity, play-acting and similar stances, he said.) London did feel that the Steinberg trial soundbites were "brief and not indicative of what went on," but felt they served to help educate the public—Hedda Nussbaum's testimony in particular—as to how a trial was actually conducted, which is of "vital importance." The power of the television audience insures a fairer trial, London said.

Larry Sutton, reporter for the *New York Daily News*, said there shouldn't be secrets in the court system. Many things happen in the courtroom that are open to interpretation, he said, and cameras give a better idea of what's actually happening. □

## Funnel Facts

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

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

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

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## BROADCASTING

|                                  |     |     |         |   |       |        |     |       |
|----------------------------------|-----|-----|---------|---|-------|--------|-----|-------|
| N (CCB) Capital Cities/ABC ....  | 378 | 1/4 | 380     | - | 1 3/4 | -00 46 | 22  | 6,119 |
| N (CBS) CBS .....                | 171 | 3/4 | 174 1/4 | - | 2 1/2 | -01 43 | 9   | 4,058 |
| A (CCU) Clear Channel .....      | 13  | 5/8 | 13 1/2  | - | 1/8   | 00 92  | 24  | 52    |
| A (HTG) Heritage Media .....     | 5   | 1/8 | 5 1/4   | - | 1/8   | -02 38 | -6  | 57    |
| O (JCOR) Jacor Commun. ....      | 6   |     | 6       |   |       | 00 00  | -13 | 58    |
| O (LINB) LIN .....               | 86  | 3/4 | 87 3/4  | - | 1     | -01 13 | 55  | 4,482 |
| O (OBCCC) Olympia Broad. ....    | 2   | 1/2 | 3       | - | 1/2   | -16 66 |     | 6     |
| O (OSBN) Osborn Commun. ....     | 8   |     | 8 1/2   | - | 1/2   | -05 88 | -6  | 40    |
| O (OCOAC) Outlet Commun. ....    | 28  | 3/4 | 29 1/4  | - | 1/2   | -01 70 | -10 | 188   |
| A (PR) Price Commun. ....        | 7   |     | 7 1/4   | - | 1/4   | -03 44 | -5  | 67    |
| O (SAGB) Sage Broadcasting ..    | 4   | 1/2 | 4 1/4   | - | 1/4   | 05 88  | -6  | 17    |
| 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 .....    | 2   | 3/4 | 3       | - | 1/4   | -08 33 |     | 16    |
| O (UTVI) United Television ..... | 32  | 3/4 | 34      | - | 1 1/4 | -03.67 | 53  | 359   |

## BROADCASTING WITH OTHER MAJOR INTER-

|                                 |     |      |        |   |       |        |    |        |
|---------------------------------|-----|------|--------|---|-------|--------|----|--------|
| N (BLC) A.H. Belo .....         | 25  | 1/2  | 26 1/4 | - | 3/4   | -02 85 | 10 | 269    |
| O (ASTV) Amer. Comm. & TV ..    |     | 1/32 | 1/32   |   |       | 00 00  |    | 2      |
| N (AFL) American Family .....   | 15  | 7/8  | 16     | - | 1/8   | -00 78 | 13 | 1,285  |
| O (ACCMA) Assoc. Commun. ....   | 31  | 3/4  | 32 1/4 | - | 1/2   | -01 55 |    | 454    |
| O (BMAC) BMA Corp. ....         | 31  |      | 30 3/4 | - | 1/4   | 00 81  | 83 | 324    |
| N (CCN) Chris-Craft .....       | 32  | 1/2  | 33 1/2 | - | 1     | -02 98 | 72 | 708    |
| O (DUCO) Durham Corp. ....      | 32  | 1/2  | 32 1/4 | - | 1/4   | 00 77  | 27 | 273    |
| N (GCI) Gannett Co. ....        | 36  | 7/8  | 38 1/4 | - | 1 3/8 | -03 59 | 18 | 5,970  |
| N (GY) GenCorp .....            | 18  | 1/8  | 18 1/8 |   |       | 00 00  | 1  | 575    |
| O (GMXC) GMX Commun. ....       |     | 3/32 | 3/32   |   |       | 00 00  | 1  | 575    |
| O (GACC) Great Amer. Comm. .... | 10  | 1/4  | 10     | - | 1/4   | 02 50  | 10 | 269    |
| N (JP) Jefferson-Pilot .....    | 32  | 1/2  | 33 1/2 | - | 1     | -02 98 | 14 | 1,283  |
| N (KRI) Knight-Ridder .....     | 44  |      | 45 7/8 | - | 1 7/8 | -04 08 | 16 | 2,502  |
| N (LEE) Lee Enterprises .....   | 25  |      | 26 1/4 | - | 1 1/4 | -04 76 | 17 | 621    |
| N (LC) Liberty .....            | 35  | 3/8  | 35 3/8 |   |       | 00 00  | 13 | 328    |
| N (MHP) McGraw-Hill .....       | 67  |      | 66 7/8 | - | 1/8   | 00 18  | 20 | 3,230  |
| A (MEGA) Media General .....    | 34  | 1/8  | 35 5/8 | - | 1 1/2 | -04 21 | 22 | 962    |
| N (MDP) Meredith Corp. ....     | 30  | 7/8  | 31 3/4 | - | 7/8   | -02 75 | 12 | 593    |
| N (MCG) Mich. Energy .....      | 30  | 5/8  | 30 1/2 | - | 1/8   | 00 40  | 20 | 82     |
| O (MMEDC) Multimedia .....      | 86  |      | 92 3/4 | - | 6 3/4 | -07 27 | 83 | 946    |
| A (NYTA) New York Times .....   | 26  | 1/8  | 26 3/4 | - | 5/8   | -02 33 | 13 | 2,142  |
| N (NWS) News Corp. Ltd. ....    | 19  |      | 18 7/8 | - | 1/8   | 00 66  | 10 | 5,062  |
| O (PARC) Park Commun. ....      | 27  | 3/4  | 27 3/4 |   |       | 00 00  | 22 | 382    |
| O (PLTZ) Pulitzer Publishing .. | 29  |      | 29 1/8 | - | 1/8   | -00 42 | 19 | 303    |
| N (REL) Reliance Group Hold. .. | 5   | 1/4  | 5 5/8  | - | 3/8   | -06 66 | 5  | 393    |
| O (RTRSV) Reuters Ltd. ....     | 34  | 5/8  | 36     | - | 1 3/8 | -03 81 | 23 | 28,748 |
| O (STAUF) Staufner Commun. .... | 134 |      | 138    | - | 4     | -02 89 | 45 | 134    |
| N (TMC) Times Mirror .....      | 34  | 3/4  | 36 7/8 | - | 2 1/8 | -05 76 | 16 | 4,496  |
| O (TMCI) TM Communications ..   |     | 1/4  | 9/32   | - | 1/32  | -11 11 | 1  | 1      |
| N (TRB) Tribune .....           | 41  | 3/8  | 41     | - | 3/8   | 00 91  | 22 | 3,156  |
| A (TBSA) Turner Bcstg. 'A' .... | 25  |      | 26 1/2 | - | 1 1/2 | -05 66 | -4 | 544    |
| A (TBSB) Turner Bcstg. 'B' .... | 23  | 7/8  | 25 3/8 | - | 1 1/2 | -05 91 | -3 | 519    |
| A (WPOB) Washington Post ...    | 210 | 3/4  | 217    | - | 6 1/4 | -02 88 | 14 | 2,707  |

## PROGRAMING

|                                  |    |       |        |   |       |        |     |        |
|----------------------------------|----|-------|--------|---|-------|--------|-----|--------|
| O (SP) Aaron Spelling Prod. .... | 7  | 1/2   | 7 1/8  | - | 3/8   | 05 26  | 6   | 137    |
| O (ALLT) All American TV .....   | 3  | 1/4   | 3 3/8  | - | 1/8   | -03 70 |     | 7      |
| O (BRRS) Barrio Indus. ....      | 7  | 1/2   | 7 5/8  | - | 1/8   | -01 63 | -3  | 58     |
| N (KO) Coca-Cola .....           | 50 | 3/4   | 51 1/2 | - | 3/4   | -01 45 | 20  | 19,052 |
| A (CLR) Color Systems .....      | 1  |       | 1 1/8  | - | 1/8   | -11 11 |     | 5      |
| N (KPE) Columbia Pic. Ent. ....  | 16 | 3/4   | 17 5/8 | - | 7/8   | -04 96 | 239 | 1,837  |
| O (CAVN) CVN Cos. ....           | 15 | 1/8   | 14 7/8 | - | 1/4   | 01 68  | 12  | 262    |
| A (DEG) De Laurentis Ent. ....   |    | 11/16 | 11/16  |   |       | 00 00  |     | 7      |
| O (dcpl) dclark prod. ....       | 4  | 1/4   | 4 1/8  | - | 1/8   | 03 03  | 10  | 35     |
| N (DIS) Disney .....             | 76 | 5/8   | 77 1/4 | - | 5/8   | -00 80 | 23  | 10,158 |
| N (DJ) Dow Jones & Co. ....      | 30 | 3/8   | 31     | - | 5/8   | -02 01 | 14  | 2,925  |
| O (FNNI) Financial News .....    | 10 | 1/8   | 9 1/2  | - | 5/8   | 06 57  | 46  | 122    |
| A (FE) Fries Entertain. ....     | 2  | 5/8   | 2 3/4  | - | 1/8   | -04 54 | 11  | 13     |
| N (GW) Gulf + Western .....      | 45 | 3/4   | 48     | - | 2 1/4 | -04 68 | 8   | 2,750  |
| A (HHH) Heritage Entertain. .... | 2  |       | 2      |   |       | 00 00  | 2   | 9      |
| A (HSN) Home Shopping Net. ....  | 5  | 3/4   | 6      | - | 1/4   | -04 16 | 26  | 501    |
| N (KWP) King World .....         | 24 | 3/4   | 25     | - | 1/4   | -01 00 | 16  | 713    |
| N (MCA) MCA .....                | 50 | 5/8   | 53 7/8 | - | 3 1/4 | -06 03 | 27  | 3,681  |
| N (MGM) MGM/UA Commun. ....      | 16 | 7/8   | 17     | - | 1/8   | -00 73 | -9  | 845    |
| A (NHI) Nelson Holdings .....    |    | 5/8   | 5/8    |   |       | 00 00  | -6  | 16     |
| A (NWE) New World Enter. ....    | 5  | 5/8   | 5 5/8  |   |       | 00 00  | 15  | 60     |
| O (NNET) Nostalgia Network. .... | 1  |       | 1 1/16 | - | 1/16  | -05 88 | -1  | 5      |
| N (OPC) Orion Pictures .....     | 15 | 1/4   | 16 1/8 | - | 7/8   | -05 42 | 13  | 263    |

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zation

## PROGRAMING

|                                  |      |      |        |   |       |        |     |       |
|----------------------------------|------|------|--------|---|-------|--------|-----|-------|
| O (MOVEQ) Peregrine Ent. ....    | 9/32 | 9/32 |        |   |       | 00 00  | -8  |       |
| N (PLA) Playboy Ent. ....        | 12   | 7/8  | 13 1/8 | - | 1/4   | -01 90 | 14  | 121   |
| O (QNTX) Qintex .....            | 3    | 7/8  | 4 1/8  | - | 1/4   | -06 06 | -9  | 27    |
| O (QVCN) QVC Network .....       | 8    | 3/4  | 9      | - | 1/4   | -02 77 | -18 | 88    |
| O (RVCC) Reeves Commun. ....     | 5    | 7/8  | 5 3/4  | - | 1/8   | 02 17  | 29  | 74    |
| O (RPICA) Republic Pic. 'A' .... | 9    | 1/4  | 9 1/4  |   |       | 00 00  | 102 | 39    |
| O (SMNI) Sat. Music Net. ....    | 5    | 3/8  | 5 1/4  | - | 1/8   | 02 38  | 48  | 48    |
| N (WCI) Warner .....             | 47   | 1/2  | 49     | - | 1 1/2 | -03 06 | 25  | 5,992 |
| O (WONE) Westwood One .....      | 9    | 1/4  | 8 5/8  | - | 5/8   | 07 24  | 12  | 133   |

## SERVICE

|                                 |     |     |        |   |       |        |     |       |
|---------------------------------|-----|-----|--------|---|-------|--------|-----|-------|
| O (AMEA) A.M.E. Inc. ....       | 9   | 1/2 | 9 3/4  | - | 1/4   | -02 56 | 10  | 46    |
| O (AGRP) Andrews Group .....    | 5   | 3/8 | 5 1/2  | - | 1/8   | -02 27 | -1  | 35    |
| O (BSIM) Burnup & Sims .....    | 20  | 1/8 | 19 3/8 | - | 3/4   | 03 87  | 43  | 321   |
| N (CQ) Comsat .....             | 28  |     | 27 3/8 | - | 5/8   | 02 28  | -10 | 513   |
| N (DNB) Dun & Bradstreet .....  | 49  | 3/4 | 49 7/8 | - | 1/8   | -00 25 | 19  | 7,562 |
| N (FCB) Foote Cone & B. ....    | 23  |     | 23     |   |       | 00 00  | 11  | 191   |
| O (GREY) Grey Advertising ..... | 120 |     | 121    | - | 1     | -00 82 | 16  | 145   |
| O (IDBX) IDB Communications ..  | 10  | 3/4 | 10 3/4 |   |       | 00 00  | 43  | 43    |
| N (IPG) Interpublic Group ..... | 39  | 1/4 | 39     |   | 1/4   | 00 64  | 17  | 881   |
| O (OGIL) Ogilvy Group .....     | 32  | 1/8 | 29 1/2 | - | 2 5/8 | 08 89  | 15  | 457   |
| O (OMCM) Omnicom Group .....    | 19  | 7/8 | 20 3/4 | - | 7/8   | -04 21 | 14  | 488   |
| N (SAA) Saatchi & Saatchi ..... | 15  | 3/4 | 20 1/4 | - | 4 1/2 | -22 22 | 7   | 2,294 |
| O (TLMT) Telemation .....       | 1   | 1/2 | 1 1/2  |   |       | 00 00  | 6   | 8     |
| A (UNV) Unitel Video .....      | 12  | 3/4 | 13     | - | 1/4   | -01 92 | 19  | 27    |

## CABLE

|                                   |     |     |         |   |       |        |      |       |
|-----------------------------------|-----|-----|---------|---|-------|--------|------|-------|
| A (ATN) Acton Corp. ....          | 19  | 3/4 | 19      |   | 3/4   | 03 94  | 3    | 23    |
| O (ATCMA) Amer. TV & Comm. ....   | 40  | 1/4 | 39 1/4  | - | 1     | 02 54  | 89   | 4,378 |
| O (CTEX) C Tec Corp. ....         | 51  |     | 50      | - | 1     | 02 00  | 22   | 280   |
| A (CVC) Cablevision Sys. 'A' ..   | 38  | 1/8 | 40 3/8  | - | 2 1/4 | -05 57 | -13  | 801   |
| O (CNCA) Centel Cable .....       | 43  | 1/4 | 45 1/2  | - | 2 1/4 | -04 94 | 139  | 1,081 |
| N (CNT) Centel Corp. ....         | 65  | 5/8 | 68 1/2  | - | 2 7/8 | -04 19 | 18   | 2,854 |
| O (CMCSA) Comcast .....           | 19  |     | 20 3/4  | - | 1 3/4 | -08 43 | -86  | 849   |
| A (FAL) Falcon Cable Systems ..   | 19  | 5/8 | 20 1/2  | - | 7/8   | -04 26 | -61  | 125   |
| O (JOIN) Jones Intercable .....   | 16  | 1/8 | 16 1/8  |   |       | 00 00  | 50   | 205   |
| T (MHRPQ) Maclean Hunter 'X' ..   | 13  | 1/4 | 13 1/8  | - | 1/8   | 00 95  | 36   | 976   |
| T (RCI.A) Rogers Commun. 'A' ..   | 120 |     | 125     | - | 5     | -04 00 | -184 | 1,484 |
| T (RCI.B) Rogers Commun. 'B' ..   | 101 |     | 107 3/4 | - | 6 3/4 | -06 26 | -155 | 1,249 |
| O (TCAT) TCA Cable TV .....       | 33  | 3/4 | 34 3/4  | - | 1     | -02 87 | 66   | 407   |
| O (TCOMA) Tele-Commun. ....       | 27  | 7/8 | 29 3/8  | - | 1 1/2 | -05 10 | 55   | 4,218 |
| N (TL) Time Inc. ....             | 119 | 1/2 | 117 1/4 | - | 2 1/4 | 01 91  | 28   | 6,984 |
| O (UACI) United Art. Commun. .... | 31  | 3/4 | 32 3/8  | - | 5/8   | -01 93 | 264  | 1,304 |
| N (UCT) United Cable TV .....     | 37  | 1/2 | 37 3/4  | - | 1/4   | -00 66 | -197 | 1,397 |
| N (VIA) Viacom .....              | 38  | 5/8 | 40      | - | 1 3/8 | -03 43 | -5   | 2,060 |
| N (WU) Western Union .....        | 2   | 1/8 | 2 3/8   | - | 1/4   | -10 52 |      | 67    |
| O (WSMCA) WestMac .....           | 19  | 3/8 | 19 1/2  | - | 1/8   | -00 64 | 24   | 278   |

## ELECTRONICS/MANUFACTURING

|                                |    |       |        |   |       |        |      |        |
|--------------------------------|----|-------|--------|---|-------|--------|------|--------|
| N (MMM) 3M .....               | 67 | 7/8   | 68 1/2 | - | 5/8   | -00 91 | 16   | 15,440 |
| N (ARV) Arvin Industries ..... | 21 | 3/4   | 23 1/2 | - | 1 3/4 | -07 44 | 9    | 414    |
| O (CCBL) C-Cor Electronics ... | 23 | 1/2   | 25     | - | 1 1/2 | -06 00 | 39   | 47     |
| N (CHY) Chyron .....           | 3  | 3/4   | 3 7/8  | - | 1/8   | -03 22 | 13   | 38     |
| A (COH) Cohu .....             | 13 | 1/8   | 13 3/4 | - | 5/8   | -04 54 | 12   | 23     |
| N (EK) Eastman Kodak .....     | 45 | 1/4   | 47 1/8 | - | 1 7/8 | -03 97 | 12   | 15,335 |
| N (GRL) Gen. Instrument .....  | 27 | 7/8   | 30 5/8 | - | 2 3/4 | -08 97 | -20  | 931    |
| N (GE) General Electric .....  | 45 |       | 45 7/8 | - | 7/8   | -01 90 | 19   | 41,190 |
| O (GETE) Gettel Inc. ....      |    | 11/16 | 11/16  |   |       | 00 00  | -2   | 2      |
| N (HRS) Harris Corp. ....      | 27 | 7/8   | 27 7/8 |   |       | 00 00  | 12   | 1,141  |
| O (ITEL) Iteq Corp. ....       | 20 | 7/8   | 22     | - | 1 1/8 | -05 11 | 48   | 554    |
| N (MAI) M/A Com. Inc. ....     | 7  | 5/8   | 8      | - | 3/8   | -04 68 | -5   | 208    |
| N (IV) Mark IV Indus. ....     | 11 | 1/2   | 11 3/4 | - | 1/4   | -02 12 | 7    | 124    |
| O (MCDY) Microdyne .....       | 3  | 3/4   | 3 5/8  | - | 1/8   | 03 44  | -2   | 16     |
| O (MCOM) Midwest Commun. ....  | 6  | 1/4   | 5 1/8  | - | 1 1/8 | 21 95  | 15   | 18     |
| N (MOT) Motorola .....         | 39 | 7/8   | 41 1/4 | - | 1 3/8 | -03 33 | 16   | 5,155  |
| N (OAK) Oak Industries .....   | 1  | 1/8   | 1 1/8  |   |       | 00 00  | 11   | 85     |
| A (PPI) Pico Products .....    | 1  | 5/8   | 1 7/8  | - | 1/4   | -13 33 | -32  | 5      |
| N (SFA) Sci-Atlanta .....      | 14 | 3/8   | 14 3/4 | - | 3/8   | -02 54 | 11   | 337    |
| N (SNE) Sony Corp. ....        | 50 | 7/8   | 53 3/8 | - | 2 1/2 | -04 68 | 83   | 11,764 |
| N (TEK) Tektronix .....        | 21 | 1/4   | 22 3/8 | - | 1 1/8 | -05 02 | 708  | 589    |
| O (TLCR) Telecraft .....       | 4  | 1/2   | 4 3/8  | - | 1/8   | 02 85  | 20   | 7      |
| O (TVTK) Television Tech. .... | 1  | 1/2   | 1 1/4  | - | 1/4   | 20 00  | 150  | 10     |
| N (VAR) Varian Assoc. ....     | 25 | 7/8   | 26 7/8 | - | 1     | -03 72 | -136 | 565    |
| N (WX) Westinghouse .....      | 53 | 1/8   | 54 1/8 | - | 1     | -01 84 | 10   | 7,625  |
| N (ZE) Zenith .....            | 18 | 3/4   | 19     | - | 1/4   | -01 31 | -24  | 486    |

Standard & Poor's 400 ..... 334.54 342 97 - 8 43 - 02.46

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

February 21, 1989

## MCG Merger, Co.

a recently formed corporation organized by management

has merged with and into

## Malrite Communications Group, Inc.

*The undersigned acted as financial advisor to  
management in this transaction.*

Shearson Lehman Hutton Inc.

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The offer is made only by the Prospectus.*

February 21, 1989



167,000 Units

## Malrite Communications Group, Inc.

\$167,000,000 15¼% Senior Subordinated Discount  
Debentures due February 15, 1999

1,129,087 Warrants to Purchase Shares  
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Price 48.076%

*Copies of the Prospectus may be obtained from the undersigned  
in any State where the securities may lawfully be offered.*

Shearson Lehman Hutton Inc.

## 'Monitor': reaching around the world with radio

**New shortwave service of 'Christian Science Monitor' will beam news and religious programs over transmitting network of 1,700 kw**

The Christian Science church this week will virtually complete construction of a global shortwave radio news and information network—one that will rival the Voice of America and other countries' world services—when it puts in operation in Cypress Creek, S.C., on April 1, what will be the world's most powerful, privately owned shortwave station, one composed of two 500 kw transmitters. The church is already operating a 500 kw facility in Scotts Corners, Me., and a 100 kw transmitter on Saipan, in the Marianas. And it will finish validating the name of its World Service in the last quarter of this year, when it is scheduled to begin operating a second 100 kw transmitter on Saipan.

The total of 1,700 kw, according to the church's consulting engineer, George Jacobs, will make the shortwave system easily the most powerful privately owned one in the world. And, with each of the transmitters equipped with dipole curtain arrays that a church spokesman said amplifies the power by a factor of 10, the network will be able to serve listeners around the globe. WCSN Scotts Corners reaches listeners in Europe, the Soviet Union, the Middle East, most of Africa, India, Australia and New Zealand. KYOI on Saipan now is heard in Japan, Korea, and northern China, while the second unit will reach Australia, New Zealand, and the Indian subcontinent. The two transmitters of WSHB Cypress Creek will emit signals that blanket North and South America and the Caribbean.

The shortwave operation is another element in the church's own brand of missionary work—bringing what the church regards as fair, balanced and objective journalism to the readers, listeners and viewers of the world. The tradition began in 1908, when Mary Baker Eddy, founder of the church, established the *Christian Science Monitor* in response to the attacks mounted against her movement by what she regarded as the yellow journalism of the day. "The object of the *Monitor*, she wrote in the newspaper's first editorial, "is to injure no man, but to bless all mankind."

That formula—which has found expression in a detached, objective and informed approach to the news of the day—proved successful in attracting readers, nationally and worldwide. Today, there is a weekly edition, "World Edition," printed in England and distributed in 170 countries, as well as a monthly magazine, *World Monitor*. The church also went electronic before turning to shortwave radio. It produces *Monitorradio*, heard daily and on weekends over some 100

American Public Radio stations, as well as an evening television news show, *World Monitor*, transmitted by the Discovery Channel to cable systems with some 40 million subscribers. That show is produced by Sandy Socolow, who once produced the *CBS Evening News with Walter Cronkite*.

Unlike most multimedia organizations, the church expects many of its staffers to be multitasked. The church employs some 300 staffers—up from 150 five years ago—many of them housed in the Christian Science complex in Boston, producing the material heard and seen on the broadcasts and read in the publications. But many of them work on various operations; they are not limited to one broadcast or one publication. Indeed, copy developed for one medium, say, television, sometimes is used on radio. Officials say that explains the reductions that have been made in staff assigned specifically to radio and to the newspaper. Economizing is one reason for that approach. "It makes sense to use one reporter to cover a story for use on all media," said Donald Feldheim, a church spokesman.

The changes have not been without cost. Some of the newspaper's top editors have left, complaining about the impact on the *Monitor's* quality. Church officials, however, insist the remaining staffers are maintaining the newspaper's journalistic integrity.

Now, the church journalism is expanding in a new area. "Shortwave is allowing the church to make *Monitor* journalism available to all mankind," said Feldheim.

The church's transmitters beam international news and informational programming daily, in two-hour segments, plus news bulletins on the hour and half-hour. So its

religious and "inspirational programming," under the heading, "Herald of Christian Science," is interspersed with the news and information programs on Saturdays and Sundays. The church operation will provide the U.S. with its first English-language world service. The VOA broadcasts in English only to specific regions of the world. The church's station in Cypress Creek will broadcast the news and information programs in Spanish and English.

The shortwave project is intended as a public service and is not designed to turn a profit, which is just as well. For it seems likely to be a financial burden. Feldheim says the church is spending \$38 million on capital construction costs. And while operating costs are being closely held, they would be expected to be substantial. Yet, the service is not generating significant revenue, at least not yet. Feldheim said the church intends to sell commercial time on the network but that there had "not been too much activity" in that regard "recently." He said that at present the church is "focusing on getting stations up and running, so we'll have a better feel for what opportunities there are."

At some point in the future, the magazine (in 18 months) and the television station (in six years) are expected to start generating profits that could be used to help support the shortwave operation. In the meantime, Feldheim said, the new operation will be supported, as are the church's other news operations, like the newspaper, by donations from church members around the world, and by income from investments. The pressure for profits, obviously, is not a factor. □

## Riding Gain

### Testing FM radio

A newly formed FM committee of National Radio Systems Committee plans to begin technical tests of FM radio transmissions to study ways to reduce multipath interference. The six-month test will begin in mid-May at WAEB-FM Allentown, Pa. Harry Simons, chief engineer of WAEB-AM-FM, is coordinating the project. NRSC, which is co-sponsored by the National Association of Broadcasters and the Electronics Industry Association, is beginning investigations on FM improvement after spending the last several years developing and promoting standards to improve the quality of AM signals. An FCC ruling on mandatory

implementation of NRSC AM standards is expected in the next two months.

### Increasing ad sales

The Radio Advertising Bureau has joined forces with Connecticut stations WTIC(AM) Hartford and WEZN(FM) Bridgeport to develop a radio-driven vendor advertising campaign with retailer A&P's Northeast Group. The 26-week program, paid for by manufacturers and distributors, will bring an estimated \$300,000 new dollars to radio stations in six states, according to the RAB.

## Radio fireworks

ABC Radio Network will present a four-hour special, *The Fab Fourth*, during the weekend of July 4. ABC said the program will include exclusive, never-before-heard interviews with The Rolling Stones, Tom Petty, Sting, Robert Palmer, Phil Collins, Billy Joel, Dave Clark, Roy Orbison and The Beatles. The show, which will be hosted by musician Mick Fleetwood, is produced by Denny Somach Productions.

## New venture

Satellite Music Network said it has entered a joint venture agreement with consultant Lee Abrams to form L.A. Inc., a Dallas-based corporation providing specialized entertainment services to radio stations and producing music-oriented events in the United States and abroad.

Among the immediate projects lined up for the new entity are the formation of a merchandising division; creation of a record division that will produce "greatest hits" albums for the company's nine formats, and a heavy metal television show and magazine. Abrams has in recent months served as managing director for SMN's Z-rock hard rock format.

## Close to the Madden crowd

St. Louis-based Olympia Broadcasting Networks said it has signed sports broadcaster John Madden to host a new national bartered radio program, *John Madden's Sports Calendar*, beginning



April 3. The 90-second daily program (Monday-Sunday) will feature actualities with top sports personalities and events and is targeted for 18-34 male stations. Madden is already heard on the radio via *John Madden's Sports Quiz*, a feature that has been syndicated by Olympia since

August 1987. In addition to his radio work, Madden is a CBS-TV pro football analyst and former NFL coach of the Oakland Raiders.

## Counting to the top

Sheridan Broadcasting Network said that Donnie Simpson, program director, music director and air personality of WKYS(FM) Washington, will host Sheridan's *Top 30 USA* countdown program. The show is scheduled to start the weekend of July 14 on STRZ Entertainment (one of Sheridan's three radio networks) and will run three hours. In addition to counting down top songs, Simpson will also interview performers. Sheridan Broadcasting Network President E.J. Williams Jr. says that the network's research has shown Simpson to be one of the "top rated urban air personalities."

## Radio numbers

Network radio advertising revenue for February 1989 was \$27,976,856, a 10.7% gain over February 1988's \$25,284,089, according to the New York-based Radio Network Association. RNA bases its results on financial information collected each month from network companies by the accounting firm of Ernst & Whinney.

# Cablecastings

## NCTA transition team

An orderly transition among top officers of the National Cable Television Association appears likely at this year's annual convention. In line to replace NCTA Chairman John Goddard, president of Viacom Cable, is Robert Miron, now vice chairman and president of Newhouse Broadcasting. Secretary Jerry Lindauer, senior vice president, Prime Cable, is running for the vice chairman's slot, and treasurer James Robbins, president, Cox Cable, will be running for secretary. American Television & Communications President Joseph Collins is running for treasurer.

Among those running for other NCTA board seats is Trygve Myhren, a former NCTA chairman and longtime executive with ATC. Myhren, who owns several small cable systems, is running unopposed for the independent operator/small system seat. There are five district seats up for grabs, but the five candidates are running unopposed, including incumbents Ed Allen, general partner, InterMedia Capital; Clive Runnels, president, Mid-Coast Cable; Henry Harris, president, Metrovision, and Jack Clifford, chairman of Colony Communications. The new candidate is Multimedia President Donald Sbarra.

One of the two associates seats is

open, although it is likely that incumbent Maggie Wilderotter, vice president, CableData, will run again.

On the programers side, the seats held by Bill Grimes, former ESPN president, now with Univision, and Ted Turner,



**Outgoing NCTA Chairman Goddard** chairman of Turner Broadcasting System, expire. It is expected that Turner will run for reelection, but it is uncertain whether new ESPN President and Chief Executive Officer Roger Werner will vie for Grimes's seat.

There are also three at-large seats open. One is Miron's, who is running for reelection. Another is Bill Strange's,

president of Beta Communications who is considering running again. The third seat, held by Phil Lind, Rogers U.S. Cablesystems chairman, is open since Rogers has sold its U.S. properties.

Nominations for the open slots in the associate, programers and at-large categories will open April 4, with the election to take place at the May convention.

Gaining automatic seats on the board are the top 10 dues payers and the top two programing dues payers. Storer Communications had held a seat as one of the top 10 dues payers. It has since been sold to Tele-Communications Inc. and Comcast, and although it exists as a corporation, sources indicate it will not seek board designation as a top 10 dues payer. After all the board seats are filled, the board will elect its officers.

## Sports signings

ESPN and Prime Ticket announced long-term agreements with a major college conference for basketball, football and other sporting events.

ESPN and the Big Ten announced an extension of their basketball agreement for another four years, to run through the 1994-95 season. Additionally, ESPN has a new six-year deal to carry Big Ten football, starting this year and running

# *The world accord*

**B**roadcasting, the "bible" of the U.S. broadcasting industry has created a new publication to cover the international broadcast marketplace.

*It is called Broadcasting  Abroad.*

*It focuses on the programing, business, technology, journalism and regulation of radio, television, cable and satellites in overseas markets.*

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April MIP Edition  
Advertising Deadline:  
April 7, 1989

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Asia (Japan) (06) 925-4452

through the 1994 season. Big Ten basketball will continue as part of ESPN's Big East-Big Ten Monday-night doubleheaders. Big Ten football will be seen Saturdays at 12:30 p.m.

Prime Ticket and ESPN have signed a six-year deal with the Pac 10 for rights to 47 events, including 12 football games, that will be seen on both networks beginning this September.

According to the agreement, ESPN will carry 10 of 35 men's and women's events each year, with the remaining events to be carried on Prime Ticket. ESPN also will carry at least two football games each year.

Prime Ticket has an existing deal for the rights to six Pac 10 championships events, under a previous three-year deal that will be extended to run the length of the new contract. The service also plans to produce 30-minute profiles of each university as well as a weekly highlight film. Prime Ticket will have the rights to offer events to its sister regional sports services, including Home Sports Entertainment and the Sunshine Network.

The deal also grants Prime Ticket an option clause for another five years at the end of the fifth year of the initial deal.

Additionally SportsChannel America signed several deals last week, one to carry the Boston Marathon, and another to carry 25 high school sporting events.

The multiyear marathon deal begins this year, with the April 17 running carried live, and repeated twice in the next week. ProServ Television will produce the race.

SportsChannel also announced a long-term agreement with the National Federation of State High School Associations to carry 25 sporting events, many of them basketball and football games, beginning this fall. Many of the events will be Friday night, SCA said.

As part of the coverage, SCA will focus on athletes' achievements, the educational value of participating in sports, antidrug and alcohol campaigns, and a PSA campaign to encourage teenagers to develop wholesome lifestyles. SCA said no beer, wine or tobacco advertisements will be seen during the telecasts.

SCA also announced that E. James Greiner will become president of SportsChannel America (see "Fates & Fortunes"). Greiner was most recently vice president, financial planning and administration for NBC.

## Penetrating statistics

A.C. Nielsen said cable penetration reached 54.8% in February, totaling 49,537,730 homes, the second straight quarter with a 1% increase.

The New York market, with 49.3% penetration, has the most cable subscribers, 3.4 million. The lowest penetration among the top 20 markets was Chicago, at 42.9%, with Pittsburgh, at 68.8%, the highest. Palm Springs remained the most penetrated market, at 86%, with Boise, Idaho, the lowest, at 37.6%.

## On the beat in Nashville

The Nashville Network, in conjunction with NAC Productions, will enter the made-for-TV movie business with a project tentatively called *Nashville Beat*, which will also serve as the pilot for a 30-minute series ("Closed Circuit," Nov. 28, 1989). The two-hour detective drama, scheduled to run on TNN later this year, will reunite *Adam 12* costars Martin Milner and Kent McCord, who will serve as producer. Michael E. Marcovsky, Nyhl Henson and Richard Klinger are executive producers. NAC Productions, which produces programming for basic cable, has signed Hannah Shearer to write the script, which will be based on police cases and shot in Nashville. Celebrating its sixth anniversary in April, TNN programs 18 hours a day and is seen in 43 million cable households.

## Chicago concern

The Chicago Cable Commission has expressed concern over an upcoming rate increase planned by TCI, the largest MSO in the city. Robin Charleston, the city's cable administrator, said TCI raised its rates from \$11.95 to \$14.95 last July and plans another \$2 increase, to \$16.95, on April 1. The increases represent a 13% increase in less than nine months, said Charleston, while the inflation rate was only 4.4%.

TCI said the increase would coincide with the addition of CNBC, a 24-hour service call response line and extended weekday hours (from 8 a.m. to 5 p.m.) at three service centers.

But Charleston said TCI did not mention that it would be dropping WWOR-TV New York, and that the telephone changes were among existing requirements in the city's enabling ordinance. TCI has indicated to the city it would add a live voice to the 24-hour call-in line, which would be beyond requirements in the ordinance. TCI also plans to offer a prepayment schedule, where subscribers paying a year in advance get a 13th month free. Charleston stopped short of saying the city would do anything about the increase (they are

prevented by the 1984 Cable Act from regulating rates saying only that the "second rate increase in less than a year is already raising concerns about why the city doesn't do something about it." The cable office's press release seemed designed to head off criticism of them from subscribers when the rate increase takes effect.

TCI made a point to announce late last year that rate increases in its systems would not go beyond normal inflation and programming cost increases. At the time, TCI said the normal 1989 increase would be \$1.14, 68 cents of which stemmed from programming cost increases. Bob Thomson, vice president, government affairs, said there would be aberrations from place to place in TCI's hike, and said \$16.95 for 52 channels of service was a good deal for Chicago, which he added is not the cheapest environment to operate in.

TCI serves nearly 150,000 subscribers, and Thomson said once the company gains access to MDU's, that figure should increase dramatically. Charleston pointed out that Group W, which has its 94,000-subscriber system on the block, raised its rates to \$14.95 in February 1988, its first increase since 1986.

## In the dumps

Turner Network Television has signed actor Mike Farrell to star in *The Smell of Money*, a television movie in which Farrell plays a father whose daughter dies as the result of toxic waste dumping. Farrell/Minoff Productions will produce the movie.

## More Vision

The Vision Interfaith Satellite Network will expand its programming hours to 15 and one-half hours on weekdays and 18 hours on weekends beginning April 3. VISION will be seen from 10:30 a.m. to 2 a.m. weekdays and from 8 a.m. to 2 a.m. on weekends. The programming additions have caused VISION to move to Satcom III-R, transponder 9.

Among the new offerings will be *The Long Search*, a documentary series on the meaning of various religious faiths; *The*

## Marvin Davis buys Spectradyne

Former 20th Century Fox owner Marvin Davis got a rematch in his attempt to buy Spectradyne last week, and succeeded, although at a price almost double the \$348 million he offered roughly two years ago. Those who topped that 1987 bid began looking for a buyer at least several months ago ("Closed Circuit," Jan. 9). The sellers of the Richardson, Tex.-based distributor of cable programming and pay-per-view entertainment to the hotel industry include Robert M. Bass Group, Shearson Lehman Hutton, and Hicks & Haas Inc., a Dallas-based investment firm.

Davis, in partnership with Prudential Life Insurance Co. of America, will pay \$60 million to the sellers who paid less than one-tenth that amount for their common stock in the 1987 buyout. Davis and Prudential will also assume \$575 million in debt and preferred stock obligations of SPI Holdings, the parent company of Spectradyne. Following Tuesday's announcement, preferred shares in SPI rose 40%, to 12 1/2, on the American Stock Exchange.

Spectradyne supplies over one half the estimated 900,000 hotel and motel rooms equipped to receive cable programming and pay-per-view movies (BROADCASTING, Jan. 16). The company's major competitor is Comsat Video Enterprises, whose programming is packaged by Showtime Networks. The sale of Spectradyne, which distributes programming via satellite, will require approval by the FCC.

*Sullivans*, an hour drama series about an Australian family's experiences in World War II; *Hard Decisions*, a series that examines ethical questions; *Music and the Spoken Word*, an inspirational music series; *All in Good Faith*, a British sitcom about a vicar and his family; *Jewish Television Magazine*, which explores Jewish life; *Conversations on Peace Making*, hosted by Notre Dame's Father Theodore Hesburgh, and *VISN on Film*, a classic film series used as a basis for moral and religious discussions.

### **HBO scramble**

HBO has begun scrambling its signal delivered through its MDS affiliates in New York, using Zenith's Z-TAC encryption system. The equipment is being installed at the Empire State building transmission site, with full-time scrambling expected to begin in early summer. Piracy problems with noncable technologies, HBO has maintained, has prevented it from dealing with MDS and other delivery technologies.

### **Blair on UAE**

The merger of United Cable and United Artists Communications is expected to become effective in mid-May, said Stewart D. Blair, president and chief executive officer, UAC, who will run the new company, to be known as United Artists Entertainment (UAE). Blair, speaking at a dinner last week sponsored by the Southern California Cable Association, said the new company, which would become the third largest MSO, would have a market value of \$8 billion and \$1.5 billion in revenues.

The company also is the third largest heater chain, and has real estate holdings valued at about \$400 million.

Merger talks between the two companies started in 1987. An initial agreement to merge was struck, but then fell through, with UAC announcing shortly thereafter an agreement to acquire the cable system holdings of Daniels & Associates. That was in January 1988. Then a reconciliation between United and UAC took place. "It

sort of became a *menage a trois*," said Blair.

Blair said the company sees a lot of international growth potential for the company. UAC has cable franchises in Great Britain and Israel, and owns 50% of one of the largest theater chains in the UK.

Responding to questions, Blair said it's his belief that if pay per view "ever really exists properly, it will accelerate nearer to the theatrical window. It will be a promotable window," probably moving forward a month closer to theatrical release. The home video window, he added, will "go back a month." While he sees an "opportunity" in PPV, Blair said there is a need for a foolproof anti-taping device, "or we'll really be wasting our time."

### **Ready to wrestle**

Viewer's Choice said it will be the exclusive PPV network distributing *Wrestlemania V*, to be shown at 4 p.m. on Sunday, April 2, from Trump Plaza in Atlantic City.

The event, retailing for \$24.95, will be available to 12 million PPV homes, half coming from VC. In addition to 40 name wrestlers, the rap group Run-D.M.C. and television talk show host Morton Downey Jr., will be part of the festivities.

### **Top ratings for TNT**

Turner Network Television said its premiere of *Nightbreaker*, starring Martin Sheen, Emilio Estevez and Lea Thompson, scored a 2.9 rating and a 4.6 share, the highest original event ever recorded for TNT, second only to the Jan. 1 "Gone With the Wind" showing, which scored a 3.4 rating. TNT is now in 24 million homes.

### **Second course**

Lifetime has acquired the rights to 35 episodes of *Food a la Floyd*, a half-hour cooking/food series featuring Keith Floyd. Lifetime plans to carry the program at noon, preceding *Wok with Yan* at 12:30 p.m., beginning April 3.

### **According to the mayor**

The man set to succeed Terry Goddard as president of the National League of Cities in November is Bob Bolen. The mayor of Fort Worth shares the view of other city officials that the 1984 Cable Act should be revised to reregulate cable or permit competition to cable from telephone companies.

But any concerns he has about cable may be tempered by his enthusiasm for C-SPAN. Caught in the hallway before a luncheon at the NLC's Congressional-City conference, Bolen said he is an avid fan of C-SPAN and has worked with C-SPAN over the years to incorporate the service into the curriculum of the Fort Worth Schools. C-SPAN Chairman Brian Lamb later confirmed his close working relationship with Bolen, which started at the 1984 Republican National Convention in Dallas. Bolen appeared on a C-SPAN call-in program and showed his appreciation by presenting Lamb with a pair of cowboy boots.

Bolen's attitudes regarding telco entry will be shaped to a large extent by the experimental fiber optic cable system that Southwestern Bell is building for Sammons Communications in Fort Worth. The planned system is planned for a development adjacent to his home, he said. If he wants to find out if it works, he said, all he has to do is ask a neighbor. Bolen said he has another source of information on telcos and fiber optics. The general manager of Southwestern Bell in Fort Worth is "a close friend," he said.

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# Changing Hands

**WNVZ(FM) Norfolk, Va.** □ Sold by WWMX Inc. to Wilks-Schwartz Broadcasting for \$7.5 million in stock transaction. **Seller** is subsidiary of Capitol Broadcasting Co., Raleigh, N.C.-based group headed by James F. Goodmon, president and CEO. It also owns WRAL-FM-TV Raleigh, and WJZY-TV Charlotte, both North Carolina; WMMX(FM) Baltimore, and WSTF(FM) Orlando, Fla. Capitol also owns and operates North Carolina News Network, Virginia News Network, Capitol Sports Network, Tobacco Radio Network and TN Spot Sales. **Buyer** is owned by Don Wilks and Michael Schwartz. Wilks-Schwartz Broadcasting also owns WHYN-AM-FM Springfield, Mass.; WSPB(AM)-WSRZ(FM) Sarasota, Fla.; WFBL(AM)-WKFM-FM Syracuse, N.Y.; WLKW-FM Providence, R.I., and has sold, subject to FCC approval, WEEX(AM)-WQQQ-FM Allentown-Bethlehem, Pa. It is purchasing, subject to FCC approval, WVEZ-AM-FM Louisville, Ky. and KKNG(FM) Oklahoma City, Okla. WNVZ operates on 104.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Blackburn & Co.

**WJYE-FM Buffalo, N.Y.** □ Sold by Speed-O-Print Business Machine Corp. to LWB Allentown Corp. for \$6 million. For an additional \$150,000, buyer is purchasing option to acquire WWMY-FM Eden, N.C. for \$3 million. Option must be exercised by end of the year.

**Seller** is principally owned by Peter Nisselson, who also owns WLOE(AM)-WWMY-FM Eden, N.C. **Buyer** is principally owned by Robert Williams, who sold WKAP(AM) Allentown, Pa. last year. WJYE is on 96.1 mhz with 50 kw and antenna 480 feet above average terrain. **Broker:** William B. Schutz Jr.

**WTCB-FM Orangeburg, S.C.** □ Sold by Key-market Communications to Bloomingington Broadcasting Corp. for \$5.5 million. **Seller** is principally owned by Kerby Confer. It also owns WNNK-FM Harrisburg, Pa.; WVRV-AM-FM Memphis; KKMJ-FM Austin, Tex.; WRXL-FM Charlotte, N.C., and is purchasing, subject to FCC approval, WRKZ-AM-FM Wilkes-Barre-Scranton, Pa. **Buyer** is principally owned by Timothy R. Ives, and also owns WJCW(AM)-WQUT-FM Johnson City, WGOV(AM)-WSKZ-FM Chattanooga, both Tennessee; WKLO-FM Grand Rapids, Mich., and WJBC(AM)-WBNO-FM Bloomington, Ill. WTCB-FM is on 106.7 mhz with 100 kw and antenna 787 feet above average terrain. **Broker:** Communications Equity Associates.

**WKWF(AM)-WAIL(FM) Key West, Fla.** □ Sold by Family Radio Ltd. to Key West Radio Inc. for \$1.4 million. **Seller** is owned by Ian N. Wheeler, who has no other broadcast interests. **Buyer** is headed by Justin Dimacchia, who has no other broadcast interests. WKWF is fulltimer on 1600 khz with 500 w, and WAIL

## Done deal

Houston Industries completed its acquisition on March 4 of RCA Cablesystems Holding Co., the U.S. cable subsidiary of Rogers Communications Inc. Houston Industries' cable subsidiary, KBLCOM Inc., took control of systems totaling about 525,000 subscribers in five areas: Laredo and San Antonio, both Texas; Minneapolis; Portland, Ore., and Orange County, Calif. The price was \$1.265 billion, pending final adjustments.

In the last of similar agreements reached with different municipalities (BROADCASTING, Feb. 6), Houston Industries reached agreement with the city of Laredo to buy out, for \$2.3 million, the city's right to acquire the system at a below-market price. The company has also agreed to \$1 million in public access support fund payments, and will get a franchise extension through 2003. KBLCOM already owns half of Paragon Communications (American Television & Communications owns the other half), an MSO serving approximately 700,000 subscribers.

operates on 99.5 mhz with 100 kw and antenna 300 feet above average terrain. **Broker:** Chapman Associates.

**WJPD-AM-FM Ishpeming, Mich. (Marquette)** □ Sold by Faver Income Ltd. II to Goetz Communications for \$875,000. **Seller** is headed by Stanley Sackin, general partner, and has no other broadcast interests. **Buyer** is owned by Nathan Goetz, John (Jack) Hackman and Scott Trentadue. It also owns WIXN-AM-FM Dixon, Ill.; WFAW(AM)-WSJY(FM) Fort Atkinson, WDLB(AM)-WLJY(FM) Marshfield, WRDB(AM)-WNFM(FM) Reedsburg, and WOJY(FM) West Salem, all Wisconsin. WJPD is fulltimer on 1240 khz with 1 kw and WJPD-FM operates on 92.3 mhz with 100 kw and antenna 470 feet above average terrain. **Broker:** Burt Sherwood Inc.

**WKGQ(AM)-WSKS(FM) Milledgeville-Sparta, Ga.** □ Sold by Blue Moon Communications Corp. to Alexander Mitchell Broadcasting Corp. for \$600,000. **Seller** is principally owned by Julia Hedrick, president, and David Hedrick, general manager. They have no other broadcast interests. **Buyer** is principally owned by James A. Karrh and Steven M. Layne. Karrh is associate, Bankers Trust Co., New York, and Layne is account executive, D'Arcy, Masius, Benton & Bowles, New York. Both will be relocating to Milledgeville to run station. Station is first purchase. WKGQ is 1 kw daytimer on 1060 khz and WSKS is on 97.7 mhz with 3 kw and antenna 328 feet above average terrain. **Broker:** Snowden Associates.

**KTOZ(AM) Springfield, Mo.** □ Sold by Dixon Broadcasting Inc. to Lawrence J. Heyne for \$310,000. **Seller** is owned by Larry Campbell, who recently sold KTOZ-FM Marshfield, Mo. ("In Brief," Dec. 5, 1988). **Buyer** is station's general manager, with no other broadcast interests. KTOZ is daytimer on 1060 khz with 500 w.

## CABLE

**Systems serving Knightdale, Zebulon Franklin, Stem, Creedmore and Butner all North Carolina** □ Sold by Channel Master Satellite Systems Inc. to American Television and Communications Corp. for \$16.7 million. **Seller** is Smithfield, N.C.-based MSO with no

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ther cable holdings. **Buyer** is Stamford, Conn.-based MSO owned by Time Inc. It serves approximately 3.4 million subscribers in 31 states. Systems serve approximately 6,500 subscribers with 10,000 homes passed.

**Systems serving Arapaho, Burns Flat, Camargo, Comanche, Leedey, Meridian, Seiling, Temple, Thomas, Vici and Walters, all Oklahoma, and Follett, Tex.** □ Sold by Redden Enterprises Inc. to Mission Cable Co. LP. **Seller** is Weatherford, Okla.-based company equally owned by Jerry, Joe, and Oran Redden, brothers. It has no other cable holdings. **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan. System serves 4,000 subscribers and passes 7,000 homes. **Broker:** Hardesty, Puckett & Co.

**System serving Knappa, Svenson, and Westport, all Oregon** □ Sold by Nicolai TV

## Station swapping

Zapis Communications has traded WEKS-FM LeGrange, Ga. (Atlanta), for WFTQ(AM)-WAAF(FM) Worcester, Mass. (Boston), owned by New City Broadcasting. The deal (a tax-free exchange) is an exchange of assets with each half of the transaction worth \$15 million. Zapis is headed by Xenophon Zapis, chairman, and has no other broadcast interests. New City is headed by Richard Ferguson, chairman. It also owns WZZK-AM-FM Birmingham, Ala.; WEZN(FM) Bridgeport, Conn.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WYAY(FM) Gainesville, Ga. (Atlanta); WSYR(AM)-WYYY(FM) Syracuse, N.Y.; KKNG(FM) Oklahoma City and KRMG(AM)-KWEN(FM) Tulsa, both Oklahoma, and KKYX(AM)-KCYF(FM) San Antonio, Tex.

WEKS-FM operates on 104.1 mhz with 60 kw and antenna 1,220 feet above average terrain; WFTQ is fulltime on 1440 khz with 5 kw, and WAAF operates on 107.3 mhz with 19 kw and antenna 823 feet above average terrain. Brokers for the deal were Americom and Media Venture Partners.

Cable Co. to Pacific Sun Cable Partners LP. **Seller** is owned by Bob and Chris Ward, who have no other cable holdings. **Buyer** is Pleas-

anton, Calif.-based MSO serving 11,000 subscribers in three states. System serves 640 subscribers with 780 homes passed.

# International

## Media dollars and the lure of the Continent

**Pros and cons of European media investments are discussed at New York meeting of finance executives from home and abroad**

American investment in European media is about as safe as a stroll through a mine field, although the grass on the other side is certainly green.

Such appeared to be the conclusion last week of about 200 American and European finance and media executives gathered in New York for a one-day seminar on European media investments sponsored by consultant Paul Kagan.

A number of companies present—among them Walt Disney, Viacom, United Cable, Comcast and Prudential Bache—have already taken stakes in European media ventures and spoke of a rapidly expanding market spurred by deregulation, new distribution forms and growing program demands.

Attendees hinted, too, of the negatives, including but not limited to competing international players and long-term strategic investors able to wait years for a return. Marked differences from country to country in culture, regulation and business practices also increase investor peril, as does the current lack of bank venture capital, attendees generally agreed.

"There's a lot of risk, particularly in the UK," said Jim Dovey, president of United Cable TV International in London, one of the American firms most actively investing in European cable distribution and cable programming.

Despite the potential downside, Dovey said his company plans to add to the company's existing operations in the United Kingdom, applying for new franchises to double its current household potential to 2.5 million or more.

Robert Clasen, president and chief executive officer of Comcast Cable, said his company's experience in its UK cable in-

vestment in the London suburb of Ealing was "not a roaring success." But, added Clasen, "we're going back for more."

Clasen said Comcast, which sold its stake in Ealing earlier this year after the departure of another, larger partner, was in

negotiations last week for a piece of the largest franchise in the English-speaking world, the 465,000-home Birmingham, England system that counts American phone company US West among its investors.

Walt Disney has also targeted Europe as

March 10, 1989

## West-Land Communicators, Inc.

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a primary market, according to Hal Richardson, vice president, pay TV and acquisitions, who said central to the company's activities in the region is the opening in 1992 of the \$2 billion Euro Disney theme park outside Paris.

Disney's highest profile TV investment there so far is a joint venture with Rupert Murdoch's recently launched U.K. Sky TV satellite package, giving Disney a half interest in the pay Sky Movies service and a UK version of The Disney Channel to be launched at the end of the summer. Disney is seeking similar European distribution opportunities with equity investment, Richardson added.

Arthur Kananack, president of Viacom Enterprises, told the group his company's strategy is "to get into new media through the program department." Viacom, while partnering with British publishing giant Robert Maxwell in a European version of MTV and working in a consulting capacity with media firms in France and elsewhere, is in the ranks of American distributors who have found a vastly expanded market for U.S.-produced programs.

U.S. producers and distributors, in fact, have already been cashing what may be the biggest check of all, the overseas sale of American programs, a market boosted in recent years by competition both between newly deregulated terrestrial broadcasters and among new satellite services.

The advent, for instance, of Murdoch's Sky TV and its rival British Satellite Broadcasting (BSB), launching late this year, creat-

ed "about the most heated price spiral I've witnessed in this business," said Disney's Richardson, who said license fees for U.S. films rose about two thousand percent.

Andy Birchall, managing director of BSB's Movie Channel and of worldwide acquisitions, told the group BSB had spent the bulk of its \$750 million film budget on U.S. product. Birchall added that the venture had, all told, spent \$1.5 billion in the U.S. for its Hughes satellite, McDonnell-Douglas rocket, U.S. satellite control system software and U.S. encoder-decoder gear.

Accompanying the citations of successes throughout the day-long meeting were words of caution on American investment in European media. A key concern was the extent of differences between the U.S. and European media, as well as widely varying media development among the region's nations.

Explained J. Patrick (Rick) Michaels, chairman of Communications Equity Associates, "Even with the walls coming down in 1992 [under a Common Market economic unification plan], nationalism is still the hallmark of media policy."

Michaels cited differences among the nations of Europe in individual TV usage and leisure activities, along with diverse government regulations and taxation structures as elements in keeping opportunities more at the national, rather than pan-European, level.

Even where Americans do venture, business practices such as consortiums and less-

than-favorable tax structures may limit the benefits of the deal, Michaels suggested.

But William Moses, senior vice president of corporate finance for CL Global Partners, argued that in many cases even a minority stake should be accepted as an "entry fee" for American participants. "The focus has to be given to alliances," he added. "U.S. [companies] can trade off their expertise for equity investments."

Speakers also made it clear that Americans (and others) should expect little in the way of bank financing of these relatively risky media investments.

John Whitman, chairman and chief executive office of Prudential-Bache Interfund (which has holdings in UK cable), explained that investors in British cable, for instance, should not expect bank financing until their systems establish a critical mass of subscriber penetration (at or above the industry's current 20% average) and a positive cash flow.

"Fund [these investments] with equity, that's how its going to be done," said Whitman, adding: "Who are logical players? Multinational companies with a long-range view [and] interested in market position."

Bank of Boston's London-based Susan Harris agreed that backing would initially come from equity, but said that her bank had just closed its first UK cable financing (Southampton Cable) and had committed to invest in the operation as soon as it reached

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## Distant Signals

### A dispute over Japanese TV rights fees for the 1992 summer Olympics

has apparently delayed the start of European rights negotiations for the games. Japanese broadcasters, led by state TV network NHK, did close a \$9 million deal this month for rights to the winter games with negotiators at Trans World International, well in excess of the 1988 \$3.5 million fee. But according to Don Dixon, president of Howard Marlboro Sports, Events and Licensing, which is advising the Barcelona Organizing Committee on its negotiations, separate talks on the summer games earlier this month were unable to bridge what is believed to be a 50% gap in the bidding and asking prices. One independent consultant had initially valued at \$100 million Japanese TV rights for the games, but a knowledgeable source said the fee was unlikely to exceed \$60 million, a modest increase over 1988's \$52 million payment. Dick Pound of the International Olympic Committee told BROADCASTING he did not expect the interrupted talks to reconvene before a month or more, and Dixon said they would likely take place in Japan. Dixon added that the delay in Japanese rights negotiations could push back talks with Europe's dominant European Broadcasting Union. To bring the total European rights package close to \$100 million, Dixon said negotiators are considering spinning

off Spain into separate talks, with a rights fee target of about one-quarter to one-third the total. Fees for the summer games elsewhere in the world were up substantially. NBC, bidding \$401 million, paid \$100 million over the 1988 fee, Australia's \$33.75 million payment was up from 1988's \$10 million-\$12 million and Canada's \$16.5 million fee was up over 1988's \$3.5 million.

□

European publishing magnate **Robert Maxwell**, Britain's largest cable operator, has withdrawn from the block his group of older and upgraded cable relay systems, although brokers for the properties said it was not for a lack of offers. Mark Sena of Tampa, Fla.-based Communications Equity Associates, brokers hired to sell the operations, which provide six to eight channels of service to 56,000 subscribers and four channels to another 230,000, said three offers from existing UK cable operators were on the table before Maxwell took the systems off the market two weeks ago. Sena said he thinks money was not the issue as much as Maxwell's belief that the launch of the Sky TV satellite package by rival Rupert Murdoch in February meant British cable, carrying Sky and other services from the 16-channel Astra satellite, could be a more important medium in the UK that it has been to date.

a positive cash flow.

Another potential obstacle to U.S. players are rival European media companies already aggressively moving into new investments. France's highly successful terrestrial pay TV service Canal Plus is now looking to extend its reach into Germany, said Project Development Deputy Director Bernard Guillou, and is also pursuing one of Spain's soon-to-be-opened national terrestrial networks.

Established broadcasters are another threat. Although speakers said some have yet to react forcefully to their changing industries, others have moved more quickly to take stakes in competing mediums.

Also confounding potential investors in European media are uncertainties from nation to nation about where new media forms will emerge, and when they do, whether cable or direct-to-home satellite will be most successful.

In the UK, for example, cable TV had been virtually dismissed after a disastrous start-up earlier this decade led big investors, like Murdoch and others, to turn to direct broadcast satellite.

In the last year, however, UK cable has seen a resurgence of interest and investment, largely led by U.S. cable and telephone companies attracted as much by the license to provide telephony services as by the television franchise.

The launch of satellite television in Britain, cable backers now argue, will do more to help than to hurt cable, since most cable operations will carry some or all of the satellite programming, considered a great improvement over the nonbroadcast program services the operations have carried until now.

"Satellite has dramatically transformed the programming potential of cable," said Nicholas Mearing-Smith, chief executive of the UK's Cable Corporation and chairman of the country's Cable TV Association. "Cable is the cheap, economical way to receive satellite within the UK."

France, by contrast, has seen cable remain in a disappointing lull, despite the inability of a national direct broadcast service to get quickly off the ground.

"From a cable-wise point of view, France is an underdeveloped country," said Michel Villaneau, executive vice president of Compagnie Generale des Eaux, one of the country's three dominant cable operators.

Villaneau added that until the three main operators together reach one million subscribers, expected no earlier than the end of 1991, it is "extraordinarily difficult to see cable really taking off in France."

For American investors interested in European media, speakers pointed out that starting small might not only be feasible, but desirable. England's Mearing-Smith, for instance, said that in the UK, there are only 11 operating franchises of the 33 now awarded, and "most of those are looking for investment. There are many opportunities for smaller companies to go in on a smaller basis."

Comcast's Clasen agreed that investors in UK cable can create a cash flow break-even system even on a small scale, such as with 15,000-20,000 customers. □

## Law & Regulation

### Judge lays groundwork for 'Preferred'

**Rulings in summary judgments include O'Brien standard as determinant for setting cable's First Amendment status**

The U.S. district court judge in the *Preferred Communications v. City of Los Angeles* cable television franchise case has begun laying down the legal marks to be followed in the trial that is to help establish the record on which the fundamental question of cable's First Amendment rights can be addressed. Judge Consuela Marshall on Monday, March 20, issued tentative rulings on seven summary judgment motions filed by the two sides, then heard three hours of argument on her rulings. She denied three of the motions filed by Preferred and two of the four filed by the city.

One of the key rulings emerging was the judge's determination that the so-called O'Brien standard would be used for resolving the First Amendment issue. O'Brien requires a determination of whether a gov-

ernment regulation impinging on speech furthers an important government interest unrelated to the suppression of free expression, and whether it is no broader than necessary to further that interest.

Marshall decided on the O'Brien test after tentatively rejecting motions each side had filed as to the law it contended should govern the case. Preferred had maintained that the court should follow the standard laid down by the U.S. Court of Appeals for the Ninth Circuit, which held that cable television was entitled virtually to the same First Amendment protection as that enjoyed by the print media. The city's motion sought to persuade the judge to follow the public forum doctrine, under which a governmental entity can deny speech on property it owns without violating the First Amendment.

In another of the judge's principal rulings, she held, tentatively, that she would grant the city's motion urging a rejection of Preferred's claim for damages. Preferred's witnesses have maintained the company's damages—resulting from inability to operate in the city—amount to \$32 million. The judge, however, said that claim was too speculative. If that ruling holds, Preferred would be required to appeal that issue to the

January, 1989

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U.S. Court of Appeals for the Ninth Circuit, even if it were to win its case at trial.

Larrine Holbrooke, of the Washington law firm of Miller & Holbrooke, represented the city in the argument that followed on the judge's tentative rulings. Robert Branscomb, of Farrow & Schildhouse, represented Preferred. Marshall, during the oral argument, did not indicate whether she had been moved to change any of her decisions. But lawyers noted that they were subject to change. She announced her intention to issue her final decisions on the motions in writing in "two weeks."

In her other tentative rulings, Marshall: Denied the city's motion contending that Preferred lacks standing to sue, but said the issue was subject to further review after the facts had been aired at trial.

Denied Preferred's motion arguing that cable franchising is unconstitutional per se, under the Supreme Court's decision in *Lakewood v. Plain Dealer Publishing Co.* The decision, issued in June 1988, affirmed a lower court decision declaring unconstitutional a Lakewood, N.J., city ordinance the court said granted the mayor "unbridled discretion over which newspaper publishers may place news racks on public property, and where" (BROADCASTING, June 27, 1988).

Granted the city's motion to dismiss racketeering charges brought under the Racketeer-Influenced and Corrupt Organizations Act.

Granted the city's motion for payment of attorneys' fees associated with the antitrust charge Preferred had brought against the city and had continued to press even though it had been dismissed by the U.S. Court of Appeals for the Ninth Circuit, in March 1985.

The case is before the district court in Los Angeles a second time. In the first round, the court dismissed the suit Preferred had brought after being denied a franchise to serve a portion of Los Angeles. Preferred had alleged a violation of its First Amendment rights and of the antitrust laws. And the appeals court, although rejecting the antitrust argument, endorsed the company's First Amendment claim. The Supreme Court, in its turn, said cable systems' activities "implicate First Amendment interests" but that they must be balanced against a city's "competing societal interests." □

## Killory tells bar group to keep open mind on lottery

FCC General Counsel Diane Killory asked a group of communications lawyers in Washington not to prejudge the FCC's proposal to use a lottery in choosing among multiple applicants for new radio and television stations.

"We need to engage in dialogue and, in so doing, we need to have open minds," Killory said at a March 18 seminar on the awarding and renewing of broadcast licenses sponsored by the American Bar Association Forum on Communications Law and the Federal Communications Bar Association.

"The fact that something looks radically different from what we're used to is no reason to reject it out of hand," she said. "The fact that a procedure looks far less cumbersome than its predecessor is no reason to assume the commission has abdicated its public interest responsibilities. And the fact that a proposal could change the makeup of your practice does not necessarily make it bad for your practice."

The FCC, at its Jan. 30 open meeting, "tentatively" decided to substitute a lottery for comparative hearings, in which administrative law judges choose among competing applicants based on 24-year-old criteria.

Killory's speech may have opened some minds, but there was no evidence that it changed any. Andrew Schwartzman, of the Media Access Project, said the lawyers were as unanimous in their opposition to implementing the lottery after the speech as they were before it. "I was really struck by the unanimity," he said.

Peter Tannenwald, another lawyer who attended the seminar, questioned whether the FCC still had an open mind. Judging by Killory's speech and the remarks of Mass Media Bureau Chief Lex Felker, who also spoke at the conference, he said, the agency is "pretty well committed to moving forward. It's going to take quite a bit to convince them otherwise."



Killory

Congress also has problems with using a lottery for awarding broadcast spectrum. At the seminar, Toni Cook, a member of the Senate Commerce Committee staff, said neither Ernest Hollings (D-S.C.), the chairman of the committee, nor Daniel Inouye (D-Hawaii) has focused on the lottery. But, she said, they believe in the public interest and "the lottery does not seem consistent with that concept."

Killory made four basic points:

- If the lottery were adopted, the FCC would continue to require that all licensees meet certain basic qualifications.
- Most broadcasters acquired their stations without having to meet the more stringent comparative criteria. "In the sale situation, the singleton grant or the comparative case that settles, the commission awards the license if the applicant is qualified—and nobody seems too upset about that. Nobody accuses us of abdicating our responsibility to license in the public interest, even though the comparative criteria are never used in these cases."
- The lottery, as proposed, would preserve preferences for minority ownership and media diversification by giving applicants that advanced such goals better odds in the lottery. And, at the same time, it would "reduce significantly" the time and cost of picking a construction permittee.
- The proceeding itself will balance the costs of the comparative hearing process against the benefits. "To this end, we must ask whether a lottery will really have all that much effect on the quality of the licensee ultimately selected. Does the current comparative process really result in the selection of a better licensee? And if so, is that incremental difference worth the costs?" □

## Appeals court upholds FCC's EEO actions

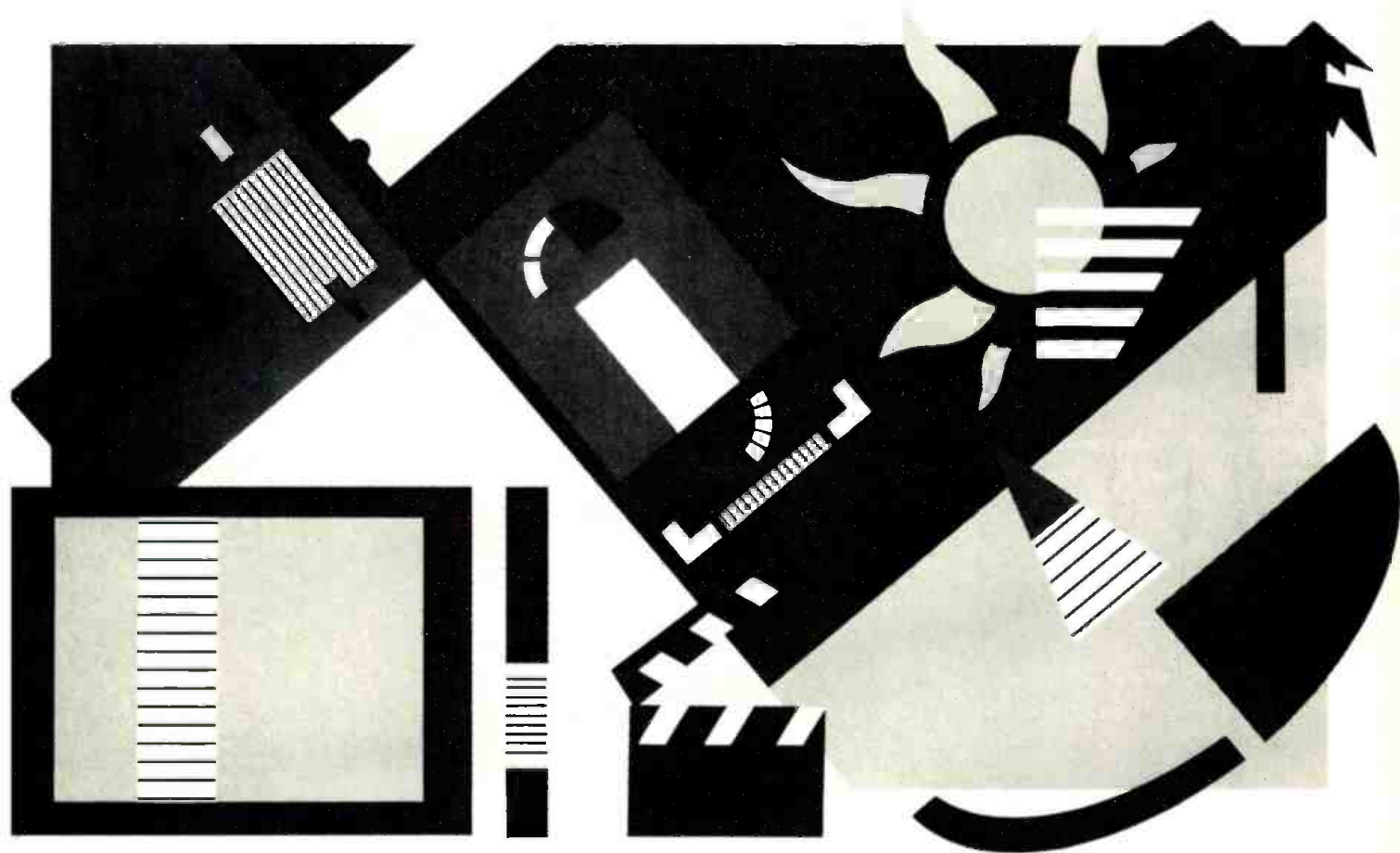
FCC decisions to reject petitions by branches of the National Association for the Advancement of Colored People to hold hearings on the license renewal applications of television licensees in Louisiana and Florida were affirmed last week by the U.S.

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21-26 APRIL 1989

Florida were affirmed last week by the U.S. Court of Appeals in Washington. Both cases involved violations of the FCC's equal employment opportunity rules. And in both, the court held that the commission was within its discretion in taking the action it did.

One appeal was filed by the Louisiana State Conference of Branches of the NAACP against the renewal of WLPB-TV Baton Rouge. The other was filed by the Tallahassee branch of the NAACP and the National Black Media Coalition and was directed at the renewal of Holt-Robinson Television Inc.'s WTWC-TV. The commission found that although the EEO programs of both licensees were deficient, neither licensee had demonstrated signs of intentional discrimination that might warrant the further investigation or hearing that the petitioners had sought. The FCC renewed the two licenses on condition that the licensees submit periodic EEO progress reports.

Judge Abner Mikva, writing for the unanimous three-judge panel, said that in dismissing the appeals, "we find that the commission acted within its discretion in fashioning remedies for the violation of its own regulations." But he also sought to make clear the court's concern about such cases. "Noncompliance with the EEO rules is a very serious matter, even in the absence of any signs of intentional discrimination," Mikva wrote. "We hold only that the selection of the particular remedies chosen by the commission to redress violations of its own regulations was not arbitrary, based on the record before us."

The panel also chided the commission for a lack of clarity in the agency's Tallahassee decision—specifically, the reasons given for not examining the EEO practices of Holt-Robinson's other broadcast stations—WHHY-AM-FM Montgomery, Ala., and WHSY-AM-FM Hattiesburg, Miss. The petitioners had said the minority employment

records of those stations suggest that the licensee has consistently violated EEO policy wherever it has operated.

The commission said it had not considered such evidence because the renewal applications of those stations were not before it. But the court dismissed that "excuse" as "too facile," since the three licenses will never be before the commission at the same time.

The panel also rejected as "a pure post hoc rationalization"—an argument made before the court but not in the agency's decision—that the evidence regarding the other stations was incomplete and therefore not probative of discriminatory intent.

Despite those misgivings, Mikva said the panel was required to uphold the commission's decision because the agency "has had a consistent policy in connection with common ownership, and we must defer to its discretion in determining how it will enforce its own EEO rules." □

## Moral rights legislation pushed by Copyright Office

**It tells Congress such law is needed to safeguard rights of movie copyright holders**

The Copyright Office has urged Congress to adopt "moral rights" legislation to protect copyright holders, but recommended such action be done only prospectively. The report also said that while colorization, panning and scanning, and lexiconing (sound compression) has affected films, the effects "have been somewhat ameliorated through the voluntary decision" by Hollywood to work within television's parameters.

The office's report is part of the ongoing debate on film alteration, pitting the directors against the Motion Picture Association of America, the National Association of Broadcasters and Turner Broadcasting System. TBS, which has drawn the most heat for colorizing movies, was pleased that the office's recommendation was prospective, but it was concerned about its push for "moral rights" legislation. The Motion Picture Association of America had a similar reaction.

Representative Robert Kastenmeier (D-Wis.), chairman of the House copyright subcommittee, seemed to distance himself from the Copyright Office report, saying the burden of proof "that a change is necessary, fair and practical" rests on the proponents of change. He said Congress must balance the rights of creator, producers, copyright holders and the public, and he urged private negotiations between contesting parties as being preferable to congressional intervention.

Ted Turner spoke to a luncheon of 32 representatives and senators of the Congressional Arts Caucus the day before the report was released. Turner characterized the lunch as a "dialogue" and said he discussed colorization and showed a clip from Turner Network Television.

Representative Robert Mrazek (D-N.Y.), who was instrumental in getting legislation passed to establish a National Film Preservation Board, and who is a critic of colori-

zation, told BROADCASTING he spoke with Turner for 10 minutes after the lunch, but did not find any change in Turner's views on colorization. Mrazek said he would not let up in his fight to protect copyrighted works, and would explore changes in moral rights, trademark law and the Lanham Act to that end. The NFPB, Mrazek said, provided a foot in the door for Congress and was only a first step.

The "moral rights" push, which the Copyright Office said could extend beyond the film industry to other creative works,

has drawn the attention of other media organizations. The MPAA, the National Association of Broadcasters, Time, Times Mirror and Turner are among 13 organizations that have formed the Committee for America's Copyright Community. CACC is concerned about "moral rights" legislation and possible constrictions on the work-for-hire doctrine of the Copyright Act. Those two issues will be the subject of three hearings, scheduled for June 21, July 12 and Aug. 3, by Senator Dennis DeConcini (D-Ariz.). □

## Cable loses round one in Arkansas tax case

In what is believed to be the first court case of its kind at the state level, a chancery court in Arkansas has upheld a state law that extends local sales taxes to cable. The Arkansas Cable Television Association is appealing the decision to the Arkansas Supreme Court, which is expected to hear the case this fall. The decision could cause trouble for the industry, not only because several other states are looking to extend sales taxes to cable, but the Arkansas tax applied only to cable, a discriminatory practice that has been struck down in previous newspaper and magazine cases.

The state association was among several parties that brought suit, claiming extending the state's general sales tax to cable violated the operator's First and 14th Amendment rights (the antidiscrimination clause), said Bob Blount, executive secretary of the ACTA. (Additionally, there are clauses in the Cable Act preventing cable from being singled out for discriminatory taxes.) The state passed a similar tax on magazines three years ago, which was upheld in state court but overturned by the U.S. Supreme Court. Following that lead, "we argued that cable television was nothing more than an electronic magazine," Blount said.

But the court did not agree. It cited the TCI-Central Telecommunications case,

saying that even though cable enjoys some First Amendment rights, "more governmental regulation of cable may be permissible because...cable requires use of the public ways." That allows states to impose taxes on businesses afforded First Amendment protection, the court said. "Unquestionably, a state may subject any business entity that is afforded First Amendment protected rights to taxes imposed by the state," the court wrote.

Desite rulings in the *Minneapolis Star* and *Arkansas* magazine cases, which said individual mediums could not be singled out for tax, the court said those decisions were not applicable. The magazine tax was targeted to a small group, the court said, while the state's "general sales tax is evenly applied to all cable television services and operators...The same factual considerations make the specific ruling in *Minneapolis Star* inapplicable to the facts of the present case."

Eugene Sayre, of counsel to Jack, Lyon & Jones, which handled the case, said its difficult to win a tax case on discriminatory grounds, and used the First Amendment as the primary defense. Although Cable Act arguments were also raised in testimony, specifically the discrimination clause, the court dismissed them.

What's unclear, said one Washington ca-

ble attorney, is whether the franchise fee issue was raised. Payments of sales tax and franchise fees would constitute "double dipping," said the attorney, and would be unconstitutional.

The state supreme court is expected to grant a hearing and decide the case this fall, and although Blount is confident the verdict can be overturned, he said he'd rather have the U.S. Supreme Court decide in cable's favor, setting a precedent as it did in the magazine case. Such a decision would have wide impact on the cable industry.

In 1987, the state legislature passed a bill extending the state's 3% sales tax and any local taxes, typically 1%, to cable only. The money was escrowed from June 1987 until early March, when the decision came down. In all, \$6 million was collected for the state's budget coffer that runs \$2 billion annually. The state association tried to keep the money in escrow during its appeal, but was turned down. It also failed in having the state keep records on who paid what, said Blount, which would be useful if the decision is overturned and the money returned. According to Blount, the state has spent the money, including interest. Operators do, however, get 2% of the total pool for depositing the money on time.

In its most recent session, the legislature passed a bill clarifying the sales tax, placing it on any electronic signal distributed for a fee or for which subscribers were charged. Last-minute action by the broadcast lobby kept it from being extended to radio and television. It does effect TVRO subscribers getting authorization from cable operators in the state, but does not extend to TVRO homes who call 800 numbers and get authorization from beyond the state's borders, further penalizing cable operators, said Blount. The governor signed the bill last week. □

## AAF told Congress is intent on kids' TV rules

**Representative Lent tells gathering in Washington that sentiment is strong for legislation limiting amount of ads in children's shows**

Regulating the amount of advertising on children's television remains a congressional priority. Representative Norman Lent (R-N.Y.) told attendees at last week's American Advertising Federation's annual government affairs conference. Lent is the ranking Republican on the House Energy and Commerce Committee and was one of several congressional speakers at the day-long meeting.

There is considerable support for the children's TV initiative among Democrats and Republicans, according to Lent. Congressman Tom Tauke (R-Iowa) also indicated congressional action on a children's bill is inevitable. He said legislation would surface next month and that it would be virtually identical to the measure vetoed last year by President Reagan.



Tauke

Tauke views the children's bill as unnecessary content regulation and, instead, has offered legislation that would grant broadcasters antitrust immunity to establish a voluntary code to self-regulate such things as the amount of advertising on children's programs (BROADCASTING, Feb. 13). Lent, however, feels there is a need for some government oversight because of the "special needs" of children.

Lent responded to criticism that the revival of a children's bill and enactment of the fairness doctrine "marks the beginning of an era of reregulation." That is not the case, he said, adding that there is no "desire to turn back the clock."

As for other advertising-related issues, Lent did not feel they were high on the congressional agenda. Legislation is pending in the House that would substantially restrict tobacco advertising. Advertisers are also concerned there will be an effort to ban or restrict beer and wine ads or that Congress in its search to find additional revenues will approve a tax on advertising or limit the deductibility of advertising expenses. Tauke believes advertising bans would not pass constitutional muster.

Advertisers are "under fire on many fronts," said AAF President Howard Bell. "If the would-be censors are allowed to ban or restrict truthful ads for any legal consumer product, the first step will have been taken down the road to the loss of freedom of commercial speech for all products," said Bell. He urged advertisers to remain vigilant. "We must always remember, no matter how the would-be censors attempt to frame the debate, the most important issue is not a specific product or a particular program, but freedom of speech."

Senator Trent Lott (R-Miss.), however, told the group he thinks President Bush would veto an ad ban bill. Lott said such endeavors were a form of censorship, which he opposes. Nor did the senator anticipate tax legislation this year, but suggested advertisers prepare for a "big fight next year."

Lott also said he was rethinking his position on the fairness doctrine, although he was a proponent of a fairness bill when he served in the House during the last Congress. "I caught flack from the TV people in Mississippi," Lott said about his stand on the doctrine. As a newly elected senator with a much broader constituency, Lott said



Lent

he would reevaluate the issue, although he thinks fairness is something broadcasters can "live with."

Personally, he feels radio and TV have an obligation to comply with fairness. "There is a feeling on both sides of the aisle that the networks have a very prejudiced position and do not always give both sides. I basically think radio, TV, and newspapers should give both sides of a story."

The lawmakers said he has a "suspicion" that Bush will veto a fairness bill. If the President does veto it, asked one attendee, will broadcasters be held responsible? Lott said he did not know. But from what he has heard, broadcasters have "thrown in the towel" on fairness so they would not be penalized.

Later the AAF audience heard from Andrea Mitchell, congressional correspondent for NBC News, who was asked to respond to Lott's comment about the media being one-sided. "None of us is perfect," she said. "We take our jobs very seriously. We care about fairness and accuracy. We care about substance." □

## CPB cries foul over Inspector General Act

**NAB among those claiming that act threatens public broadcasters' First Amendment rights**

Corporation for Public Broadcasting directors and executives last week drew battle lines with Congress, calling on the Hill to remove CPB from the rolls of the Inspector General Act passed last October on the grounds that it threatens public broadcasters' First Amendment rights.

Placement at CPB of an inspector general—with the authority to judge budget items unnecessary, fraudulent or wasteful—would create a new "power of the federal government to influence the programming decisions," said Chairman Kenneth Towery. "We simply cannot have someone who can go over our head to Congress making a judgment as to whether or not a program is necessary," he said.

The act requires that CPB, along with 32

other "federal entities" receiving more than \$100 million in federal funding annually, hire an inspector general by April 16. Congress appropriated \$232,648,000 to CPB for the current fiscal year and has authorized increases over the next four years. Under the act, the IG would report to Congress twice annually.

Joining Towery, CPB President Donald Ledwig and other board members at a March 21 press conference, Daniel Brenner, chairman of the board's audit committee and former adviser to then FCC Chairman Mark Fowler, argued that appointment of an IG could bring an end to "20 years spent trying to keep public broadcasting from becoming government broadcasting." Stressing that "CPB certainly wants to honor the spirit" of the act, Brenner said regular corporation audits of stations, consortia, regional organizations and independent producers receiving CPB funds already "prevent and detect fraud in the administration of federally funded programs."

"The First Amendment," he said, "is designed to prevent the government, and Congress specifically, from influencing the contents of the press; but in following CPB dollars to the recipient, an inspector general with the usual broad scope of authority could do exactly that."

A letter spelling out CPB's objections was delivered March 21 to Senator John Glenn (D-Ohio), chairman of the Senate Government Affairs Committee, and to Representative John Conyers (D-Mich.), chairman of the House Government Operations Committee. Senate staff said the request, received March 21, contains "no indications that there should be a change," although review of it was not complete by late last week. CPB, which has "been awfully quiet since last October," the staffer said, "misunderstands the act."

While it awaits a congressional response, said a resolution adopted by the board, CPB management will "implement the provisions of the act," but "in a manner consistent with the provisions and spirit of the Public Broadcasting Act"—that is, without compromising CPB's "duty to prevent the contribution of federally appropriated funds from having a restrictive or chilling effect on the program decisions and broadcasting activities of public broadcasters."

The directive to balance the potentially contradictory requirements of those two bills, said Ledwig, will add up to CPB putting "appropriate limitations on the scope of the inspector general's authority."

Ultimately, if those yet to be designed limitations fail to protect public broadcasters' First Amendment rights, said the resolution, the board "will be prepared to take any appropriate action to remove CPB from the effect of the act." Ledwig described the recourse as "legal."

CPB revealed letters of support from the National Association of Broadcasters, the National Press Foundation, the National Association of Public Television Stations, Women in Communications Inc., the Recording Industry of America, Washington-based citizens' group People for the American Way, and the National Writers Union. □

## The play's the thing

**Appeals court will allow writer to continue with play based on 'Amos 'n' Andy' characters; it finds that CBS lost copyright on characters through disuse**

Stephen M. Silverman, one-time chief entertainment reporter for the *New York Post* and more recently the author of books on major motion picture figures, is looking ahead to the production of the musical he has written for Broadway based on the characters of that legendary (if a reminder of what is now seen as a racist past) radio and television show, *Amos 'n' Andy*. The book was written eight years ago and the score, by Jabbo Smith, five years ago. But it was not until the U.S. Court of Appeals for the Second Circuit, in New York, last month issued a decision in Silverman's battle with CBS over alleged copyright and trademark infringement that Silverman and his lawyer believed Silverman could try to mount the show. So did the appeals court. Silverman, wrote Judge Jon Newman for the three-judge panel, "will now have ample latitude to proceed with his musical."

*Amos 'n' Andy* began on radio on NBC in 1928, with white actors playing the title roles and such stereotypical members of their black community as Kingfish, Lightning, and Algonquin J. Calhoun. And it became one of radio's most popular programs before ending its run on CBS in 1955. CBS also aired a television version of the show (from 1951 to 1953), although it continued in reruns and nonnetwork syndication. The taste for ethnic humor was changing, and *Amos 'n' Andy* was last seen on television (except for a brisk black market distribution of the program) in 1966.

It was not necessarily poor ratings that did in the program. CBS, which has not broadcast the program or licensed it for broadcast in 23 years, had taken it off the air in response to complaints from civil rights groups, including the National Association for the Advancement of Colored People. Indeed, one request for a license to use the *Amos 'n' Andy* characters that CBS rejected had been made by Silverman, early in his project. And it was the years the program had spent on the shelf that spelled defeat for CBS in the appeals court last month.

U.S. District Court Judge Gerald L. Goettel, who presided at the trial of CBS's suit, had awarded the company virtually a complete victory. He held that the pre-1948 scripts were in the public domain because the copyrights, obtained from the creators of the show, Freeman F. Gosden (the radio "Amos") and Charles J. Correll ("Andy"), had not been renewed. But he also held that CBS had common law copyrights in the radio scripts written after 1948, and had obtained copyright registrations and renewals for the television programs. As for the trademark side of the case, Goettel ruled that the name *Amos 'n' Andy*, as well as the names and appearances of other characters in the ongoing story and "other distinctive features of the...radio and television shows" are protect-

able marks, that CBS had not abandoned them, despite the length of time that had passed since it last used them.

Goettel issued a broadly worded injunction that in effect barred Silverman from attempting to produce a musical based on the *Amos 'n' Andy* characters. He also awarded CBS damages and lawyers' fees totaling \$19,403 because Silverman had used a portion of dialogue from a post-1948 radio script in a draft of his play and was, therefore, liable for copyright infringement.



Gosden (l) and Correll in 1956

Silverman did not challenge that award. But he challenged the rest of Goettel's order and, in the main, prevailed.

The appeals court panel, consisting of Judges Wilfred Feinberg and George Pratt as well as Newman, saw the trademark issue as fundamental. The decision noted that CBS had not used the "Amos 'n' Andy" marks in the 21 years leading up to the trial in district court and had no plans to use them in the foreseeable future.

"Ordinarily, 21 years of nonuse would easily surpass the nonuse requirement for finding abandonment," Newman wrote. And while courts have found exceptions in cases of trademark owners whose hopes of using their marks had been frustrated by lack of business opportunities, the panel held that that was not the situation in the case of "Amos 'n' Andy." CBS, Newman wrote, "has decided, albeit for socially commendable motives, to forgo whatever business opportunities may currently exist in the hope that greater opportunities, unaccompanied by adverse public reaction, will exist at some undefined time in the future."

It was more than simple abandonment that affected the panel's view on the trademark issue. It was also influenced by the context in which the dispute arose—"or in which the allegedly infringing use is in connection with a work of artistic expression," as Newman wrote. For although the use of a trademark to identify a commodity or a business is, "ordinarily," a form of commercial speech, Newman said, enforcement of trademark rights carries "a risk of inhibiting free expression" where "artist freedom" is involved.

As for the copyright issue, the panel decision was less clear cut. The panel agreed that the material from the pre-1948 radio shows was in the public domain. But the material in the subsequent radio and television programs was protected, the panel held, only to the extent it goes beyond

"what is contained in the pre-1948 radio scripts and that satisfy the minimal copyright requirement of originality." Even that limited degree of protection is not without some uncertainty as to the television show. Silverman's attorney, Barry I. Fredericks, had contended that CBS lost its copyright in the television programs by "bicycling" them to local stations—and thus not "controlling" them—without copyright notice attached. The panel concluded that the circumstances that would illuminate the validity of those copyrights had not been sufficiently developed on the record; development of that record, Newman said, "may await the production of Silverman's musical."

Silverman and his attorney, Frederick, take the appeals court decision as a "go" on the proposed Broadway musical. "I'm delighted. Surprised and delighted," said Silverman last week. "But now the real work starts." His first task is to find a producer. Silverman has occupied some of his time over the past eight years writing books—"The Fox that Got Away," a life of Darryl Zanuck, and, just completed, an authorized biography of motion picture director David Lean.

CBS does not see the road ahead as clearly as Silverman and Frederick. "We may have a further dispute with Mr. Silverman," said George Vradenburg III, CBS vice president and general counsel. He noted that either side has until May to decide whether to seek review by the Supreme Court. □

## For the Record

As compiled by BROADCASTING from Mar. 16 through Mar. 22 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

■ KCKC(AM) San Bernardino and KBON-FM Lake Arrowhead, both California (AM: BAL890124EA; 1350 khz; 5 kw-D, 500W-N, DA-2; FM: BALH890124EB; 103.9 mhz; 3 kw; HAAT: 69 ft.)—Granted app. of assignment of license from Riverdino Broadcasting Corp. to Inland Empire Broadcasting Corp. for \$4.6 million plus \$400,000 noncompete agreement. Seller is owned by Jerome P. Maltz, who also owns KUNA(AM) Indio (Palm Desert),

CA, and KEAG(FM) Anchorage, Alaska. Buyer is principally owned by Patrick C. Clary, Las Vegas-based attorney, with no other broadcast interests. Action March 13.

■ WAIA(AM) St. Augustine Beach, FL (BAL881215EE; 1170 khz; 1 kw-D)—Granted app. of assignment of license from First City Broadcasting Inc. to Interstate Broadcasting for \$155,000. Seller is headed by Marshall Rowland. Buyer is owned by Lockwood Smith, 50%, and Cochran Keating, 50%. It has no other broadcast interests. Action March 14.

■ WCRM(FM) Dundee, IL (BALH890130HJ; 103.9 mhz; 3 kw; HAAT: 287 ft.)—Granted app. of assignment of license from CLW Communications Group to Atlantic Morris Broadcasting Inc. for \$1.5 million ("Changing Hands," Jan. 30). Seller is Chattanooga-based group of two AM's and two FM's, headed by James Leverett. Buyer is subsidiary of Saddle River Holdings, which through subsidiaries also owns WKTU(FM) Ocean City, NJ, and WALL(AM)-WKGL(FM) Middletown, NY. Action March 9.

■ KLEY(AM)-KZED(FM) Wellington, KS (AM: BAL890123EJ; 1130 khz; 250W-D, DA; FM: BALH890123EK; 93.5 mhz; 3 kw; HAAT: 200 ft.)—Granted app. of assignment of license from Summer Broadcasting Co. to Johnson Enterprises Inc. for \$575,000 ("Changing Hands," March 20). 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. Action March 9.

■ WLS-AM-FM Lansing, MI (AM: BAL890123GV; 1320 khz; 5 kw-D, 1 kw-N, DA-2; FM: BALH890123GW; 101.7 mhz; 3 kw; HAAT: 180 ft.)—Granted application of assignment of license from Northstar Broadcasting Inc. to MacDonald Broadcasting Co. for \$2.15 million. Seller is

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headed by Michael DeLier, president and Charlotte Hickcy, VP. It is owned by Northstar Holding Co., 100%, which is wholly owned by NCNB Texas Venture Group Inc. Through interest in various companies, NCNB Texas owns interest in WYBR(AM) Rockford, and WYBR-FM Belvedere, both Illinois; KCFX(FM) Harrisonville, MO; WOFX(FM) Fairfield, OH; WCRJ(FM) Jacksonville, FL; WDFX(FM) Detroit, MI; WMLX(AM) Florence, KY, and KTMX-AM-FM Lubbock, Tex. Buyer is owned by Kenneth Hugh MacDonald Sr., Carolyn Ann MacDonald, Kenneth Hugh MacDonald Jr., Patricia MacDonald and Andrew Neale MacDonald. It has no other broadcast interests. Action March 9.

■ WBUD(AM)-WKXW(FM) Trenton, NJ (BAL881117EC; 1260 khz; 5 kw-D, 1 kw-N, DA-1; FM: BALH881117ED; 101.5 mhz; 50 kw; HAAT: 850 ft.)—Granted app. of assignment of license from Fidelity Communications Corp. to Press Broadcasting Co. for \$8 million. Seller is Trenton, N.J.-based group of two AM's and four FM's owned by Jerome Bresson and David Hafner. Buyer is owned by Asbury Park Press Inc. and headed by E. Donald Lass. It also owns WJLK-AM-FM Asbury Park, NJ. Action March 8.

■ WRCS(AM)-WQDK(FM) Ahoskie, NC (AM: BAL881028HU; 970 khz; 1 kw-D; FM: BALH881028HV; 99.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Hertford Broadcasters Inc. to Ahoskie Radio Inc. for \$400,000. Seller is owned by Resort Broadcasters, Richmond, VA-based group of ten AM's and seven FM's principally owned by Ellek Seymour. Buyer is owned by Cumberland A&A Corp. Gardner H. Altman is owner of Cumberland A&A Corp. It has no other broadcast interests. Action March 13.

■ KMFR(AM) Phoenix, OR (BTC890123EC; 880 khz; 1 kw-U)—Granted app. of transfer of control from Rogue Valley Broadcasting Inc. to Robert R. Johnson, Gary S. Johnson and Judith Brazofsky. George R. Johnson, trustee, proposes to make gift of voting stock of Rogue Valley Broadcasting Inc. to Robert R. Johnson, Gary S. Johnson and Judith M. Brazofsky. Action March 9.

■ KPRB-AM-FM Redmond, OR (AM: BAL890118EB; 1240 khz; 1 kw-U; FM: BALH890118EC; 102.9 mhz; 25 kw; HAAT: ant 354 ft.)—Granted app. of assignment of license from Bachelor Broadcasting Co. to Redmond Broadcasting Group Inc. for \$500,000 ("Changing Hands," Jan. 30). Seller is principally owned by Donald E. Smullin, who also owns KLOO(AM)-KFAT(FM) Corvallis, OR. Buyer is principally owned by Donald L. McCoun, who also owns KUIK(AM) Hillsboro, OR. Action March 9.

■ WYND(FM) Spotsylvania, VA (BALH881117GJ; 99.3 mhz; 3 kw; HAAT: 328 ft.)—Granted app. of assignment of license from Richard J. Hayes & Associates Inc. to Paco-Jon Broadcasting Corp. for \$1.2 million. Seller is principally owned by Richard J. Hayes and has no other broadcast interests. Buyer is principally owned by Glenn R. Mahone, 51.03%; Richard D. Rosen, 6.25%, and Charles C. Cohen, 6.9%. It also owns WPLZ-AM-FM Petersburg, VA. Action March 14.

■ KATI(AM)-KGRQ(FM) Casper, WY (BAL881214ED; 1400 khz; 1 kw-U; FM: BALH881214EE; 94.5 mhz; 65 kw; ant. 1,908 ft.)—Granted app. of assignment of license from Mountain West Broadcasting Inc. debtor-in-possession to Casper Broadcasting Co. for \$350,000. Seller is principally owned by Boyd D. Hall and Randall S. Hall. It has no other broadcast interests. Buyer is owned by James Stuart, 30%; Scott Stuart, 15%; James Stuart Jr., 15%; Catherine Stuart Schmoker, 15%, and eight others with less than 4%. Buyer is owned by Jack Rosenthal, 49%; Robert D. Price, 49%, and Hugh M. Duncan, 2%. It has no other broadcast interests. Action March 10.

■ KATI(AM)-KGRQ(FM) Casper, WY (BAL881214EF; 1400 khz; 1 kw-U; FM: BALH881214EG; 94.5 mhz; 65 kw; ant. 1,908 ft.)—Granted app. of assignment of license from Casper Broadcasting Co. to Clear Channel Radio Inc. for \$350,000. Seller is owned by James Stuart, 30%; Scott Stuart, 15%; James Stuart Jr., 15%; Catherine Stuart Schmoker, 15%, and eight others with less than 4%. Buyer is owned by Jack Rosenthal, 49%; Robert D. Price, 49%, and Hugh M. Duncan, 2%. It has no other broadcast interests. Action March 10.

## New Stations

■ Homewood, AL (BPH880816NS)—Returned app. of Patrick D. McConnell for 97.3 mhz; 1.37 kw H&V; 147 m. Address: 5515 Scott View Lane, Lakeland, FL 33813. Principal has no other broadcast interests. Action March 8.

■ Chico, CA (BPED880509MC)—Returned app. of KXOL Inc. for 88.7 mhz; 0.109 kw H&V; 292 m. Address: c/o

1252 E. 10th St., Chico, CA 95928. Principal is owned by Marcus A. Smith, Matthews D. Jackson and Robert L. Sherrard. It has no other broadcast interests. Action March 3.

■ Chico, CA (BPED880509MC)—Returned app. of KXOL Inc. for 88.7 mhz; 0.109 kw H&V; 292 m. Address: c/o 1252 E. 10th St., Chico, CA 95928. Principal is owned by Marcus A. Smith, Matthews D. Jackson and Robert L. Sherrard. It has no other broadcast interests. Action March 3.

■ Chico, CA (BPED880613MJ)—Returned app. of KXOL Inc. for 89.3 mhz; 0.109 kw H&V; 292 m. Address: c/o 1252 E. 10th St., Chico, CA 95928. Principal is owned by Marcus A. Smith, Matthews D. Jackson and Robert L. Sherrard. It has no other broadcast interests. Action March 3.

■ Orange Grove, CA (BPH880629MD)—Granted app. of Richard B. Smith for 100.3 mhz; 0.072 kw H&V; 632 m. Address: P.O. Box 5, 1921 Bauder St., Selma, CA, 93662. Principal has no other broadcast interests. Action March 10.

■ Pittsfield, ME (BPH880311MB)—Granted app. of Tanist Broadcasting Corp. for 99.5 mhz; 3 kw (H&V); 74 m. Address: 160 Bangor St., Augusta, ME 04330. Principal is owned by Barton Carter, 97%, and Cyril Wismar, 3%. Action March 8.

■ Yazoo City, MS (BPH880519NZ)—Granted app. of Dri-Two Inc. for 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 47, Yazoo City, MS 39194. Principal is owned by Harold Lardinois, president, and has no other broadcast interests. Action Feb. 28.

■ Lansing, NY (BP870331AH)—Dismissed app. of Romar Communications Inc. for 1270 khz. Address: 175 Gray Rd., Ithaca, NY 14850. Principal is owned by Robert A. Lynch, 51%, and Marcia E. Lynch, 49%. Action March 13.

■ Union City, OH (BPH880602OH)—Granted app. of State Line Radio for 97.5 mhz; 3 kw H&V; 100 m. Address: 4224 Cherry Grove, Xenia, OH 45385. Principal is owned by LaRue Turner, 25%, and Vernon H. Baker, 75%. Action Feb. 28.

■ Avis, PA (BPH870916MC)—Granted app. of Pro Marketing Inc. for 99.9 mhz; 0.4 kw H&V; 227 m. Address: c/o WHTO, RD 6, Box 462, Muncy, PA 17756. Principal is owned by Victor A. Michael Jr. and Lori L. Michael, 51%, and Joseph J. Kalie Jr., 49%. It also owns WHTO(FM) Muncy, PA. Action March 2.

■ Abilene, TX (BPH871124MJ)—Granted app. of CVC Broadcasting Corp. for 92.5 mhz; 16.72 kw; 262 m. Address: 1725 Avenue D, Ste. 2, Abilene, TX 79601. Principal is headed by David J. Cunningham, and has no other broadcast interests. Action March 9.

■ Cameron, TX (BPH870515MF)—Granted app. of Joseph Kent Smitherman for 101.3 mhz; 3 kw H&V; 100 m. Address: 1303 N. Davis St., Cameron, TX, 76520. Principal has no other broadcast interests. Action March 6.

■ Harlingen, TX (BPED871217MA)—Dismissed app. of RGV Educational Broadcasting Inc. for 88.9 mhz; 2.58 kw H&V; 98 m. Address: 1701 E. Tennessee Ave., Harlingen, TX 78550. Principal is owned by Rev. Leo J. Ferreira, Bishop John J. Fitzpatrick, Rev. Gustavo Barrera. Action March 8.

## Facilities Changes

### Applications

■ Eldon, MO. KLOZ 92.7 mhz—Feb. 28-Application for CP to change ERP: 31 kw H&V; HAAT: 189 m H&V; class: C2; per docket 86-410.

■ Borger, TX. KDXR 104.3 mhz—Feb. 28-Application for CP to change HAAT: 192.5 m H&V; TL: 13.8 mi NNE of Pullman, TX. .1 mi W of Hwy 136 and 2 mi N of Hwy 293; class: C1; per docket 88-152.

■ San Jose, CA. KICU-TV ch. 36—March 2-Application for CP to add mechanical beam tilt.

■ Boca Raton, FL. WPPB-TV ch. 63—March 3-Application for Mod of CP (BPET840103KH) to change ERP: 3176 kw (vis); HAAT: 310 m H&V; TL: SE corner of South 33rd Ave. and Pembroke Park, Hollywood, FL. ANT: BASCSC-32(DA); 25 59 34N 80 10 27W.

■ Evanston, IL. WONX 1590 khz—March 6-Application for CP to increase daytime power to 3.5 kw; make changes in antenna system and change from Non-DA to DA.

■ Maryville, MO. KNIM, 1580 khz—March 7-Application for CP to increase day power to 1 kw.

■ Ferris, TX. KDFT 540 khz—March 6-Application for CP to change hours of operation to unlimited by adding night service with 220 watts and make changes in antenna system.

■ Titusville, FL. WGOR 650 khz—March -Amendment to reduce daytime power to 5 kw.

■ Russellville, AR. KMTC 91.10 mhz—zDec. 14, 1988-Application for Mod of CP (BPED840507IA) to change TL: 501 Dike Rd., Russellville, AR.

■ Terre Haute, IN. WISU 89.7 mhz—Feb. 15-Application for CP to change ERP: 13.3 kw H&V; HAAT: 156 m H&V; TL: 10 km WNW of Terre Haute, IN.

■ Portland, OR. KPQD-FM 93.7 mhz—Feb. 22-Application for Mod of CP (BPH870302IX) to change HAAT: 386.5 m H&V; TL: End of S.W. Council Crest Drive, Portland, OR.

■ Mount Union, PA. WXMJ 99.5 mhz—Feb. 28-Application for Mod of CP (BPH880111MR) to change ERP: .15 kw H&V; HAAT: 439 m H&V; TL: Top of Jack's Mountain in Wayne Township, PA.

■ South Padre Island, TX. New FM 92.7 mhz—Feb. 13-Application for Mod of CP (BPH88012R1) to change TL: 2 mi W of South Padre Island, TX; 25 03 51N 97 13 02W.

■ Greenville, MS. WPLB-FM 107.3 mhz—Feb. 9-Application for Mod of CP (BPH871015IB) to make changes in directional antenna pattern.

■ San Juan, PR. WIPR-FM 91.3 mhz—Feb. 24-Application for CP to change HAAT: 825 m H&V; new antenna and transmission line.

### Actions

#### AM's

■ Lexington, KY. WVLC 590 khz—March 8-Application (BP880328AF) granted for CP to increase night power to 1.6 kw and make changes in antenna system.

■ Aberdeen, MD. WAMD 970 khz—March 9-Application (BP880420AA) granted for experimental synchronous AM station at Hickory Hills, MD, to operate simultaneously with primary WAMD facility at Aberdeen, MD, on same frequency, 970 khz but with 60 watts, ND-N.

■ Festus-St. Louis, MO. KXEN 1010 khz—March 9-Application (BP880610AE) granted for CP to change hours of operation to unlimited by adding night service with .5 kw change TL to .8 km E of State Hwy 111 on State Hwy 157 1.7 km E of Mitchell, IL; changes in antenna system: 38 44 01N 90 03 36W.

■ Syracuse, NY. WAQX 670 khz—March 14-Application (BMP881229AB) dismissed for Mod of CP (BP860922AC) to make changes in antenna system and change TL to 40 W. Kirkpatrick St., Syracuse, NY; 43 03 30N 76 10 00W

■ Dishman, WA. KSPO 740 khz—March 14-Application (BMP890213AH) dismissed for Mod of CP (BP850530AF) to change TL to corner of 65th Ave. and Palouse Hwy., Spokane, WA, and make changes in antenna system: 47 3 37N 117 21 00W.

#### FM's

■ Tuscaloosa, AL. WTUG 92.7 mhz—March 2-Application (BPH890113IF) returned for CP to change ERP: 47 kw H&V; HAAT: 154 m H&V; class: C2; FREQ: 92.9 mhz per docket 87-451.

■ Tucson, AZ. KLPX 96.1 mhz—Feb. 27-Application (BPH870227NX) granted for CP to change ERP: 7120 W Lost Canyon Dr., Tucson, AZ; ERP: 96.5 kw H&V; HAAT: 1952' H&V; make changes in antenna system: 3 14 56N 111 06 56W.

■ Palm Springs, CA. KPSI-FM 100.9 mhz—March 08-Application (BPH881021ID) granted for CP to change FREQ: 100.5 mhz; ERP: 25 kw H&V; HAAT: 100 m H&V; TL: Little San Bernardino Mtns, approximately 1. km W of West Wide Canyon and 3 km N from Dillon Rd class: B1; per docket 87-302.

■ Riverside, CA. KUCR 88.1 mhz—March 9-Application (BPED880406ML) returned for CP to change ERP: .75 kw H&V; HAAT: 89 m H&V; FREQ: 88.2 mhz; TL: 1 km I of San Bernardino, .5 km W of Hwy 18; 34 11 52N 117 1 09W.

■ Atlantic Beach, FL. WFVY-FM 104.5 mhz—March 7-Application (BPH890112IA) granted for CP to change directional pattern.

■ Lahaina, HI. KLHI-FM 101.1 mhz—March 8-Application (BPH890118ID) dismissed for CP to change HAAT: 60 m H&V; TL: 2.96 km at 63.9 degrees from Keokea, HI.

■ **Macomb, IL.** WJEQ 103.1 mhz—March 7-Application (BPH88101HLL) granted for CP to change FREQ: 102.7 mhz; ERP: 25 kw H&V; HAAT: 82 m H&V; class: B1; per docket 87-355.

■ **Pekin, IL.** WBNH 88.5 mhz—March 13-Application (BMPED880520ME) granted for CP to change CP (BPE-D821005AD) to change ERP: 4.3 kw H&V; HAAT: 151 m H&V; TL: .2 mi W of Pinecrest Dr., East Peoria, IL.

■ **Greenwood, MS.** WYMX 99.1 mhz—March 13-Application (BPH870227OL) granted for CP to change TL: 3 mi N of Ita Bena, approximately 550 feet E of Ita Bena-Schlater Rd. near Ita Bena, MS; HAAT: 300 m H&V; changes in antenna system: 33 34 35N 90 22 34W.

■ **Seward, NE.** KZKX 96.9 mhz—March 3-Application (BPH870302NQ) dismissed for CP to change HAAT: 300 m H&V.

■ **White Plains, NY.** WFAS-FM 103.9 mhz—March 8-Application (BPH880927IE) dismissed for CP to change ERP: .74 kw H&V.

■ **Laurinburg, NC.** WSTS 96.5 mhz—March 15-Application (BPH881219IF) dismissed for CP to change HAAT: 183 m H&V; TL: 2.6 km N of Shannon on Rt. 1001, Hoke County, NC; ERP: 100 kw H&V; 34 42 17N 79 08 49W.

■ **Youngstown, OH.** WKBN-FM 98.9 mhz—March 02-Application (BPH870227IN) dismissed for CP to change ERP: 5.9 kw H&V.

■ **Millinburg, PA.** WWBE 98.3 mhz—March 8-Application (BPH880812IC) dismissed for CP to change TL: 1.4 mi NE of New Berlin, PA; HAAT: 145 m H&V; ERP: 1.3 kw H&V.

■ **Aguadilla, PR.** WTPM 92.9 mhz—March 14-Application (BPH880920IF) granted for CP to change HAAT: 373 m H&V.

■ **Fajardo, PR.** WDOY 96.5 mhz—March 8-Application (BPH880919IE) granted for CP to change ERP: 11.5 kw H&V; HAAT: 852 m H&V; antenna supporting structure: TL: 14.5 km W of Fajardo, PR. at El Yunque Peak.

■ **Vermillion, SD.** KUSI-FM 89.7 mhz—March 8-Application (BPE880910IG) granted for CP to change ERP: 31.5 kw H&V; HAAT: 202.1 m H&V.

■ **Brownsville, TX.** KRXX 99.5 mhz—March 8-Application (BPH870226II) granted for CP to change TL: N of US 281, Santa Maria, TX; HAAT: 316.1 m H&V; make changes in antenna system: 26 04 53N 97 49 44W.

■ **Lufkin, TX.** KUEZ 99.3 mhz—March 8-Application (BPH890118IF) granted for CP to change ERP: 25 kw H&V; HAAT: 213 m H&V; TL: Farm Road 2021, 10.5 km NW of Lufkin, TX; class: C2; per docket 87-617.

■ **Port Arthur, TX.** KHYS 98.5 mhz—March 14-Application (BPH881108IC) granted for CP to change HAAT: 595 m H&V.

■ **Tacoma, WA.** KPLU-FM 88.5 mhz—March 1-Application (BPE880412MD) granted for CP to change ERP: 57 kw H&V; HAAT: 714 m H&V; TL: 3.75 mi SE of Issaquah, WA, on Tiger Mtn.; 47 30 14N 121 58 29W.

■ **New Holstein, WI.** KFKQ 99.5 mhz—March 7-Application (BMPH881114MP) granted for Mod of CP (BPH851028MN) to change FREQ: 99.5 mhz; TL: 600 feet N of Breed Street, approximately .9 km E of intersection of Breed St. and Wisconsin State Hwys. 32 & 57; per docket 88-270.

■ **Waupun, WI.** WGGQ 99.3 mhz—March 7-Application (BMPH881114MO) granted for Mod of CP (BPH870326IF) to change FREQ: 99.3 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 1,800 feet W of Dead End Road, .55 km S of intersection of Dead End Road and Wisconsin St. Hwy. 23; class: C2; per docket 88-21.

## TV's

■ **Sacramento, CA.** KCMY ch. 29—March 15-Application (BMPCT881129KI) granted for Mod of CP (BPT820824KN) to change ERP: 5000 kw (vis); HAAT: 321 m; TL: W of Hwy 49, approximately 5.5 km S of El Dorado, CA; ANT: DielectricTFU-25JSM; 38 37 49N 120 51 20W.

■ **Gainesville, FL.** WGBZ ch. 61—March 15-Application (BMPCT870331KQ) granted for CP to change ERP: 2399 kw (vis); HAAT: 281 m; TL: 6.3 km SW of Flemington, FL; .6 km N on St. Rte. 316; ANT: BognerBU32G; 29 21 57N 82 20 28W.

■ **Marianna, FL.** WJOE ch. 51—March 10-Application (BMPCT880725KF) granted for Mod of CP (BPT840928KG) to change HAAT: 181 m; ANT: BognerBU32H; coordinates: 30 36 41N 85 27 05W.

■ **Columbus, GA.** WJSP-TV ch. 28—March 15-Application (BPE870911KF) granted for CP to change ERP: 5000 kw (vis); HAAT: 1,511'; ANT: Andrew ATW23H3-HTC4-

28H (DA); TL: Hwy 85W, 3 mi S of Warm Springs, GA; 32 51 08N 84 42 04W.

■ **Honolulu, HI.** KFVE ch. 5—March 13-Application (BPTCT880920KF) granted for CP to change ERP: 95.5 kw (vis); HAAT: 629 m; TL: 4.8 km NE of Nanakuli on Palehua Rd. at Palehus Communications site; ANT: LarcantTS22ML; 21 24 03N 158 06 10W.

■ **Morehead City, NC.** WFXI ch. 8—March 16-Application (BMPCT880907KF) granted for Mod of CP to change HAAT: 249 m; ANT: LDLADC-T8C12.2SH35C (DA); TL: Approximately 5.5 mi NW of Stacy and .86 mi E of Nowhere Open Ground Farm; 34 53 01N 76 30 21W.

■ **Charlottesville, VA.** WHTJ ch. 41—March 8-Application (BMPET880425KF) granted for Mod of CP (BIPET851224KH) to change ERP: 251 kw (vis); HAAT: 1,156 ft.; 37 58 58N 78 29 00W.

## Actions

■ **FCC Upholds Bureau Decision Denying Request to Allow Emission J3E in 30 Meter Band** (Report PR-43, Private Radio Action). Upheld PRB decision denying Anthony J. Sivo's request to amend amateur service rules to authorize emission J3E (single sideband telephony) in 30 meter band. Action by Commission March 6 by MO&O (FCC 89-83).

■ **Spanish International Communications Corp.** Found that conversion of Latcom Notes to non-voting stock for certain Mexican citizens would be in compliance with FCC rules and SICC settlement agreement. (MM dockets 83-540, et al., by Order [FCC 89-75] adopted Feb. 21 by Commission).

■ **Montour Falls, NY.** Asked for further information in proceeding involving amendment of FM table for Montour Falls, NY; comments May 1, replies May 16. (MM docket 87-93, by Request for Supplemental Information [DA 89-225] adopted Feb. 15 by Chief, Allocations Branch).

■ **Morganton, NC.** Granted application of GNOL Broadcasting Inc. for new commercial television station at Morganton, and dismissed application of R. L. Bush Jr. for same facility. (MM docket 87-82 by MO&O [FCC 89R-7] adopted Feb. 28 by Review Board).

■ **FCC Proposes Amendment of Amateur Services Rules to Relocate Certain Beacon Operations** - PR docket 89-65 (Report DC-1373, Action in Docket Case) Proposed amending Amateur Radio Service rules to relocate certain beacon operations in segments of 2 meter (m) and 70 centimeter (cm) bands. Action by Commission March 6 by NPRM (FCC 89-82).

■ **MTSWATS.** In response to court mandate, repealed Section 69.605(c)(1) of rules which had established certain eligibility criteria for average schedule treatment for local exchange carriers. (CC docket 78-72, Phase 1, by MO&O [FCC 89-54] adopted Feb. 13 by Commission).

■ **Broadcast Lotteries.** Proposed implementing random lottery procedure for new AM, FM and TV stations in lieu of present comparative hearing process. Comments due May 8, replies June 22. (MM docket 89-15 by NPRM [FCC 89-28] adopted Jan. 30 by Commission).

■ **Carroll Doctrine.** Clarified 1987 decision eliminating Carroll doctrine and UHF Impact Policy by reiterating that action was limited to licensing and allotment proceedings. (MM docket 87-68 by MO&O [FCC 89-73] adopted Feb. 22 by Commission).

■ **Part 21.** In response to request by Microband Companies, Inc., FCC deleted, effective April 24, from its rules Section 21.38(b)(3) which prevented unauthorized de facto transfers of control of licenses through conveyance of unexecuted contingent ownership interests. (CC docket 86-128 by Order on Reconsideration [FCC 89-61] adopted Feb. 15 by Commission).

■ **Grant of Modification Request for FM Translator Station K28DL at San Manuel, AZ.** Rescinded (Report MM-385, Mass Media Action). At request of Tucson Broadcasters Association, Commission has rescinded grant of application to modify construction permit of FM broadcast translator station K28DL at San Manuel, AZ, and returned application as unacceptable for filing. Action by Commission March 16 by MO&O (FCC 89-92).

■ **Dothan, AL.** Granted request by Southland Broadcasting Company, Inc., to dismiss its petition for extraordinary relief concerning construction permit for new FM station on channel 273A (102.5 mhz) at Dothan. (MM docket 88-247 by Order [FCC 89R-12] adopted March 9 by Review Board).

■ **Beverly Hills, FL.** Designated for hearing eight mutually

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exclusive applications for new FM station on channel 246A (97.1 mhz) at Beverly Hills. (MM docket 89-57 by Order [DA 89-204] adopted Feb. 15 by Chief, Audio Services Division. Mass Media Bureau).

■ Long Beach, MS. Designated for hearing seven mutually exclusive applications for new FM station on channel 233A (94.5 mhz) at Long Beach. (MM docket 89-66 by Order [DA 89-273] adopted March 6 by Chief, Audio Services Division).

■ Pembroke, Laurinburg, and Fort Bragg, NC. Designated for hearing mutually exclusive applications of Pembroke State University, for new AM station at Pembroke; Con-tempo Communications, Inc., to upgrade facilities of WLNC, at Laurinburg; and Stephen E. Brisker for new AM station at Fort Bragg. (MM docket 89-59 by Order [DA 89-235] adopted Feb. 22 by chief, Audio Services Division).

■ Berwick, PA. Designated for hearing mutually exclusive applications of Majikas Enterprises Ltd., Columbia County Broadcasting Inc., Heritage Broadcasting Inc., and Robert J. Moisey for new FM station on channel 278A (103.5 mhz) at Berwick. (MM docket 89-58 by Order [DA 89-199] adopted Feb. 14 by Chief, Audio Services Division).

■ Post, TX. Designated for hearing mutually exclusive applications of Boles-American Indian Partnership; Southwest Educational Media Foundation of Texas; and American Indian Broadcast Group Inc., for new FM station on channel 297C2 (107.3 mhz) at Post. (MM docket 89-60 by Order [DA 89-211] adopted Feb. 16 by Chief, Audio Services Division).

■ FCC Conditionally Grants Assignment of License of WDAR and WMWG(FM), Darlington, SC (Report MM-386, Mass Media Action). FCC has granted assignment of licenses of WDAR and WMWG(FM), Darlington, SC, from MEG Associates, Ltd. to Radio Carolina Limited Partnership, conditioned upon and subject to disposition of pending license renewal applications.

■ Declaratory Ruling on Cigarette Ad Prohibition Vacated (Report MM-384, Mass Media Action) In response to petition by Media Access Project, vacated earlier ruling that, for purposes of 15 USC Section 1335, store advertising system proposed by Marketing Technologies Group, Inc., is not medium of electronic communications subject to FCC jurisdiction. Action by Commission March 14, by MO&O (FCC 89-85).

■ FCC Affirms Grant of New TV Station to Mountain Broadcasting at Newton, NJ - MM docket 85-399 (Report DC-1375, Action in docket Case). Affirmed Review Board decision granting application of Mountain Broadcasting Corp. for new UHF TV station on channel 63 at Newton and denying competing applications. Action by Commission March 14 by MO&O (FCC 89-87).

■ FCC Reinstates Application of Christine C. Sanchez for New FM Station at Hatch, NM - MM docket 87-518 (Report DC-1374, Action in docket Case). Reinstated application of Christine G. Sanchez for new FM station on channel 266C (101.1 mhz) at Hatch, NM, for limited purpose of allowing Sanchez to participate in settlement agreement with Turquesa Enterprises. Action by Commission March 14 by MO&O (FCC 89-86).

■ FCC Upholds Bureau Decision Dismissing Application of Nicholasville Broadcasting for New FM Station at Nicholasville, KY. (Report MM-383, Mass Media Action). Upheld decision by Mass Media Bureau dismissing application of Nicholasville Broadcasting Corp. for new FM station on channel 273A (102.5 mhz) at Nicholasville. Action by Commission March 14 by MO&O (FCC 89-88).

■ Whitley City, KY. Granted application of Tim Lavender for new FM station on channel 290A (105.9 mhz) at Whitley City. (MM docket 88-424, by Summary Decision [FCC 89D-11] issued March 9 by ALJ Joseph Chachkin).

■ Sparks, NV. On remand, granted application of Pepper Schultz for new FM station at Sparks and denied competing application of Comstock Broadcasters, Inc. (MM dockets 83-1206-7, by Further Supplemental Initial Decision [FCC 89D-10] issued March 6 by Deputy Chief ALJ James F. Tierney).

■ FCC Repeals Term of Affiliation Rule Between Networks and TV Stations - MM docket 88-396 (Report DC-1378, Action in docket Case). FCC repealed two-year rule which previously limited terms of affiliation agreements between television networks and stations to two years. Action by Commission March 16 by R&O (FCC 89-89).

■ FCC Seeks Comments to Formulate Guidelines for Processing Transfers of Control of Licensed Non-Stock Entities - MM docket 89-77 (Report 1377, Action in docket

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Case). FCC initiated inquiry seeking comments on guidelines for identifying when transfer of control of certain types of licensed non-stock entities is deemed to occur, and on procedures to be followed when seeking FCC consent to such transfers. Action by Commission March 16 by NOI (FCC 89-90).

■ **Interference Reduction Between AM Stations.** Proposed number of amendments to encourage AM licensees to institute changes to reduce interference. Comments due May 8. replies May 23. (MM docket 89-46 by NPRM [FCC 89-71] adopted Feb. 22 by Commission).

■ **FM Allotments.** Effective May 1, eliminated rulemaking process when considering request to downgrade class of FM allotment. (MM docket 88-118 by R&O [FCC 89-14] adopted Jan. 23 by Commission).

■ **Home Shopping Network.** Found that Home Shopping network has met standards for obtaining waivers of dual network and prime time access rules by demonstrating that its operations are unique and distinguish it from type of organizations to which rules were intended to apply. (By MO&O [FCC 89-56] adopted Feb. 14 by Commission).

■ **Univision Inc.** Concluded that Univision is not subject to financial interest or syndication rules, nor are its affiliates subject to prime time access rules because it had not yet reached 25-station threshold which triggers those three rules. Univision had requested such ruling in letter to FCC dated July 2, 1988. (By MO&O [FCC 89-32] adopted Jan. 30 by Commission).

■ **Morgan Hill, CA.** Denied Morgan Hill FM Limited Partnership's appeal of ALJ Frysiak's decision dismissing with prejudice its application for new FM station on channel 241A (96.1 mhz) at Morgan Hill. (MM docket 88-205 by MO&O [FCC 89R-8] adopted Feb. 28 by Review Board).

■ **Evansville, IN.** Denied Evansville Skywave Inc.'s appeal of ALJ Kuhlmann's request for production of documents concerning its application for new FM station on channel 298A (107.5 mhz) at Evansville. (MM docket 88-403 by MO&O [FCC 89R-10] adopted March 2 by Review Board).

## Allocations

■ **Coalinga, CA.** Effective April 24, amended FM table by substituting channel 261B (100.1 mhz) for channel 261A; modified CP of KNGS(FM) accordingly. (MM Docket 88-184, by R&O [DA 89-221] adopted Feb. 14 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Warner Robins, GA.** On request of Donald W. Earnhart, proposed amending FM table by allotting channel 273A (102.5) comments due May 1, replies May 16. (MM Docket 89-55, by NPRM [DA 89-223] adopted Feb. 14 by chief, Allocations Branch).

■ **Zebulon and Montezuma, GA.** On request of Hogan Broadcasting System, proposed amending FM table by allotting channel 223A (92.5 mhz) to Zebulon and substituting channel 236A (95.1 mhz) for channel 223A at Montezuma; comments due May 1, replies May 16. (MM Docket 89-56, by NPRM [DA 89-224] adopted Feb. 14 by chief, Allocations Branch).

■ **La Grange and Greenville, GA.** On request two parties asked for comments on alternate proposals (1) to amend FM table by allotting channel 239C1 (95.7 mhz) to La Grange or (2) to amend table by allotting channel 239A to Greenville; comments due May 1, replies May 16. (MM Docket 89-47, by NPRM [DA 89-214] adopted Feb. 14 by chief, Allocations Branch).

■ **Derby, Augusta and Herington, KS.** On request of New West Radio Inc., proposed amending FM table by substituting channel 242C2 (96.3 mhz) for channel 240A (95.9 mhz) at Derby; channel 283A (104.5 mhz) for channel 242A at Augusta; and channel 289A (105.7 mhz) for channel 242A at Herington; proposed modifying license for KRZZ-FM, Derby, accordingly; comments May 1, replies May 16 (MM Docket 89-54, by NPRM [DA 89-222] adopted Feb. 14 by chief, Allocations Branch).

■ **Montour Falls, NY.** Asked for further information in proceeding involving amendment of FM table for Montour Falls, NY; comments May 1, replies May 16. (MM Docket 87-93, by Request for Supplemental Information [DA 89-225] adopted Feb. 15 by chief, Allocations Branch).

■ **Quincy, Shingle Springs and Sutter Creek, CA.** At request of Olympic Broadcasters Inc., licensee of KQNC(FM), channel 270C2 (101.9 mhz) at Quincy, and Lobster Communications Corporation, permittee of KLIQ(FM), channel 271A (102.1 mhz) at Shingle Springs, proposed amending FM table by substituting channel 270B1 for channel 271A at Shingle Springs, and modifying

permit of Station KLIQ(FM) to specify operation on B1 channel; substituting channel 271C2 for channel 270C2 at Quincy and modifying license of KQNC(FM); and substituting channel 276A (103.1 mhz) for channel 269A (101.7 mhz) at Sutter Creek. Comments are due May 4, replies May 19. (MM Docket 89-62 by NPRM [DA 89-251] adopted Feb. 22 by chief, Allocations Branch, Mass Media Bureau).

■ **Strasburg, CO.** At request of Express Communications, proposed amending FM table by allotting channel 272A (102.3 mhz) to Strasburg as its first local broadcast service. Comments are due May 4, replies May 19. (MM Docket 89-61 by NPRM [DA 89-249] adopted Feb. 21 by chief, Allocations Branch).

■ **Rock Harbor, FL.** Granted application of David W. Freeman, Sr., et al., to modify facilities of WKLK(FM) at Rock Harbor, by substituting channel 272A (102.3 mhz) for channel 271C2 (102.1 mhz), over objections of Tampa Bay Broadcasting Inc. (By MO&O [FCC 89-63] adopted Feb. 15 by Commission).

■ **Chubbuck, ID.** At request of Chubbuck Community Broadcasters Inc., proposed amending FM table by substituting channel 253C2 (98.5 mhz) for channel 252A (98.3 mhz) at Chubbuck, and modifying license of KRCD to specify operation on C2 channel. Comments are due May 4, replies May 19. (MM Docket 89-63 by NPRM [DA 89-256] adopted Feb. 21 by chief, Allocations Branch).

■ **Island Park, ID.** At request of Island Broadcasters, proposed amending FM table by allotting channel 293C (106.5 mhz) to Island Park as its first FM service. Comments are due May 4, replies May 19. (MM Docket 89-64 by NPRM [DA 89-257] adopted Feb. 21 by chief, Allocations Branch).

■ **Port Sanilac, MI.** Dismissed request by D. C. Schaberg to amend FM table by allotting channel 225A (92.9 mhz) to Port Sanilac; and terminated proceeding. (MM Docket 88-26 by R&O [DA 89-254] adopted Feb. 23 by chief, Allocations Branch).

■ **Dunn, Fuquay-Varina, Hope Mills, Topsail Beach, and Williamston, NC.** Effective April 27, amended FM table by substituting channel 278C2 (103.5 mhz) for channel 276A (103.1 mhz) at Dunn, and modifying license of WKDS to specify operation on C2 channel; substituting channel 283A (104.5 mhz) for channel 278A at Hope Mills; dismissed request by Meca Broadcasting Inc. to substitute channel 280C2 (103.9 mhz) for channel 280A at Fuquay-Varina, and related changes at Topsail Beach and Williamston. (MM Docket 88-200 by R&O [DA 89-255] adopted Feb. 21 by chief, Allocations Branch).

■ **Eufaula, AL.** Effective April 26, allotted channel 250A (97.9 mhz) to Eufaula as its second local FM service, filing window opens April 27, closed May 30. (MM Docket 88-179 by R&O [DA 89-253] adopted Feb. 21 by chief, Allocations Branch, Mass Media Bureau).

■ **Basalt, CO.** Effective April 26, allotted channel 291A (106.1 mhz) to Basalt as its first local FM service, filing window opens April 27, closed May 30. (MM Docket 88-109 by R&O [DA 89-252] adopted Feb. 22 by chief, Allocations Branch).

■ **Pueblo, CO.** Effective April 26, substituted channel 264C (100.7 mhz) for channel 264C1 at Pueblo and modified license for KATM-FM accordingly. (MM Docket 87-622 by R&O [DA 89-250] adopted Feb. 22 by chief, Allocations Branch).

■ **Chandler, IN.** Effective April 26, allotted channel 228A (93.5 mhz) to Chandler as its first local FM service, filing window opens April 27, closed May 30. (MM Docket 88-268 by R&O [DA 89-248] adopted Feb. 22 by chief, Allocations Branch).

■ **Fairbury, NE.** Effective April 26, substituted channel 257C1 (99.3 mhz) for channel 257A at Fairbury and modified license for KUTTFM accordingly. (MM Docket 88-199 by R&O [DA 89-226] adopted Feb. 14 by chief, Allocations Branch).

■ **Altamont, OR.** Dismissed Western States Broadcasting's request to allot channel 300A (107.9 mhz) to Altamont, and terminated proceeding. (MM Docket 88-261 by R&O [DA 89-227] adopted Feb. 15 by chief, Allocations Branch).

## Call Letters

### Applications

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### Existing FM

KBST-FM KWKI-FM David W. Wrinkle, Big Spring, TX

### Existing TV

WMSU WMKW-TV MT Communications Inc., Memphis, TN

### Grants

### New AM

KGVV(AM) Garry and Virginia Infante Brill, Templeton, CA

### New FM's

KREJ(FM) Randy E. Henry, Medicine Lodge, KS  
WMTY-FM United Community Enterprises Inc., Greenwood, S.C.

KESO(FM) Rio Bravo Broadcasters, South Padre Island, TX

WRDJ-FM WRDJ Inc., Bridgewater, VA

### Existing AM's

KRGO(AM) KLIP Frontier Communications Inc., Fowler, CA

KHNC(AM) KZOI Donald A. and Sharon Wiedeman, Johnstown, CO

WYYN(AM) WTNT Palmer Communications Inc., Tallahassee, FL

WKRP(AM) WNNI Southeast Indiana Radio, Inc., North Vernon, IN

WKDP(AM) WYGO Eubanks Broadcasting, Inc., Corbin, KY

KSFT(AM) KKJO Cardinal Communications Inc., St. Joseph, MO

WCQL(AM) WQMI Windward Communications Group Inc., Portsmouth, NH

WQGR(AM) WQCC Victory Christian Center, Charlotte, NC

WJMP(AM) WKNT Media-COM Inc., Kent, OH

KSGB(AM) KSVZ Stuart Gaines Broadcasting Corp., Fort Worth, TX

### Existing FM's

KEDG(FM) KMPC-FM Golden West Broadcasters, Glendale, CA

KODJ(FM) KNX-FM CBS Inc., Los Angeles, CA  
WCJC(FM) WMRR Mid-America Radio Group, Inc., Van Buren, CA

WTNT(FM) WTNT-FM Palmer Communications Inc., Tallahassee, FL

WSPW(FM) WLPZ Michael Leep, New Carlisle, IN  
WKDP-FM WYGO-FM Eubanks Broadcasting Inc., Corbin, KY

WGRY-FM WLAI Dewitt Radio Inc., Roscommon, MI

WLIN(FM) WEQZ Exchequer Communications Inc., Glucksstadt, MS

WIIN(FM) WCKO Calcasieu TV and Radio Inc., Vicksburg, MS

KOZX(FM) KVV-FM KVV-FM Broadcasting Inc., Cabool, MO

KKJO(FM) KSFT Cardinal Communications Inc., St. Joseph, MO

KOOZ(FM) KLTV Contemporary Communications, Great Falls, MT

KGLX(FM) KUUL WEBB Communications, Gallup, NM

WGMM(FM) WNBK Culver Communications of Big Flats Inc., Big Flats, NY

WMFD-FM WHSL The Wilmington Radio Co., Wilmington, NC

WKXA-FM WHMQ Findlay Publishing Co., Findlay, OH

KSKD(FM) KNKN Galaxy Broadcast Partners, Sweet Home, OR

WLAK(FM) WRLR Huntingdon Broadcasters Inc., Huntingdon, PA

WHTO(FM) WHTO-FM Pro Marking Inc., Muncy, PA

### Existing TV

KTTU-TV KDTU-TV Clear Channel Television Inc., Tucson, AR

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

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**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

**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

**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.

**Sales manager wanted** for coastal North Carolina's leading AOR station. Minimum two years broadcast experience. Call Ben Ball, 919-247-6343 for interview. EOE.

**Sales manager:** WAKX/KXTP, Duluth, Minnesota, seeks effective sales rep who wants to move up to management. Small market group owner offers opportunity for advancement to GM. Must carry active list, have strong sales background, ability to budget and meet monthly station goals. Respond to Lew Latto, 419 West Michigan St., Duluth, MN 55802 218-727-7271. EOE.

**General manager, WFIT-FM:** Needed for a nationally recognized, non-commercial University radio station. Strong background in administration, legal, local programing and fund raising desired. Bachelor's degree and minimum 4 years experience required. Send resume, salary history and references to Florida Institute of Technology, 150 W. University Blvd., Melbourne, FL 32901. EEO/AA employer.

**Wanted, Managers** for new Religious stations, SE: profit & non-profit AM & FM. Vernon H. Baker Family Stations, Box 889, Blacksburg, VA 24063 EOE

**General manager** for Los Angeles public radio station KCSN. Position requires graduation from a 4-yr. college or university, or equivalent. Master's degree in RTVF or related discipline preferred. Minimum of 3 yrs. exp. in radio station management required; public radio exp. preferred. General knowledge of principles, problems and methods of public radio operations including organization, personnel, marketing and fiscal management; and effective interpersonal and communication skills. Extensive liaison with University, community groups and corporations, state and federal governments, CPB and NPR. Submit letter of application and current resume postmarked no later than May 4, 1989, to: Personnel and Employee Relations--OPER, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. An equal opportunity/affirmative action. Title IX, Sections 503 & 504 Employer.

**General manager/sales manager:** New FM at Mattoon, Illinois "on air" Mid-Summer. With resume, in your own handwriting, tell us your skills and interests. Send to Bayard H. Walters, The Cromwell Group, P.O. Box 150846, Nashville, TN 37215. EOE

**General manager:** UPI Radio Network. United Press International, the worldwide news organization headquartered in Washington, D.C. is seeking a broadcast executive with leadership skills and a minimum of five years station management or general sales management experience to head its Radio Network at UPI headquarters. This is a new position which reports directly to the president. Specifically, the general manager will serve as a product manager with P & L responsibility and lead a coordinated business and marketing program utilizing the resources of the marketing, sales and editorial staff. The goal is to oversee development expansion and increase distribution. Responsibilities include: 1) Supervision of sales. 2) Marketing and promotion. 3) Positioning. 4) Development of competitive strategy. 5) Strategic editorial product development and 6) Affiliate and industry relations. Knowledge of radio industry, demonstrated marketing and sales skills required. Editorial training or experience or news radio management experience an asset. Salary plus commissions. Send resume and salary goals in confidence to Human Resources Director, UPI, 9990 Lee Hwy., Fairfax, VA 22030 EOE

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**Sales reps needed!** To sell sales promotions to radio station managers. Must be a closer, radio sales experienced, love to travel, want to make excellent income (commission sales). Resume to American Promotions, PO Box 210529, Nashville, TN 37221 EOE.

**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.

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**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

**If you believe** in Christian radio and can live on 50% commission selling it --- Let's talk. 806-791-1747. 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.

**Salesperson** for Carolina mountain station. Must have experience in very small market. \$20,000 plus commission. EOE. Box R-73.

**Medina Broadcast Group's** 100,000 watt FM, Classic Rocker has opening for experienced sales pro. Great dollars and list. Excellent growth opportunity with our fine group. Contact Steve Feder, G.M. KKZX-FM, S. 5106 Palouse Hwy., Spokane, WA 99223. 509-448-9900. EOE.

**Account executive:** Prime opportunity, excellent earning potential and benefits. Fastest growing market in U.S. Southwest Florida. Send resume. Box R-78. EOE.

**West Texas radio group** seeks seasoned account executive with strong work ethic to add spark to progressive sales staff. Applicants interested ultimately in management strongly urged to submit qualifications and salary requests to Greg Poland, P.O. Box 6501, Midland, TX 79711-6501. EOE.

**Join our young, aggressive sales team.** Excellent opportunity for self-starter with marketing/sales background. Established AM-FM. Good salary plus fringes. Send resume to JMcCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

**New Pennsylvania FM** seeks hungry, aggressive sales manager and staff. Be part of a pro organization committed to winning. Send resume to WGBE FM 108, Box 1111, Williamsport, PA 17703-1111. EOE.

**Excellent potential!** Enthusiasm... Creativity. Detail oriented. Experience required. AM/FM. Top numbers. Madison, Wisconsin. Send resumes. WTSO/WZEE, P.O. Box 8030, Madison, WI 53708. Attn: Sales Manager. Equal opportunity employer.

### HELP WANTED ANNOUNCERS

**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

**Virginia AM/FM combo** needs talented and versatile announcer. Sales ability a big plus with more \$\$\$ potential. Great place to live and work with benefits. T&R to J. D. Cave, WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE

**Program director/morning personality:** A career challenge/opportunity to start WMCI, a new FM in Mattoon, Illinois "on air" Mid-Summer. In your own handwriting, tell us your interests and skills. Also send resume and air check to: Bayard H. Walters, The Cromwell Group, P.O. Box 150846, Nashville, TN 37215. E.O.E.

### HELP WANTED TECHNICAL

**Expanding radio group** needs chief engineers and assistants. AM Directional and FM to turn around stations technically in medium markets. SBE certification is a plus. Send resume and salary requirements EOE Box R-2.

**Chief engineer** for growing Midwest group owner. 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

**Chief engineer** for four stations located in Ironwood, Michigan and Merrill, Wisconsin. Must be hands on and have directional and automation experience. Live and play in God's country. Call Don Roberts, President, Roberts Broadcasting, Inc. 813-966-2287 EOE.

### HELP WANTED NEWS

**News director:** UPI, the worldwide news organization headquartered in Wash, DC is seeking a news director to supervise the day to day operations of the UPI Radio Network. Looking for a broadcast journalist with leadership skills and a minimum of three years news management experience. The main task is to supervise the staff of UPI's Radio News operation which produces a 24-hour a day, seven-days-a-week news programming and news feed service for the UPI Radio Network. A knowledge of the radio industry, plus a demonstrated record of producing high quality radio news materials are requisites. Specific responsibilities include -scheduling, -supervising assignments, -quality control, -program development, -affiliate relations, -budgeting, -personnel management, -representing UPI in presidential coverage pool, -coordination with other UPI coverage, -and participating in the UPI editorial management group. This position reports to the general manager of the radio network. Good benefits package, salary range 50-55K. Send resume stating qualifications in confidence to: Personnel Director, UPI, 9990 Lee Hwy., Fairfax, VA 22030. 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.

**Southeast Radio News Network** seeking experienced radio news reporters and anchors. Send resume and references. Box R-72. 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.

**New Urban FM** going on air this summer, looking for experienced P.D. with winning track record. All shifts available. Will consider A.M. duo. Women most definitely encouraged. Tapes and resumes to Allen County Broadcasting, 3815 South Calhoun St., Fort Wayne, IN 46807. Attn: Louie Dinwiddie. EOE.

**Program director** with solid background in hi-profile CHR personality radio to lead team of PRO air talent through the next generation! Salary: \$65,000-\$75,000 in prime western location. Position only available thru Westwood Personalities Talent & Management Services. Resumes to Westwood, 6201 Sunset Bl., #8, Hollywood, CA 90028. 818-848-1209. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Eight years general manager** experience in top 100 market. Solid sales track and highly competitive FM ratings. Box R-58.

**Experienced program-oriented GM & leader.** ready to "hone" your team and get the job done. Need both better ratings and better revenue? Put me on the case. I'm not interested in a caretaker position. Reply Box R-82.

**GSM ready to build** billing and increase street excitement. I'm a charging street fighter with five years of major market agency/retail experience. If you need a leader for your NY suburb, NJ, CT, LI station, reply to Box R-79.

**Bright young GM:** 18 yrs. experience. 5 as GM, SM. Solid community leader. Have worked all size markets. Knows the bottom line. Prefer N.C. Will consider, VA, S.C., etc. Box R-92.

**Sales team builder** and leader. Seeking Southeast Florida management opportunities. Experience in all areas of radio management. I can make your operation more profitable in 60 days. Let's talk. 305-529-7184.

**Seeking sales management position,** with equity/ownership opportunity. Metro New York area: Connecticut, New Jersey, lower NY state. Spent seven years as radio promotions manager with a major soft drink company and four years NYC radio sales and sports reporter. Willing to handle additional duties. Creative know-how to promote. Contact: Mike Weinstock, 33 Wampus Lakes Dr., Armonk, NY 10504. 914-273-6562.

#### 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.

**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 dj/sports 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.

**Hot sounders** w/fx by one of radio's deepest voices. Low rates, fast service/1-800-368-0033.

**Female** experienced in most phases of radio seeks air shift. No drink/drug problems. Eight years in small markets. Write P.O. Box 52854, Knoxville, TN 37950.

#### 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.

**Experienced sports announcer** of 8 years seeks small to medium/metro market station. PBP for all sports and anchoring are best attributes. Box R-76.

#### 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.

#### MISCELLANEOUS

**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: 212-369-3148. Berkley Prods., Box 6599-B, New York, NY 10128-991. EOE.

**Buy-out production music** direct from the producer. Wholesale rates. Success proven coast to coast. 414-248-3707.

## 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.

**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.

**Immediate opening:** Experienced manager of TV news crews in union and non-union environments. Southern California. Strong management skills needed. Send resume and references to Box R-77. EOE.

**KOKH-TV, Oklahoma's #1 Independent,** has a career opportunity available for a sales manager. The winning candidate will have a well rounded sales history, be aggressive, accomplish goals and be a motivator. Telephone calls are welcomed. Send resume to Jim Harmeyer, 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. 405-843-2525. EOE.

**Expanding group operation** has opening for general manager. Must have experience in all phases of station operation: strong sales and promotion experience beneficial. Please submit resume, salary information and references to Box R-90. EOE.

**Promotion manager:** I'm not looking for a Brookings "Think Tank" alumnus but someone pretty close to that. Top 25 East Coast indie looking for an idea-generating promotion oriented person who can work with a GM who thinks he's Pat Fallon. Send whatever you feel necessary (except tapes) to get an interview and I'll be in touch: Box R-94. EOE. No tapes.

#### HELP WANTED SALES

**General sales manager:** WCBD-TV 2, Charleston, South Carolina, needs a GSM worth solid local sales and major market rep experience. Excellent market! Excellent station! EOE. M/F/dur 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.

**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.

**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.

**Television/radio salespersons:** Several experienced people sought for major market station sales, broadcasting's oldest media - merchandising, sales - promotion concept, Community Club Awards (CCA). Substantial draw against commission. Full time travel. Resume/pix. Contact: J.C. Gilmore, P.O. Box 151, Westport, CT 06881. 203-226-3377. EOE.

**KTVN-TV has an opening** for market research analyst. Applicants need to be familiar with basic desk top personal computers as IBM and COMPAQ, and able to insert and run such software programs as Word Perfect and Harvard Graphics. Must have typing skills of 45wpm on electric typewriter and computer word processing. Minimum two years college education with classes in marketing and advertising, or high school graduate with minimum of three years experience in marketing or direct client sales. Must have ability to create and present full marketing presentations with a working knowledge of electronic media rating systems. Applications and resumes accepted until 4/14/89. Interviews will be scheduled from applications and resumes the weeks of 4/17/89 and 4/24/89. Send resume to Ron Rash, Local Sales Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

**Sales & marketing executive** for top 25 network affiliate. Work directly with retailers to develop vendor programs, promotions and utilize proprietary market research. Strong emphasis on marketing skills and retail background a plus. We're building a team and looking for a strong, highly self-motivated player. Send resume to Box R-87. EOE.

**Top 25 affiliate** seeking a sales and marketing executive who is a highly self-motivated professional, good communicator and negotiator with strong presentation skills. A minimum of 2 years local TV sales experience. Successful candidate will have agency, direct account, vendor and marketing responsibilities and the opportunity to become part of a positive and aggressive station with a major broadcast group. EOE. Send resume to Box R-86.

**Local account executive:** NBC VHF affiliate seeks a goal oriented salesperson with 1-2 years broadcast sales experience. An established list is provided, however candidate must be aggressive in pursuing and developing new business with a marketing consultant approach. Send resume and cover letter to Jim Davis, GSM, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOA employer.

**Aggressive rapidly expanding** television company with stations located in the East and the Midwest is looking for an energetic, bright sales person. If you like hard work and the rewards that come from it, you're the person we're looking for. Citadel Communications, c/o WYNY-TV, 100 Market Square, So. Burlington, VT 05403. Attn: Brad Worthen. EOE.

**Ann Arbor based telecommunications** company seeks marketing and sales person inexperienced in business and broadcast satellite communications. Comprehensive benefits package and excellent growth potential. Send resumes only in confidence to: Pro-Vision, c/o Domino's Pizza, 24 Frank Lloyd Wright Dr., Ann Arbor, MI 48106. EOE.

**Wanted:** A salesperson in co-op/vendor advertising with at least 5 years experience. Must be self-motivated and disciplined. Fantastic opportunity in making a lot of money in a new field of advertising. Please send resume to the following address: Robert Wright, Wright Nissan Inc., 10520 Perry Highway, Wexford, PA 15090. EOE.

**Growth company** seeks highly motivated, experienced sales representatives to sell and service proven marketing systems to TV stations on a territorial basis. Draw against commission. Potential 60K+. No calls. Letters, resumes to: President, BRG, 210 25th Ave., North, Suite 818, Nashville, TN 37203. EOE.

#### HELP WANTED TECHNICAL

**Assistant chief engineer** for UHF television station. Knowledge of UHF transmitters a must. Studio and microwave maintenance helpful. Contact Dick Stafford, Chief Engineer, KCIT-TV, 806-374-1414. EOE.

**Studio/transmitter maintenance** engineer: Knowledge of Sony Betacart + 1" VTR's, Ampex ADQ + 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

**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

**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

**TV Engineer II:** High school graduation or equivalent Two years of recent, full-time, paid experience in television engineering Valid FCC General Class Radiotelephone License. Preferred qualifications include SBE certification, A.A. or A.S. degree in electronic technology, and five years maintenance experience on current technology systems including digital ENG EFP RF Starting salary \$12.33 per hour. Submit resume by Friday, April 17, 1989, 5 P.M. to Clark County School District, Personnel Services Support Staff Section, 2832 East Flamingo Rd. Las Vegas, NV 89121 An affirmative action equal opportunity employer

**KOKH-TV** Oklahoma's #1 Independent has a career opportunity available with a very competitive compensation package for a UHF transmitter engineer If you have a thorough knowledge and hands-on experience with UHF transmitters, we have the perfect opportunity for you Call Spec Hart or send resume to 1228 E. Wilshire Blvd. Oklahoma City, OK 73111 405—843-2525 EOE

**Paint Box artist** needed for top 20 market news graphics and overall station electronic and print design. Experience with the Quantel Paint Box necessary Send resume and tape to: Art Director, WTSP-TV 11450 Gandy Blvd., St. Petersburg, FL 33702 813—577-1010 EOE

**Maintenance engineer** for production and satellite facility. Requires experience in videotape and associated studio equipment Prefer satellite facility experience Send resume to Chief Engineer, P.O. Box 20066, Tallahassee, FL 32316 or call Bob Sims, Florida Public TV, 904—224-3784 for more details EOE

**Assistant chief engineer** sought for TV ministry in Texas or California Uplink experience a must. Five years experience. Call Personnel at 214—620-1586 EOE

**Television maintenance engineer:** Accepting applications now Three years of experience required in television broadcast equipment maintenance A thorough knowledge of analog and digital electronics. Knowledge of UHF translators and transmitter operation a must Any commercial grade license required Person will be responsible for handling of maintenance and repair of in-house electronic equipment (television broadcast equipment, electronic news gathering equipment(ENG), and TV production equipment Will do work on microwave translators, satellite dishes and UHF broadcast transmitter Send resume to P.O. Box 637, Alexandria, MN 56308 Equal opportunity employer, M/F

**Video tape and studio technician.** KTVA in Anchorage, Alaska, is seeking a maintenance technician with a strong background in 3/4" and 1" tape, studio and ENG camera FCC license or SBE certification a plus. Send resume to Duane Millsap, Northern Television, Inc., 1007 W 32nd Ave., Anchorage, AK 99503 EOE

**Assistant chief engineer:** WFFT-TV, a leading independent T.V. station, seeks person with knowledge of transmitter, equipment maintenance, and FCC rules and regulations. WFFT-TV offers a competitive salary and benefit package, including 401K plan Send resume and salary requirements to: Chief Engineer, P.O. Box 2255, Fort Wayne, IN 46801 EOE

**Video tape editor:** Professional Video Services of Virginia seeks experienced editor for New York bureau of USA TODAY on TV Equipment includes Abekas A52, GVG 100, Sony BVE 900, Beta SP component format Resumes to Dea Alhon, 152 E 52nd St., 18th floor, New York, NY 10021, EOE.

**Assistant chief engineer** for Florida's newest public television station This person will oversee WCEU-TV 15's technical operations and equipment maintenance Five years' broadcast engineering experience required, which must include staff supervision FCC General Radiotelephone License and an Associate Degree or certificate in broadcast or electronic technology required Salary is competitive. Send letter of application and resume to Human Resources, Daytona Beach Community College, 1200 Volusia Ave., Daytona Beach, FL 32015 EOE/AA

**Engineer, Instructional Television Services.** East Tennessee State University Position East Tennessee State University is seeking to employ a broadcast engineer to maintain and operate a two-channel Instructional Television Fixed Service (ITFS) network at Johnson City, Tennessee Candidates must have completed an accredited technical training program in the operation and maintenance of microwave television broadcasting systems and hold a valid General Class Radio Telephone FCC License with a ship radar endorsement The successful candidate is required to have three years experience in operating and maintaining an ITFS system Preferences will be given to candidates who have a broad range of additional engineering experience The salary will be commensurate with the background and experience of the candidate. Submit resume and letter of application to Office of Human Resources Box 19, 420A, E.T.S.U., Johnson City, TN 37614 E.T.S.U. is an EO AA employer and employs only U.S. citizens and aliens authorized to work in the U.S.

#### 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.

**Looking for an assignment editor** who's always a jump ahead of the competition. If you're good at generating stories and at finding an angle that gives your station the edge, we'd like to talk to you. You'll have all the necessary tools to work with including SNG, remote bureaus, live helicopter, live vans, plus a staff of savvy reporters and photographers No ambulance chasers, USA Today clippers or beginners and please don't call us. Just send your resume to Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794, EOE, M/F.

**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.

**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.

**Reporter/weekend anchor:** Opening in May. Tapes, resumes Bill Hoel, ND, WXOW-TV, P.O. C-4019, La Crosse, WI 54601 No calls! EOE.

**Assistant news director/assignment editor** and executive producer Small market, Northern Rockies network station Must be experienced journalists, ready to work, EOE Box R-74

**Assistant news director** to produce early evening newscast and oversee quality control for 100+ market. Applicant should combine aggressiveness and mature judgment and possess strong writing skills. Resume, references and salary requirements to, Box R-80, EOE.

**Sports reporters/anchors:** Gulf Coast affiliate taking resumes with references for future openings. No beginners. Only versatile hustlers. Apply to Box R-83, EOE.

**News anchor** -- 6 and 10 weeknights, reporting required. Minimum 2 years experience Mature position to complement current anchor Open immediately. Tape, resume to: Kathy Nelson, News Director, WCBI, Box 271, Columbus, MS 39703. No calls, EOE

**Photojournalist:** Top station in market is seeking experienced ENG photojournalist to join our award-winning staff. If you can tell stories using pictures, if you strive for excellence, write Box R-84, EOE/MF.

**Assignment editor:** Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operation. We have all the tools -uplink, live ENG, helicopter. BA or 3 years experience. Write Box R-85 EOE/MF

**Videographer/editor:** North Texas Public Broadcasting, Inc. Responsibilities: Performs shooting and editing of Beta video reports for "News Addition" program. Maintains ENG and editing equipment through coordination with engineering. Responsible for video quality of field reports as well as editing continuity and obtaining high technical and aesthetic standards of video. Qualifications: Three years experience with ENG (preferably Beta) camera operation and editing. Must be prompt, reliable and capable of working independently. Position requires creativity and initiative. Send resume to James Horn, 3000 Harry Hines Blvd., Dallas, TX 75201. (Any tapes that are sent along with resumes will not be returned.) EOE.

**News director** for market -- leading TV station Requires five years experience in TV broadcast news and related management experience. Must have good people skills. Send resume by April 7 1989 to Personnel, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003, EOE.

**SUCCESS-N-LIFE:** TV ministry in Dallas expanding and seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc Call Personnel at 214—620-1586 for information or write Robert Tilton Ministries, PO Box 819000, Dallas, TX 75381 EOE.

**Assistant news director:** Serves as newsroom supervisor overseeing programs, staff, assignments, policies and special projects College education and several years television news department supervisory experience necessary. Contact Lee Giles, News Director, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207 EOE, M/F

**News director** wanted for small Upper Midwest NBC affiliate Must possess strong leadership skills and have an aggressive news approach Must be creative, bright and have the desire to be #1 Send resume to Box R-88, EOE.

**Weathercaster** for morning and noon weathercasts. Meteorologist preferred. Experience preferred Knowledge of computer graphics helpful. Resumes and tapes (no phone calls) to News Director, WSBT-TV, 300 W Jefferson Blvd., South Bend, IN 46601 EOE

**Chief photographer.** Top 40 CBS affiliate looking for that perfect blend of photographic talent and administrative ability. We're all Beta with an excellent staff We need a leader who demands quality and leads by example. Tapes and resumes to Perry Boxx, News Director, WWMY, 590 W Maple, Kalamazoo, MI 49008 EOE

**Anchor/producer:** Small, Midwest affiliate seeks mature, authoritative anchor for nightly 600 & 10:00 newscast. Must be a leader and able to assist entry-level reporters. Salary \$20-25,000. Box R-95, EOE.

**Co-anchor for 6 & 10 newscasts:** Applicants should have polished anchoring, writing and reporting skills with at least one year anchoring experience. You will be working at one of the top news stations in the country Send resume, tape and salary requirements to Veronica Bilbo, Personnel Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602, EOE.

**Weathercaster.** Aggressive small-market newsroom needs on-air forecaster for morning cut-ins and midday newscasts. Must know computer graphics Meteorologist preferred. No calls Letter, videocassette and resume to: Weather, WVIR-TV, 503 E. Market St., Charlottesville, VA 22902, EOE, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**#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

**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 48083, Attn: Tom Hanson EOE.

**Commercial director,** assistant to production manager. Looking for bright and talented person with experience using Abekas 53-D and Sony 900. If you are ready to join an up and coming CBS affiliate in a SE medium market then forward your resume, tape and salary requirements to: John Zerán, Production Manager, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. No phone calls, please. EOE A.A.

**Traffic manager.** Florida's newest public television station has an immediate opening for a person to oversee all program traffic and scheduling functions. Two year degree in advanced technology, applied business or related field required, as is at least one year's professional office experience in word processing, accounting and micro-computer systems operation Experience in commercial or public television/radio traffic operations desirable. Send letter of application and resume to: Human Resources, Daytona Beach Community College, 1200 Volusia Ave., Daytona Beach, FL 32015, EOE/AA.

**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/EEO M/F

**Creative production editor** for on-line Beta format, high production videotape editing position. Requires 2-3 years broadcast editing experience in magazine and documentary format or equivalent. Occasional dramatic projects a possibility. Knowledge of music, ability to work independently, willingness to provide creative input are desired qualities. Send resume only (no phone calls or tapes) to: Production Manager, WBZ-TV Group W Television, 1170 Soldiers Field Rd., Boston, MA 02134. Group W is an AA/EEO employer: women and minorities are encouraged to apply.

**In process of creating** quality production department; equipment almost in place. Need production manager to oversee station production and commercial post-production. Major opportunity to become involved in a growing television group. Send resume to Box R-90. EOE

**Assistant director** for newscasts at top 40 affiliate. Minimum three years news production experience including graphics, character generator and switching. Send resume and salary history to: Production Manager, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE

**Video writer/director.** U.S. Army Safety Center, Fort Rucker, AL, seeks proven performer to write and direct video programs. Applicant must have BA in Mass Communications, television or related field plus 4 years experience in writing and directing TV productions. Salary range: \$34,580 - \$41,121 plus Federal Service benefits. Send resume and sample video to Army Safety Center, ATTN: CSSC-M, Fort Rucker, AL 36362-5363 by 30 April 1989. EOE

**Producer/director** for public TV station. Design and develop live and taped programs. Research, write/supervise script, coordinate and schedule personnel and equipment. Five years' experience, solid writing and creative skills. BA or equivalent degree. Resume, salary requirement, and tape to: Personnel, WMFE, 11510 East Colonial Dr., Orlando, FL 32817. Minorities encouraged to apply. EOE.

**Director** for public TV station. Supervise production staff, direct live and taped programs, membership drives, auctions, promos, and special projects. Degree in Communications or equivalent experience with four years as director required. Experience with video switchers, still store, Chyron, audio, cameras, lighting, 3/4" and 1" video tape. Resume, salary requirement, tape, and two personal and three professional references to: Personnel, WMFE, 11510 East Colonial Dr., Orlando, FL 32817. EOE. Minorities encouraged to apply.

**Traffic manager** - VideoStar Connections would like to confidentially review resumes of professionals who have international experience and a desire to manage a growing traffic department. Joan Benedetti, VideoStar Connections, 3490 Piedmont Road, Atlanta, GA 30305. EOE.

**Production manager.** Small market net affiliate seeks creative leader who wants to make a difference. Resumes to Bob Ford, General Manager, WJSU-TV, P.O. Box 40, Anniston, AL 36202. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Profits down or buried in red?** Broadcasting today demands efficient, innovative, and integrated operations staffed with highly trained and motivated personnel. I'm your man. 26 year all phases proven pro wants another group or station OM challenge. Multiple degrees, former educator, general permit, excellent references. Box R-1

#### 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.** My shows raise ratings. I do all kinds of stories besides highlights. I want to appeal to a broad sports audience. Box R-67.

**Award winning sportscaster.** Commitment to excellence. Versatile. Six years experience host, anchor, reporter, PBP. Seeking challenging position in medium to major market. Bruce, 303-751-2855.

**Experienced ND** who exists for ratings and people. I'll improve your product. Brad, 913-451-1259.

**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.

#### MISCELLANEOUS

**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

**Primo People** has the answers to your questions. News directors and talent...find out what we can do for you! Call Steve Porricelli or Fred Landau at 203-637-3653, or send tape and resume to Box 116, Old Greenwich, CT 06870-0116.

**Bill Slater's Talent Agent Directory.** Invaluable for station and talent. \$52.00 for stations. \$37.00 talent. P.O. Box 7076, Evanston, IL 60201. 312-328-3660.

**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

## 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.

**Film/Cinema:** Equipment manager and lecturer, School of Film, Ohio University. Supervise, maintain and manage film and video equipment for the School of Film, supervise graduate students assigned to equipment checkout; teach regular workshops on equipment use and production technologies and occasional courses in areas of expertise; assist the director in long-term equipment and facilities planning; provide technical support for and contribute to the educational mission of the School of Film. Masters degree and/or equivalent professional experience required. 10 months appointment beginning August 20, 1989. Send letter of application, resume, and the names of three current references to: David O. Thomas, Director, School of Film, Lindley Hall, Ohio University, Athens, OH 45701. Phone: 614-593-1323. Closing date: April 17, 1989 or until position is filled. Ohio University is an affirmative action, equal opportunity employer. Women and minorities are encouraged to apply.

**Mass communication.** Assistant professor tenure track position available beginning August 16, 1989. Teach communication law and other courses of interest. Opportunity for teaching in the graduate program. Deadline for consideration, April 15, 1989. Ph.D. preferred, commitment to research, teaching, and service required. Teaching, professional experience, and interest in new technologies desirable. Salary: competitive. Send detailed application letter, current resume, transcripts, and three letters of recommendation to Dr. Vincent Hazleton, Chair, Department of Communication, Illinois State University Normal, IL 61761. AA/EEO.

**Graduate assistantships - TV production interns:** 12 positions 20 hours week. Serve as teaching assistants, crew, work support in research, electronic graphics, traffic, staging/lighting, some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$6600. Possible partial tuition waiver. September 1989. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AAEO employer. MF.

**Telecommunications:** Ball State University, Muncie, Indiana. Non-tenure-track, full-time temporary instructor position for the academic year, available August 29, 1989. Responsibilities: Teach all sections of required basic writing course which covers radio-television commercials, promos, PSA's, basic news writing. Minimum qualifications: BA or BS; at least three years industry writing experience; significant additional professional experience could serve as an equivalency to degree. Preferred qualifications: MA or MS; more than five years split between stations and agencies. Salary competitive. Send resume, three (3) letters of recommendation and official transcripts to: Dr. John Kurtz, Chairperson, Telecommunications Department, Ball State University, Muncie, IN 47306. Review of applications will begin immediately and continue until the position is filled. Ball State University practices equal opportunity in education and employment.

**Small Christian college** with well developed broadcasting program seeking broadcast teacher. Background: TV news, news writing, speech, programming. MA in Communications preferred. Experience required, teaching experience a plus. Contact: Dr. A.J. Anglin, Dean, John Brown University, Siloam Springs, 72761. 501-524-3131, Ext. 143. EOE

**Radio instructor** (Communication Arts): Master's Degree or higher in Communication Arts (Radio emphasis) or related discipline. Min 2 yrs. (or equivalent) successful exp. teaching communication arts at college level or equivalent prof. work exp. may be substituted for some or all of teaching requirement. Saddleback College, Mission Viejo, CA. Call 714-582-4850 btw 8a-4p PST for application. Filing deadline 4/18/89. EOE.

**Assistant/associate professor, tenure-track** position for successful broadcast-oriented department of theatre and communication arts. Duties will include teaching courses in broadcast performance and production, upper level electives, beginning speech courses (public speaking emphasis), academic advising, and advisor to the University's 3KW broadcast FM station. Gannon University also owns a broadcast commercial Independent TV station which is operated by the Communication-Arts Department, and department faculty are expected to participate in station operations according to their ability. Successful applicant will have strong professional experience and academic background in various areas of electronic communication. Speciality or interest in new telecommunications technology/management is helpful. Required for tenure. Ph.D. in communications or related field and professional experience. Position available for Fall, 1989. Gannon University is a comprehensive teaching university of 4,500 students located in Erie, Pennsylvania. Send letter of application, resume and any supporting materials (tapes, etc.) to: Director of Personnel, Gannon University, University Square, Erie, PA 16541. AA/EEO

#### HELP WANTED SALES

**National private network provider** seeks "Top Gun" salesperson. If you have experience selling VSAT networks and are a proven sales performer don't miss this opportunity. Excellent salary, commission and benefits. Call on largest national accounts. Strong existing customer base. Send resume and salary history in confidence to Box R-75. EOE.

#### HELP WANTED MISCELLANEOUS

**Internal auditor:** Are you seeking a stimulating professional environment in an exciting industry? You may be interested in an internal auditing position with the Providence Journal Company. We are a dynamic, diversified communication corporation, involved in newspaper publishing, broadcast and cable television, cellular telephone service and electronic paging. Our national reputation is based on quality, integrity and technological innovation. In the internal auditing role, you will produce quality, results-oriented financial and operational audits of our nationwide communications holdings. The position reports to the Manager of Internal Audit and is based in our Providence Rhode Island headquarters. Substantial travel is required to our locations in Florida, Southern California, the mid South and Southwest. The successful candidate will have a solid educational background that includes a Bachelor's degree in business, finance or accounting, outstanding interpersonal and communications skills and one or two years of experience in internal auditing or public accounting. We offer an outstanding salary and benefit package that includes a 401K savings plan and educational assistance. Send a resume and cover letter outlining your qualifications, in confidence, to: Don Zimmerman, Assistant Personnel Director, Providence Journal Company, 7 Fountain St., Providence, RI 02902. An equal opportunity employer.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

**Be on T.V.** Many needed for commercials. Casting info 1-805-687-6000, Ext. TV-7833.

## EDUCATIONAL SERVICES

**On-camera 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 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.

**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 Critiquing 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 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen. Quality Media. 303-665-3767

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

**Maze Broadcast** pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

**FM antenna(s)** Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518

**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.

## 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

**Nautek 1985, AMFET-5, 5KW AM transmitter** like new condition " Transcom Corp 215-884-0888, TELEX 910-240-3856

**RCA UHF TV transmitter:** Parallel 60 kw, mid-band Klystrons, available immediately \$85,000 Call Bill Kitchen 303-665-8000.

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000

**Silverline UHF TV transmitters.** New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen Television Technology, 303-665-8000.

**Channel 8 transmitter and antenna** GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized Jampro Antennas, Inc. 916-383-1177.

**Betacam, 3/4" & 1" blank videotape.** Broadcast quality guaranteed and evaluated. Betacam - \$5.99 3/4" - 20 minutes \$4.99, 3/4" - 60 minutes \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info, call toll free, 1-800-238-4300.

**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.

**Fidelpac audio cartridges,** model 300, from 20 seconds to 10 minutes. \$2 each Technichrome 702-386-2844.

**Ampex VPR-2Bs, VPR-1Cs.** Hitachi HR-230s, Sony BVU-800s. Complete JVC CR-850 AB roll edit system. Complete Sony 1100A/Pallex vanguard edit suite. Sony BVU-110s. RCA TP-66s on special this month. Must sell. Call now to list your surplus equipment or for your used equipment needs. Media Concepts. 919-977-3600 or FAX 919-977-7298.

**Sony BVH-1100s, BVH-1100As, BVH-2180, RCA TK-28 and TK-29 islands and parts.** Also TK-66s in excellent condition at very special prices. Grass Valley 1600-4S, 1680, 1600-3G, 1600-7K, 1600-1X, 1600-3C. Other switchers available. Call now for your used equipment needs. Media Concepts. 919-977-3600 or FAX 919-977-7298.

**Scientific Atlanta model 8005, 4.6 meter satellite antennas.** \$2500 Broadcast quality receivers, model SA414. \$1075. Megastar. 702-386-2844

**Ku-band and C-band satellite earth stations** designed and installed. Megastar. 702-386-2844.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding. 214-422-5487.

**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.

**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.

**Copper! #8 & #10 ground radials:** 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

**Sony BVH-500A w/HT-500, AC-500 shipping case,** low hours. \$10,000.00. 206-622-9995.

**Sony BVP-30 w/CA-30, Canon J18X9BIE lens,** \$18,000.00: 206-622-9995.

**AMP:** 69669-1 crimp tool \$194, 220043-1 crimp tool \$260, 330878 connector \$4.50, Anton Bauer: UP battery holder \$122, CINE 60 6306B battery belt \$399, Conrac: 6242C13 13" monitor as is \$1995, FORA: FA-430 TBC \$5995, HEDCO: SVS-345 video routing switcher \$430, SAS-345 audio routing switcher \$430, AVM-201 video & stereo audio \$1758, SRE-100 Hedline rackframe \$52, VDF-6000 video DA frame only & 10 VDA-601 video DA \$1727, LENCOC: 3000 frame & PS \$394, 3120 CRS generator \$661, 3410 Pulse Timing module \$661, 3420 Blackburst module \$661, NEC: CM-1991A 19" color/RGB monitor \$653, Panasonic: AG-6810S pro dubbing machine \$1432, KINGS: KC59-299 connector \$1.60, KTH-1000 crimp tool \$182, KTH-2002 RG59 die \$91, KTH-2012 8281 die \$91, Sony: CVM-1271 monitor \$733, TELEX: WHM-300 wireless mic \$260, Videotek: VSM-60 Vectorscope \$1688, TSM-50 Waveform monitor \$1446. Quantities limited. NTSC. 800-777-3000.

**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.

## LOS ANGELES BASED MARKETING MANAGER

As a highly visible representative of the television industry, marketing managers develop and maintain TVB member stations in West Coast Top 30 markets. With an unparalleled network of industry contacts, ideas and research, you'll be responsible for developing new to television advertisers and coordinating market development projects.

This position requires a complete understanding of local television marketing, strong presentation skills and documentable new business skills. An understanding of marketing research, vendor fund development and co-op are highly desirable.

Send resume to:

**Pat Ryan**  
V.P. Local Sales  
Television Bureau of Advertising  
477 Madison Avenue  
New York, NY 10022  
EOE

## ACCOUNT EXECUTIVE

### KING 5 Television

Our award winning station is looking for an outstanding candidate to complement our sales team.

Responsibilities include handling agency and retail clients, developing new business, and accomplishing specific revenue goals.

- Excellent oral and written communication skills
- 2-4 years media sales or related experience
- Demonstrated ability to meet revenue goals
- Bachelor's degree required

Send 2 copies of your cover letter and resume to:

**Kristina Moris**  
Human Resources Director  
King Broadcasting Company  
333 Dexter Avenue North  
Seattle, WA 98109

Equal Opportunity Employer  
M/F/H



## TELEVISION Help Wanted Sales

### SALES MANAGER AND/OR ACCOUNT EXECUTIVE

Wanted for L.A.'s Newest  
(and perhaps last)  
Full Power TV Station

### \* KSLD-TV CH. 62 \*

Send resume, Salary History,  
References -- Immediately to:

**KSLD-TV PERSONNEL**  
7095 Hollywood Blvd. #104  
Suite 764  
Hollywood, CA 90028  
EOE

## For Fast Action Use BROADCASTING'S Classified Advertising

## ATLANTA BASED MARKETING MANAGER

As a highly visible representative of the television industry, marketing managers develop and maintain TVB member stations in Southeast. With an unparalleled network of industry contacts, ideas and research, you'll be responsible for developing new to television advertisers and coordinating market development projects.

This position requires a complete understanding of local television marketing, strong presentation skills and documentable new business skills. An understanding of marketing research, vendor fund development and co-op are highly desirable.

Send resume to:

Pat Ryan  
V.P. Local Sales  
Television Bureau of Advertising  
477 Madison Avenue  
New York, NY 10022  
EOE

## Help Wanted Programing Production & Others

### We are looking for a promotion genius.

Our person will have excellent creative writing skills, great marketing sense and a flair for community involvement. He or she will be a highly 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

## Situations Wanted Programing Production & Others

### CONSIDERING A 6AM BREAKFAST SHOW?

Let's put some excitement into this neglected time slot.

News • Features • Talk  
Interested?

Experienced TV Host/Writer  
**James C. Lewis**  
(215) 687-1779



## Video Tape Editors

**NEEDED IMMEDIATELY:** News Video Tape Editors. Talented and loves news for fast paced 24-hour News operation. Send resume or call: **Don Liebert, NEWS-12, 1 Media Crossways, Woodbury, New York 11787. (516) 496-1717. EOE.**

This space could be working for you for a very low cost

## 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



## 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



## ALLIED FIELDS

### Help Wanted Sales

### A/E'S, GSM'S INCREASE YOUR COMMISSIONS!

CHRIS LARKO PRODUCTIONS IS LOOKING FOR A/E'S TO PRESENT OUR PRODUCTION SERVICES TO YOUR CLIENTS AND AD AGENCIES WITHIN YOUR MARKET. WE PAY COMMISSIONS ON EVERY ORDER PLACED FROM YOUR MARKET WHILE REPRESENTING US. FOR MORE INFORMATION WRITE OR CALL CHRIS LARKO PRODUCTIONS, 916 FAIRFIELD AVE. FT. WAYNE, IN 46802 219-424-2405. YOUR REPLY IS STRICTLY CONFIDENTIAL.

### Public Notice

#### The Annual Meeting

of the Public Broadcasting Service Board of Directors will begin at 10:00 a.m., April 12, 1989, at the Sheraton Harbor Island Hotel East in San Diego, CA. The tentative agenda includes election of new directors and officers; FY 1990 budget; by-law amendment; Satellite Replacement Project; reports from management officers and Board committees; agenda for Board committees; and other business.

### 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

### Employment Services

#### 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 five star AIR TALENT, PROGRAMMER or GENERAL MANAGER call or write:  
**WESTWOOD PERSONALITIES**  
6201 Sunset Blvd., #8, Hollywood, CA 90028  
(818) 848-1209

## NEWSCAST PRODUCERS

Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programming people. For details call:

800-237-8073



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.

### OWNERS — MANAGERS

Minimum \$50,000 PROFIT  
per station  
with broadcast education program  
We handle all details  
NO upfront expense  
For more info write on letterhead to:  
Radio O.J.T.,  
PO Box 282  
Kealahou, HI 96750

## Miscellaneous

**BROADCAST EQUIPMENT  
FINANCE AND LEASING  
CONCORD FINANCIAL**  
Richard J. Newth  
6925 Union Park Center,  
Suite 300  
Salt Lake City, Utah 84047  
Phone (801) 565-0600  
FAX (801) 566-5144

## For Sale Stations

## **MEDIA, INC.**

### Television-Radio Brokers

#### FLORIDA

Major Market  
5 KW AM Fulltime  
Major Market Fulltime 5 KW AM  
\$1.7 million

#### FLORIDA

Television CP \$180K

#### FLORIDA

Small Market AM-FM  
No Local Competition  
\$795K, \$145K down

#### FLORIDA

Southeast Coastal AM  
Strong Cash Flow  
\$640K, terms

#### FLORIDA

Near Disney & Studios  
Resort Town. \$330K

#### NORTH CAROLINA

Profitable AM In Smoky Mtns.  
Near Ski Slopes. \$395K

#### TENNESSEE

Powerful AM, Low Frequency  
Excellent Cash Flow. \$750K

**Rick Mitchell**  
**(813) 439-6489**

## ATTENTION

### FIRST TIME RADIO STATION OWNERS 10,000 Watt AM Kansas City

Low Price - Terms Available  
Well-equipped - State-of-the-art  
Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.  
Independence, MO 64052 • 816-252-5050

## WASHINGTON STATE

Single market AM. Only Daily Medium.  
100,000 Population. ABC affiliate. Growth  
Market. 50 Miles From Seattle. \$295,000.

Box A-93

## TEXAS CLASS C FM

Dominant Format, Strong Historical Cash  
Flow, Serving 300,000+ Population 1988 Re-  
viewed Cash Flow: \$281,000. Some Terms.  
Principals Only.

BOX R-66

## VENTURE CAPITAL DEBT FINANCING

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

## FOR SALE CLASS C FM

Motivated seller, in the Dakotas, cash flow positive.  
includes real estate. \$1.8 million, terms

Contact Ed Bruckbeck  
Thoben-Van Huss and Associates, Inc.  
(317) 636-1016

## FOR SALE

### MID OHIO VALLEY RADIO STATION

AM-FM combo \$2.2 million, terms  
Excellent facilities

Contact Bill Rice,  
Thoben-Van Huss and Associates, Inc.  
(317) 636-1016.

Denver - 1390 AM  
5000 watts -24 Hrs.

Presently Business Radio Network  
\$500,000 - Possible Terms  
Brokers Welcome

Contact Donald J. Huttner, Owner  
303-388-9223

## MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV  
A Confidential & Personal Service  
BURT

**SHERWOOD INC**

3125 Maple Leaf Dr. • Glenview, IL 60025

**312-272-4970**



## SE/COMBO

Top 100 market. Fulltime AM. Class  
A FM. Good real estate. Excellent  
equipment. \$850,000 cash.

## NC/SMALL

Fulltime AM in prosperous area. Nice  
building and land. No local FM sales  
competition. Stable billing with good  
cash flow year-in and year-out.  
Absentee owned for 32 years. Asking  
\$325,000. Terms.

## RALEIGH/DURHAM

Serving North Carolina's number-one  
growth area. 1 kw. Daytime AM with  
wide coverage mid-dial position. Nice  
building plus nine acres. Well equip-  
ped with two transmitters, mobile van  
and helium balloon. Asking \$329,000.  
Very liberal terms.

SEE US AT THE NAB  
LAS VEGAS HILTON

**SNOWDEN Associates**



919-355-0327

## TEXAS MEDIUM MARKET BUYS

AM FM Combo. Priced BELOW MARKET VALUE  
\$1.4 million, terms negotiable, including real es-  
tate

AM/FM Combo. TOP RATED STATION in market  
\$1.1 million, terms available, low down payment

Write to: P.O. Box 5308, Austin, Texas  
78763

## RENO, NEVADA

Class C FM  
Outright sale or merger  
Reply to:  
P.O. Box 70840,  
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North Dakota  
Building/Tower/Land  
Excellent Facilities  
\$300,000/Terms Possible  
Contact Box R-7

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\$200,000 with Poss. Terms.
- 2)FM 3000 Watt Class A, Central Wisconsin  
\$400,000 CASH
- 3)AM 5000 Watt, Within 1 1/2 Hr from Twin Cities.  
\$400,000 CASH.
- 4)FM 3000 Watt Class A, Approx 1 Hr from Twin  
Cities. \$300,000 CASH.
- 5)AM 1000 Watt, regional city within 2 Hours from  
Twin Cities. \$450,000 Possible Terms with  
\$125,000 Down.

Nick Strandberg/P. Neuville,  
CALHOUN COMPANIES, (612) 831-3300  
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Minneapolis, MN 55435

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**ONLY STATION IN COUNTY OF 30,000+**  
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Application on file to increase power,  
change frequency, add nighttime.  
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FOR SALE BY OWNER  
ALBANY-SCHENECTADY-TROY  
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NO PROGRAMMING OBLIGATIONS  
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materials to Blind  
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brings you the best books on the Fifth Estate

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Write for a brochure:

**Broadcasting Book Division** 1705 DeSales Street, N.W. Washington, DC 20036

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

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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



Falese



Bartolotta

Appointments at Cablevision Systems Corp.: **Patricia Falese**, general manager. Cablevision's Bayonne, N.J. system, named general manager. V-Cable, Suffolk County, Long Island, N.Y.; **Charles Bartolotta**, general manager. Cablevision, Chicago, named general manager. Cresskill, N.J.; **Henry J. Ferris**, general manager. Cablevision, N.J., Bergen County, named general manager. A-R Cable Services system, Hudson, Mass.



Liptak

**Gregory J. Liptak**, president, Jones Inter-cable Inc., Englewood, Colo., named executive managing director. Jones International Ltd. Liptak will retain his position as president as well as being responsible for Jones International's Mind Extension Institute which provides college courses for credit through satellite and cable television.

**Bill Kingery**, executive VP, United Artists Cablesystems Corp., resigned March 17. Kingery is leaving to pursue other interests. He is succeeded by **A.C. (Sam) Belanger** (see "Fates and Fortunes," March 20, 1989).

**Fred Flodin**, senior VP and treasurer, Gilmore Broadcasting Corp., group owner, Kalamazoo, Mich., named senior VP, controller. Gilmore Enterprises Corp.

Appointments at KTTV(TV) Los Angeles: **Bill McGowan**, VP, director of sales, named VP, station manager; **Augie Martinez**, VP, finance and administration, adds duties of operations and traffic department.

**Spencer Koch**, general sales manager, WJW-TV Cleveland, joins WJBK-TV Detroit, as station manager and VP of sales.

**Robert G. Salat**, general sales manager, WCJB(TV) Gainesville, Fla., joins WCTI(TV) New Bern, N.C., as VP and general manager.

**Bill Franks**, general manager, WMSN-TV Madison, Wis., joins KRBK-TV Sacramento, Calif., as station manager.

**Ric Gorman**, VP and general manager, WNAC-TV Providence, R.I., joins WPMI(TV) Mobile, Ala., as VP and general manager.

**Daniel A. Caldwell**, senior accountant, Coopers & Lybrand, Fort Myers, Fla., joins WAND(TV) Decatur, Ill., as business manager.

**John L. Peroyea**, VP and general manager, WYNK-AM-FM Baton Rouge, named president, Narragansett Radio Inc., group owners, Providence, R.I.

**Bruce Blevins**, general manager, KNEW(AM)-KFSAN-FM San Francisco, named VP and general manager.

**Jenny Sue Rhoades**, general sales manager, KQZY(FM) Dallas, named VP and general manager.

**Ted Jordan**, VP and general manager, KQZY(FM) Dallas, joins KDKA(AM) Pittsburgh, as VP and general manager.

**Rick Green**, general sales manager, KODA (FM) Houston, joins KMEQ-AM-FM Phoenix, as VP and general manager.

**Bill Moos**, operations director, WEZW(FM) Milwaukee, named station manager.

**Chuck Brooks**, general manager, WIND(AM) Chicago, adds duties of general manager, co-owned, WOJO(FM) Evanston, Ill.

**Tim Singleton**, manager, noncommercial KUNM(FM) named manager, noncommercial WEKU-FM Richmond and WEKH(FM) Hazard, both Kentucky.

## Marketing

Appointments at Interep: **Peter Doyle**, executive VP, Eastern division, McGovern Guild Radio, New York, named president. Doyle replaces **Ellen Hulleberg**, who is now president. Interep's The Radio Store, which includes Interep's training program and supervising marketing service team (BROADCASTING, Feb. 6, 1989); **Rick Fromme**, VP and regional manager, Interep's Group W Radio Sales, Dallas, named senior VP, marketing. The Radio Store, Dallas.



Doyle



Hammer

**Dick Hammer**, managing director, advertising sales, The CBN Family Channel, Virginia Beach, Va., named VP, advertising sales.

**Sandra Mendelson**, marketing manager, Un-

division, New York, joins Vitt Media International there as VP, sales.

**Cynthia Ponce**, account executive, news and early morning sales, ABC Television Network, New York, named VP and director, news and early morning sales.

**G. Michael Welch**, director, national accounts, The Disney Channel, Burbank, Calif., joins Warren & Morris Ltd., executive search and recruitment company, Del Mar, Calif., as national account manager.

**John McCormack**, local sales manager, KTTV(TV) Los Angeles, named VP and general sales manager.

**Peter O'Brien**, general sales manager, KNEW(AM)-KFSAN-FM San Francisco, named VP and general sales manager.

**Peter Carnes**, VP and manager, John Blair Television, Atlanta, joins WXIA-TV there as local sales manager.

**Jim Davis**, local sales manager, WSAV-TV Savannah, Ga., named general sales manager.

**Pat Cramer**, VP, account services, Hamer-off, Milenthal and Spece Agency, Columbus, Ohio, joins WSYX(TV) there as local sales manager.

Appointments at KYTV(TV) Springfield, Mo.: **Pat Dalbey**, local sales manager, WEAR-TV

## LEARN TO SELL TELEVISION TIME

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open. But to learn the business you had to be in the business. Until now.

Now, **Martin Antonelli**, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and markets. You'll understand the role of news, movies, specials, sports and cable.

The program works. Former students now successfully sell time for firms like NBC, TeleRep, Blair, and Katz. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for our free information packet. But do it today because new classes are starting soon.



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20 West 20th Street, NY, NY 10011  
(212) 206-8063

Lic. by NY State Dept. of Education

Pensacola, Fla., named general sales manager; **Anne Heim**, national sales manager, KSPR(TV) Springfield, named national sales manager; **Jackie Woolsey**, account executive, Marlin Company, Springfield-based advertising firm, named account executive.

**Leonard Wheeler**, general manager, KLTE(FM) Oklahoma City, joins WSIL-TV Harrisburg, Ill., as VP, sales.

Appointments at WDRB-TV Louisville, Ky.: **Steve Barry**, general sales manager, WPTY-TV Memphis, joins WDRB-TV in same capacity; **Jack Ratterman**, local sales manager, named national sales manager.

**Stephen Bolf**, local sales manager, KBJR-TV Superior, Wis., named sales manager.

**Tony Renfrew**, sales manager, KTMS(AM) Santa Barbara, Calif., joins KGER(AM) Long Beach, Calif. as sales manager.

Appointments at WQCD(FM) New York: **Donald Gorski**, VP, sales, CBS Radio Representatives, New York, named general sales manager; **Jeri Calviello**, national sales manager, WICC(AM) Bridgeport, Conn., named local sales manager; **Stephen Shaw**, account executive, Christal Radio, New York, named national sales manager.

**Judith Roberts**, account executive, WGAM(AM)-WRSI(FM) Greenfield, Mass., named local sales manager.

**Susan Golden**, sales representative, KXL-AM-FM Portland, Ore., joins KING-AM-FM Seattle as account executive.

**Greg Morris**, national sales manager, WKLR(FM) Indianapolis, named sales manager.

**Steven M. Mandala**, account executive, KVEA(TV) Los Angeles, named national sales manager.

**Reta Thorn**, sales manager, WBT(AM) Charlotte, N.C., named general sales manager, WBT(AM)-WBCY(FM).

## Programing

**Anne Rodgers**, VP, station sales, Teletrib, New York, joins Joslyn Entertainment Inc., Burbank, Calif., as executive VP, marketing sales and program development.

**John Beaird**, director of business affairs, Barry & Enright Productions, Century City, Calif., named VP, business affairs.

Appointments at The Disney Channel, Burbank, Calif.: **Kevin Maguire**, area manager, named regional director, Southern California, Hawaii and Guam; **Dana Ritchie**, director of planning and administration for domestic television syndication, 20th Century Fox Film Corp., Beverly Hills, named director of sales analysis; **Diane Hawley**, manager, sales strategy, named director, sales strategy; **Joe Cantwell**, affiliate marketing representative, Southeast region, Atlanta, named senior affiliate marketing representative, Atlanta.

**Jeffrey Weiss**, VP and general counsel, Barry & Enright Productions, Century City, Calif., joins Columbia Pictures Television as VP, business affairs, Los Angeles.

**Gerard T. Farrell**, VP, research and marketing, Group W Productions, Los Angeles, joins MCA TV there as VP, director of re-



L to r: Jarriel, Clancy, Smith

**ABC News honored...again.** Tom Jarriel, correspondent, and Martin Clancy, producer, ABC News, each won the fourth annual Joan Barone Award for distinguished journalism and excellence in national and public affairs reporting. The award was presented March 17 at the Radio & Television Correspondents Association dinner held at the Grand Hyatt Hotel in Washington. Jack Smith, a CBS senior producer, made the presentation. Jarriel and Clancy won for *Still on the Wrong Track*, a segment on 20/20 about the 1987 Amtrak train wreck outside of Baltimore. The Joan Barone Award is named for the late executive producer of CBS News' *Face the Nation*. Only members of the Radio & Television Correspondents Association are eligible for the award, which includes a \$2,000 cash prize.

search and development.

**Rob Corona**, VP, domestic syndication, MGM/UA, New York, joins Tribune Entertainment, Chicago, as VP and general sales manager.

**Angela F. Pumo**, VP and New York sales manager, Turner Entertainment, New York, joins Independent Television Network Inc. there as senior VP and director of sales.

**James Krolak**, regional director, Home Box Office, Fort Lauderdale, Fla., named VP, affiliate operations.

**Steve McPartlin**, reporter, Fox's *A Current Affair*, New York, joins King World's *Inside Edition* there as reporter.

**John Grusd**, art director, Filmmation Studios, Woodland Hills, Calif., joins DIC Enterprises Inc., Burbank, Calif., as producer of 1989 syndicated strip, *The Super Mario Brothers Super Show*, based on Nintendo games.

**Deana Sterr**, freelance producer, Universal City, Calif. joins Madison Square Garden Television Productions, Los Angeles, as director of operations.

**William Phillips**, general manager, Bravo Cable Network, Woodbury, N.Y., joins Video Broadcasting Corp., New York-based news-wire services, as senior VP.

**Bruce Slusher**, news director, WKBV(AM)-WFMG(FM) Richmond, Ind., joins Network Indiana, radio network, Indianapolis, as affiliate relations manager.

**Brent Petersen**, picture editor, *Parade Mag-*

*azine*, New York, joins Capital Cities/ABC there as director of photography, East Coast.

**Robert Butler**, production assistant, KIMT(TV) Mason City, Iowa, named producer and director; **Marc Bartusek**, recent graduate, North Iowa Area Community College, Mason City, named artist and producer.

**Larry Miller**, president, Larry Miller Productions Inc., New York, joins Satellite Music Network there as regional affiliate manager, major markets, East Coast.

**Laura Shostak**, programing and promotion coordinator, WRQX(FM) Washington, named music director.

Appointments at GSV Productions, Kenilworth, N.J.: **Bob Salter**, news anchor, WMTR(AM)-WHDA-FM Morristown-Dover, both New Jersey, joins GSV as producer, *Made in America*, heard on WMCA(AM) New York; **Susan Kotch**, morning weather personality, WMCA(AM), joins GSV as producer and host, *Garden State View*.

## News and Public Affairs

**David Pinter**, news director, and **Raphael Betanzos**, reporter and anchor, WTRX(AM) Flint, Mich., join WKBD(TV) Detroit, as writer and reporter, respectively.

**Brad Thomas**, senior public affairs manager, Foundation Health Corp., Sacramento, Calif., joins KOVR-TV Stockton, Calif., as dayside assignment editor. Thomas has held same position two previous times with KOVR-TV.

**Dianna Fletcher**, weekend news anchor and reporter, WMTW-TV Poland Springs, Me., named anchor, 11 p.m. newscast; **Ursula Lipari**, assistant promotion coordinator, named weekend news anchor and reporter.

Appointments at KNSD-TV San Diego: **Adam P. Bradshaw**, assignment editor, named chief assignment editor; **Bernard Gonzales**, general assignment reporter, named weekend co-anchor.



Sirott

**Bob Sirott**, principal correspondent and anchor, CBS's *West 57th*, New York, joins WMAQ-TV Chicago as anchor, noon newscast, and as feature editor.

**Maria Gabriel**, weather reporter, noncommercial WITF(TV) Harrisburg, Pa., named co-anchor, weekday

evening newscast. Gabriel replaces **Cynthia Steele**, who will become Sunday news anchor.

**Sheldon Ripson**, weekend anchor, producer and general assignment reporter, KWQC-TV Davenport, Iowa, joins WHOI(TV) Peoria, Ill., as weeknight co-anchor.

**Edwin S. Addison**, former meteorologist, Weather Bureau Office, Truax Field, Wis., joins WISC-TV Madison, Wis., as meteorologist.

**Terry M. Imani**, stringer, Sheridan Broadcasting Network, New York, joins Voice of America, Washington, as international

broadcaster, English news division.

**Terry Raskyn**, producer and special coverage reporter, WCBS(AM) New York, named managing editor, assignments.

**Ann Kates**, newscaster, WLIF(FM) Baltimore, joins WJBR-AM-FM Wilmington, Del., as news director.

**Bill Steckis**, anchor and reporter, KAIT-TV Jonesboro, Ark., joins KINS(AM) Eureka, Calif., in same capacity.

**Wes Richards**, anchor and producer, NBC Radio Network, New York, joins WYNY(FM) there as morning news anchor.

## Technology



Prestwich

**Michael L. Prestwich**, independent consultant, broadcast and cable television, joins Centro Corp., Salt Lake City-based company specializing in planning and designing production, post-production and broadcast facilities, as director of operations.

**Neil E. Neubert**, products manager, JVC Professional Products Company, Elmwood Park, N.J., named manager of engineering.

**Michael K. Walker**, VP and group supervisor, Ruder Finn & Rotman, communication agency, Los Angeles, joins General Instrument, cable equipment manufacturers, San Diego, as VP, communications and industry, VideoCipher division.

Appointments at Schwem Technology, manufacturer of lenses used to stabilize television pictures shot from moving or vibrating platforms, Pleasant Hill, Calif.: **Mark Grasso**, manager, government and industrial sales, named regional sales manager, eastern United States and Latin America; **Tim McDonough**, client representative, Triplex Direct Marketing, computer marketing company, Novato, Calif., named regional sales manager, Western United States.

**Thomas F. Gillett**, director, advanced operations testing for fiber optics/video services, GTE, Cerritos, Calif., joins Cable Television Laboratories Inc., Boulder, Colo., as VP, business development and technology transfer.

**Gregory S. Tadyshak**, chief engineer, Center for Television Production, University of Wisconsin-Green Bay, joins WBAY-TV there as assistant chief engineer.

**Paul Minni**, editor and production engineer, noncommercial WXXI-TV Rochester, N.Y., joins noncommercial WMHT(TV) Schenectady, N.Y., as videotape editor and production engineer.

**Bill Seeley**, recent graduate, Specs Howard School of Broadcast Arts Inc., Southfield, Mich., joins WBKB-TV Alpena, Mich., as board operator, responsible for audio mixing.

**Walt Lowery**, real estate agent, Coldwell Banker, Seattle, joins Genter Electronics, Salt Lake City-based audio equipment manufacturer, as sales engineer.

In **memoriam**. The Division of Learning Services Council of Pacific Mountain Network has established the Lynn Osborn Memorial Scholarship. Osborn was a learning services project coordinator until her death last Fall. The scholarship fund will be used annually to assist Western residents working in the field of instructional television to attend the Pacific Mountain Network annual conference.

## Promotion and PR

**George Oswald**, manager, affiliate advertising services, Fox Broadcasting Co., Los Angeles, named director, corporate creative services; **Jay Bakernik**, manager, affiliate promotions services, named special projects producer, corporate creative services.

Appointments at Mangus/Catanzano, marketing and public relations, firm, Pittsburgh: **Dennis E. O'Neil**, senior VP and general manager, Hill & Knowlton, Pittsburgh, named partner; **Sherwyn T. Carr**, VP, Hill & Knowlton, Pittsburgh, named principal.

**Julie Hall**, supervisor, on-air promotion, Home Box Office, New York, named acquisitions manager.

**Sara Meza**, account executive, Bender Goldman & Helper, public relations, Los Angeles, joins Madison Square Garden Television Productions, Los Angeles, as director, public relations.

**Rayne Pollack**, media coordinator, Public Agenda Foundation, New York, joins Financial News Network there as manager, public relations.

**Michael Henry**, president, The Henry Company, advertising agency, Los Angeles, joins WFLD(TV) Chicago as VP and director, creative services.

**Tami Masuda**, owner and operator, New York West, Los Angeles-based advertising boutique specializing in motion picture print advertising, joins MGM/UA as VP, advertising.

**Jane Shivers**, director, Ketchum Public Relations, Atlanta, named executive VP.

**Beverly Ann Poston**, stations business director, Bakakel Communications, group owner, Charlotte, N.C., named VP, station relations.

**John Deyo**, graphic artist, KMT(TV) Mason

City, Iowa, named creative services and production manager.

**Bob Webber**, marketing manager, Nordam, Tulsa-based aerospace equipment manufacturer, joins Superstar Connection there as director of marketing, responsible for promotion and advertising.

**Abigail Pollay**, assistant director, marketing and promotion, KSHE(FM) St. Louis, named director, marketing and promotion. Pollay replaces **Jim Marchyshyn**, who has resigned to pursue other interests.

## Allied Fields

**Robert E. Branson**, staff attorney, National Association of Broadcasters, Washington, named assistant general counsel.



Bell

**Rebecca J. Bell**, director, affiliate news services, NBC News, Washington, resigns to join Senator John Glenn (D-Ohio) as press secretary and member of policy staff. Bell had previously been NBC News's Paris bureau chief and senior producer.

**Rosalyn Weinman**, director, community affairs, NBC, New York, named VP, program standards and community relations.

**Edward J. Atorino**, VP, Salomon Brothers, named senior media analyst, stock media research department.

**Lynn H. Halterman**, general sales manager, WIRE(AM)-WXTZ(FM) Indianapolis, joins Media Monitors Inc., publisher, radio advertiser information, Indianapolis, as regional sales manager.

**Jack Satterfield** and **Al Perry**, associate brokers, satellite offices, Gammon & Ninowski Media Investments Inc., Philadelphia and Denver, leave to form Satterfield & Perry Inc., with media brokerage firm with offices in Philadelphia and Denver.

Appointments at Arbitron Company: **John Hegelmeyer**, media planner, HDM, Los Angeles, subsidiary of Young & Rubicam, named client service representative; **Genelle Williams**, client services representative, Arbitron, Chicago, named account executive.

## CHIEF ENGINEER IN MAJOR MARKET

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Little (r) and McCloskey (l) present award to Topol

**Technological achievement.** Sidney Topol, chairman of the board of Scientific-Atlanta Inc., Atlanta, was named 1989 recipient of the Electronic Industries Association's Medal of Honor at the EIA Government/Industry Dinner held March 15 at the J.W. Marriott Hotel in Washington. Presenting the award were EIA Chairman William G. Little and EIA President Peter F. McCloskey. The medal recognizes "outstanding contributions toward the advancement of the electronics industry and high personal achievement in the field of industry management." At the March 15th ceremony, McCloskey said: "For more than 40 years Sid has made significant and lasting contributions to his employers, his industry, his community and to his nation." Scientific-Atlanta Inc. manufactures satellite earth stations for broadcasters, teleports and educational and private networks. Topol is also chair of EIA's Advanced Television Committee, which is responsible for defining critical high definition TV issues.

**Renee Simmons**, program marketing representative, National Captioning Institute, Falls Church, Va., named program marketing manager.

Elected officers, Arizona Cable Television Association, Phoenix: **Nancy Myers**, United Cable, president; **Mark Stucky**, Times Mirror Cable, vice president; **Jeff Spiegleman**, Jones Intercable, secretary and treasurer; **Robert Bird**, Scientific-Atlanta, associate representative.

**Pat L. Faust**, VP, noncommercial WTTW(TV) Chicago, joins Eastern Educational Television Network/Interregional Program Service (IPS), Boston, as senior programing officer. IPS is program acquisition and brokering agency operated by Eastern Educational Television Network.

**Tom Moody**, founder, Marketing Prescription, health care research and marketing company, Albuquerque, N.M., joins Drake-Chenault, radio consultants there as research director.

**Morley Safer**, co-editor, CBS' *60 Minutes*, named recipient of Boston University's 1989 Dennis Kauff Memorial Lifetime Achievement Award in recognition of his career as television broadcaster. Award is named for Dennis Kauff, reporter for WBZ-TV Boston who was killed in 1985 in accident caused by drunk driver.

**Larry King**, talk show host, Mutual Broadcasting System, named International Radio and Television Society Inc., broadcaster of the year; **Morleen Getz Rouse**, professor of broadcasting, University of Cincinnati College, conservatory of music, named Frank Stanton fellow by IRTS for her contribution to broadcast education.

**Tom Elkins**, president, KNUI(AM)-KHUI(FM) Kahului, Hawaii, named winner of National Broadcast Editorial Association management award.

**Alexandria E. Strauss**, graduate student in broadcast journalism, American University, Washington, will receive 14th annual John Merriman Award of Writers Guild of Ameri-

ca. East, Inc. Award is given to outstanding graduate level broadcast student in honor of Merriman, Guild president and CBS news editor at time of his death in 1974 in airline crash.

## Deaths

**G. Bennet (Ben) Larson**, 79, veteran broadcaster, died March 18 of pneumonia at St. John's Hospital, Santa Monica, Calif. Larson began his career at KDYL(AM) Salt Lake City as announcer, entertainer and program director. In 1929 he went to New York and be-



Larson

came director for NBC Radio. His credits include *Texaco Fire Chief*, with Ed Wynn. In 1934 he went into advertising, joining Katz Radio Advertising Agency as radio director and producer. During next eight years he was with Ruthrauff and Ryan Agency and Young and Rubicam. In 1942 Larson returned to radio as part owner, VP and general manager of WWDC(AM) Washington. In 1945 he went to Philadelphia as VP, WPEN(AM) and WCAU-TV. In 1950 he became VP, WPIX(TV) New York, remaining there until 1953, when he returned to Salt Lake City as president, KDYL(AM) and KTVU(TV). In 1959 he joined Blackburn Co., Beverly Hills and later formed G. Bennett Larson Inc., brokerage and consulting firm. He later merged with William Walker to form Larson & Walker Inc. In mid-seventies Larson returned to TV as executive VP and general manager of WOKR(TV) Rochester, N.Y. Larson retired in 1980. He is survived by his wife, Doris, and two sons.

**John P. Scripps**, 76, founder and chairman of board of John P. Scripps Newspapers division of Scripps Howard media group, died March 15 following heart attack at La Jolla, Calif. hospital. Scripps Howard owns nine TV and three radio stations and John P. Scripps Newspapers owns seven dailies. Scripps is survived by four children.

**Wendell Michael Dwyer**, 51, president and owner, WXCE(AM) Amery, Wis., and KXLV-FM Cambridge, Minn., died March 6 at North Memorial Medical Center, Robbinsdale, Minn. from injuries sustained in automobile accident. Dwyer is survived by his wife, Barbara, three sons and one daughter.

**Tee Casper**, 74, retired news and sports director, KHEY-AM-FM El Paso, Tex., died of cancer March 14 at his home in El Paso. Casper began his career in 1934 at KABC(AM) San Antonio, Tex., as newscaster. During his career he worked at WACO(AM) Waco, Tex.; KFJZ(AM) Fort Worth, Tex., and KRIO(AM) McAllen, Tex. He joined KHEY in 1972. Casper is survived by his wife, Joana, and two daughters.

**Sam Melville**, 52, TV and movie actor, died March 9 at his home in Hollywood Hills, Calif., after heart attack. Melville played Officer Mike Danko on television series, *The Rookies*, which ran from 1972 to 1976.

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## Nancy Widmann: CBS Radio's goal getter

Three weeks ago, CBS Radio closed on the purchase of two Detroit stations and signed a four-year deal with Major League Baseball that will cost the division an estimated \$50 million. A week later, CBS Radio Division President Nancy Widmann sat at a table in her office and laughed when asked what her future goals are for the company. "After last week," she joked, "I don't have any goals."

Widmann's career at CBS began in 1972, when she left a career in media buying to join the company and see what life was like on the other side of the business. Sixteen years later, on August 1, 1988, she was named president of the company's radio division.

"I never really aspired to more than being New York sales manager of the rep firm," says Widmann, but the career path that she followed at CBS eventually allowed her to experience every aspect of the business. When she joined the company as an account executive with CBS Radio Spot Sales, she had eight years of experience with advertising agencies and media buyers that made for a smooth transition.

Widmann's first job was in 1964, when she left her native New England to move to San Francisco and become a receptionist at advertising agency Dancer Fitzgerald Sample. The position offered her the opportunity to observe the workings of a media buying department and helped her decide her next career move.

"My inclination in those days was radio," says Widmann. "I was much more interested in the way radio was bought than I was in television, so when I came East I looked for a job in radio." She found one in New York as a sales assistant at Metro Radio Sales, then moved on to an assistant buyer position in the media department at Needham, Harper & Steers. By 1968, after one year with NH&S, she was named media supervisor.

Widmann held the media supervisor position for three years, moved to a post as media buyer with Vitt Media International, and by 1972 decided that her experience at a variety of firms could best be utilized on the other side of the business. "The first place I interviewed was Blair, and they didn't hire me," she said. "The second place I interviewed was CBS Radio Spot Sales."

"I had been buying radio long enough so that I was experienced enough to help young salespeople along when they were selling to the agency," she says, particularly through her knowledge of agency "lingo" and advertising research tools. Within four years, she was named New York sales manager of the rep firm. "It was the first time that I basically managed other sales-



NANCY CLIFFORD WIDMANN—President, CBS Radio Division, New York; b. December 27, 1942, Boston; BA Regis College, Weston, Mass., 1964; receptionist, Dancer Fitzgerald Sample, New York, 1964-65; sales assistant, Metro Radio Sales, New York, 1966; assistant buyer, media department, Needham, Harper & Steers, New York, 1967-68; media supervisor, NH&S, 1968-71; radio buyer, Vitt Media International, New York, 1971-72; account executive, CBS Radio Spot Sales, New York, 1972-76; New York sales manager, CBS Radio Spot Sales, 1976-77; vice president, recruitment and placement, CBS Inc., 1977-78; vice president and general manager, CBS Radio Spot Sales, 1978-80; vice president and general manager, WCBS-FM New York, 1980-86; vice president, CBS-Owned AM Stations, 1986-87; vice president, CBS-Owned Radio Stations, 1987-88; present position since August 1, 1988; divorced, one child, Sabina, 17.

people and managed an office," she said of the sales manager position. "It was when I first began to become excited about management and training and guiding."

At that time, Widmann explains, CBS Inc. management decided that future senior executives should have both line and staff experience and encouraged her to take a position as vice president of recruitment and placement with the parent company. After some deliberation, she took the position. "I thought about it over the weekend and had decided that I had become very narrow coming up all through media and radio and that I needed to broaden my experience," she says. "It turned out to be the smartest move I made."

The personnel position offered Widmann tremendous visibility within CBS Inc. It also offered the opportunity to interact with the highest level of the corporation in both law and finance and gave her oversight of a staff of 30. She says that if there were any drawbacks during her busy two years in the position, it might have been that there were "no guarantees by anybody in the company

that I would be able to go back to broadcasting."

The opportunity nevertheless arose in 1978 with her appointment as vice president and general manager of CBS Radio Spot Sales. "I had gained enormously as an executive," she says of her two years in the personnel department, and had maintained a close eye on the rep business while she was away. Eighteen months after taking the position with the rep firm, she was offered the job of vice president and general manager at WCBS-FM New York.

Widmann speaks fondly of the six years she spent at WCBS-FM, where she says her greatest accomplishment was presenting "a vitality and a different sense of marketing" to the oldies station. She was so pleased with the way the station evolved that she maintained a "hands-off" position on its operations during her tenures as vice president of the CBS-Owned AM Stations (1986-87) and vice president of CBS-Owned Radio Stations (1987-88). Allowing each CBS-owned station to operate without much intervention from company headquarters is a philosophy that Widmann says her division maintains today.

Since taking over as radio division president eight months ago, Widmann has overseen: signing of a four-year, \$50 million contract with Major League Baseball, which extends a 13-year relationship between the two organizations; CBS Radio Representatives' signing of a three-year contract with KRLD(AM) Dallas and the four Texas State Networks; the addition of both a sports and a Hispanic division at the rep firm, and the \$58 million purchase of WWJ(AM) and WJOL(FM) Detroit, which brings the total number of company-owned properties to 12 FM and eight AM stations.

"If an acquisition makes sense, you can be sure that CBS Radio will make the acquisition," says Widmann, adding that support from senior management has been "very encouraging." Widmann adds that CBS/Broadcast Group President Howard Stringer, who was named to his position just weeks before her appointment, encourages her to "run her own show."

Stringer, who speaks reverently about the company's radio division, explains that CBS Radio "is so well managed and so successful financially and creatively that I really don't have to stay in touch with Nancy on a day-to-day basis."

When pressed for her thoughts on the predominance of men on the Radio Advertising Bureau board of directors (she is the only woman) and elsewhere in the industry, she notes that many women are presently rising in the ranks to station general manager and sales manager positions. "The track is filled with very talented women," she said. "They're paying their dues, and they will be appointed."

Time Chairman **J. Richard Munro** said last week that he had "several conversations" with **Robert M. Bass** last week and was not worried about reports earlier in week that Fort Worth, Tex.-based investor might interfere with Time's proposed stock-swap merger with Warner Communications ("Top of the Week," March 13). "He's not up to anything evil," said Munro, speaking at second annual Communications Alumni dinner of the Columbia Business School. Munro added that Time would have "diluted its shares and put the company into play" if it had tried to buy movie studio at private market value. One arbitrator said last week that Time might be forced to purchase Warner for cash if an outsider, such as Bass, interferes with acquisition. Responding to question about whether Warner and Time management could work smoothly together, Munro said: "We have been dealing with Warner for over 15 years and I think we both know what we are getting into." Time Inc. chairman said two trends have led to proposed merger—globalization and restructuring. He urged change in government policies, which he said favor "debt over equity, the short term over the long term and the speculator over the job creator." Financial environment created made investors "value Time not as a long-term investment, but rather for its breakup value," said Munro, and thus made Time look for merger partner.

FCC is expected to adopt reforms of its comparative renewal process at open meeting this Thursday (March 30) to stem what it considers "abuse" of process and to make it less costly and time-consuming. Among other things, FCC is likely to limit payments that incumbents can make as part of comparative renewal settlement—FCC Commissioner James Quello advocates forbidding such payments altogether—and to redraft application form to discourage marginally qualified groups from filing competing applications against incumbents. FCC is also expected to open inquiry into whether agency should adopt standard for scrambling of satellite feeds of cable programming. Inquiry was mandated by Home Satellite Viewers Act of 1988.

## Bush chooses Obuchowski to head NTIA

Janice Obuchowski, who was a senior adviser to Mark Fowler when he was FCC chairman, is President Bush's choice to be assistant secretary of Commerce for Communications and Information and head of the National Telecommunications and Information Administration. If confirmed by the Senate, she would replace Alfred C. Sikes, who was named to the job by President Reagan in 1986.

Obuchowski is now with NYNEX, as executive director for international affairs, monitoring developments abroad in telecommunications matters and U.S. government concerns in such matters. And that background would be useful in the Commerce Department job, considering Secretary Robert Mosbacher's focus on the international competition confronting American companies. And although such stress on the international field could give rise to the turf battles that marked NTIA's relations with the State Department early in the Reagan years, Obuchowski said she would do her best "to get along with State," adding, "it is in the country's best interest to have agencies involved in telecommunications find common cause."

Besides her work at NYNEX, Obuchowski has a strong background in international matters. She lectures on international as well as domestic telecommunications, chairs a subcommittee of the U.S. Council for International Business Telecommunications



## NBC signs Alda to drama series

After a six-year absence, actor Alan Alda will return to television in a series for NBC. Alda, a five-time Emmy award winner, will star in a one-hour dramatic series by executive producer Martin Bregman, producer of "Dog Day Afternoon" and "Serpico."

Brandon Tartikoff, president of NBC Entertainment, said the project is scheduled for January 1990. "We struck the deal in January, but he [Alda] will have a year or so to develop it," said Tartikoff. "It's pretty much up to Alan as far as when he feels comfortable making details of the project known. We are thrilled to have the consummate talents of Alan Alda back to television on NBC. He is a creator of vision and quality, and we look forward to this being the beginning of a long and fruitful relationship," said Tartikoff.

The new series is the first television series project Alda has done for NBC and the first TV project that he and Bregman have collaborated on. The two previously teamed up for the theatricals "The Seduction of Joe Tynan," "The Four Seasons" and "A New Life."

Alda, who won all five of his Emmys (three for acting, one for directing and one for writing) as Hawkeye Pierce on CBS's M\*A\*S\*H, has been honored with awards from the Directors Guild, Writers Guild, the Hollywood Foreign Press Golden Globe and the People's Choice Award.

Commission will also decide whether to create new FM Class C3, allowing Class A stations in Zone 11 (Northeast U.S.) to upgrade to 25 kw. Other half of that FM proceeding, question of whether or not to permit all or some of Class A's to double power from 3 kw to 6 kw, will not be considered at Thursday's meeting, but is being held for further study.

and Information Policy Committee, and is an adjunct professor of international telecommunications law in the Master of Law Program at the Georgetown University Law Center. Her language background includes French, Russian, Polish and Italian training.

And Obuchowski is already familiar with the personnel and workings of one of those agencies—the FCC. She had served in the commission's Common Carrier Bureau from 1981 to 1983, first as legal assistant to the chief of the bureau, then as chief of the bureau's International Policy Division, before moving into the chairman's office. She advised Fowler on telecommunications policy and international communications pending before the commission. She left the commission to join NYNEX in February 1987.

Obuchowski, who is a lawyer, graduated from Georgetown University Law Center—where she was a member and editor of the Georgetown Law Journal—in 1976. She joined the Washington firm of Bergson, Borkland, Margolis & Adler, which specializes in antitrust work, then chaired the Legislation Committee of the American Bar Association's Litigation Section from 1976 to 1980.

Obuchowski had not been known as one of those Washington personalities who was politically connected. She acknowledges only being "a Bush supporter." As to what led to her appointment to the Commerce Department post, she said only, "I got pretty lucky."

The prospective assistant secretary of Commerce is married to Albert Halprin, who served as chief of the commission's Common Carrier Bureau under Fowler and is now a partner in the Washington law firm of Crowell & Moring.

## More congressional interest in HDTV

Government should be taking a leadership position in assuring that the U.S. has a viable high-definition television equipment industry, several congressmen said during a hearing of the House Science, Space and Technology Committee, chaired by Robert A. Roe (D-N.J.). During the hearing, Roe told industry and government witnesses that many in Congress are not in favor of funding high-tech projects such as the NASA space station, superconductivity and the super collider. He asked the witnesses for evidence to "establish a case" that the government should support HDTV when funding bills reach the floor of the House.

There was general support for a bill introduced by Representatives George Brown (D-Calif.) and Doug Walgren (D-Pa.) that would provide funding for industry HDTV research and development partnerships through the Advanced Technology Program of the National Institute of Standards and Technology. The Brown bill is meant to complement an earlier HDTV proposal introduced by Representatives Don Ritter (R-Pa.) and Mel Levine (D-Mass.). During the Science Committee hearing last Wednesday (March 22), Ritter announced that the bill had picked up 16 co-sponsors.

Congressmen Norman Mineta (D-Calif.) and Robert Torricelli (D-N.J.) had harsh words for Albert Sikes, head of the National Telecommunications and Information Administration, following his testimony that: "It is important not to get ahead of the private sector. The private sector must assess the risks and rewards of business opportunities."

Government getting out in front is what "some of us call leadership," Torricelli said. "If indeed the economic health and security of this nation depends upon success in this endeavor, we cannot rest upon the collective judgments of a few private individuals."

Also at the hearing, Craig Fields, deputy director of the Defense Advanced Research Projects Agency (DARPA), said that in recent weeks much has been done to process the 82 requests for shares of the \$30 million DARPA plans to grant companies involved in research and development of high-definition displays and video processing and that it hopes "in the near term to start signing contracts." He called the quality of the proposals "outstanding." DARPA has assembled a group of 49 people from several branches of the government to study the proposals and recommend which to support.

**NBC has agreed to sell KNBR(AM) San Francisco**, its only remaining radio property, to **Susquehanna Broadcasting Co.** Value of deal is estimated at **\$20 million**. Buyer is York-Pa.-based group of seven AM's and 11 FM's headed by Art Carlson. KNBR is fulltimer on 680 khz with 50 kw.

time periods since its debut.

**Supreme Court** in 9-0 ruling last week **held that news organizations have no right to individuals' criminal records**, even where those records had once been publicly available. Justice John Paul Stevens, writing for unanimous court, said release of arrest and conviction records would be "unwarranted invasion of privacy." Decision was issued in case that began 11 years ago, when CBS News's Robert Schakne filed Freedom of Information Act request for information regarding former Representative Daniel J. Flood (D-Pa.). Flood later admitted to conspiracy to solicit illegal campaign contributions from potential government contractors.

**Turner Broadcasting System** had no comment on report it was **looking to start regional cable sports network in Southeast**. Nearly all professional and college teams in area already appear on WTBS(TV) Atlanta. Move is seen as defensive strategy in face of NBC-Cablevision regional sports push. Before NBC-Cablevision marriage, regional service was never high on company's agenda.

GTG Entertainment last week named broadcasting veteran **Tom Kirby** as **executive producer of USA Today on TV**. Former *Washington Star* editor Jim Bellows, brought in last October as managing editor to help tune up the show, is being encouraged by Kirby and staff to stay on in his present position, according to GTG executive Bud Rukeyser Jr. Since its premiere last September, the program has been struggling with critics and audiences. Kirby, who begins his new job today (March 27), was most recently president and general manager of Gannett's KOCO-TV Oklahoma City. (GTG is joint venture between Grant Tinker and Gannett.) His previous experience includes stints as news director at KUSA-TV Denver and KARE-TV Minneapolis. "Tom is as good a guy as they have," said Rukeyser, "and one of the things we have to do better on the show is link up with the paper. We thought that a guy who knows the Gannett buttons to push was all to the good. *USA Today on TV* received a 6.0 national rating in February, up 11% from November, but show has been juggled by many stations out of more desirable

Denver Oilman **Marvin Davis**, who exited show business with sale of 20th Century Fox Film Corp. to Rupert Murdoch in 1985, reentered it last week in partnership with Prudential Insurance Co. of America as buyer of Spectradyne Inc. for \$635 million. Dallas-based Spectradyne operates pay-per-view movie service serving some 500,000 hotel rooms. Sellers include Robert Bass, American Express, Equitable Life Assurance and Hicks & Haas. Prudential has dabbled (and gotten burned) in pay television business before. It was principal backer of United Satellite Communications Inc., medium-power satellite broadcasting service that flopped in 1985.

**McKinney tapped for ATSC.** James C. McKinney, who served as director of the White House military office during the Reagan Administration and before that as chief of FCC's Mass Media Bureau, has accepted the post of chairman of Advanced Television Systems Committee (ATSC), succeeding E. William Henry. He was approved last Wednesday (March 23) at a meeting of the ATSC executive board.



McKinney joins ATSC at a time when the organization is in a state of flux following the formation of the FCC's advisory committee on advanced television service, which has taken over many of ATSC's primary activities. "They need a new sense of direction. Maybe Jim can coalesce that," said Greg DePriest of the Association of Maximum Service Telecasters, an ATSC executive board member. McKinney argues that ATSC is still an important organization. "ATSC is the only organization that tries to bring together all aspects of industry interest in high-definition television," including manufacturing, broadcast, cable interests and others, he said. "I think that makes it a unique voice for government agencies to hear. I know when I was at the FCC, we listened very carefully to an organization that was broad-based."

# Editorials

## Leveling the playing field

It's too early in the coming debate about network deregulation to take sides, but it's not too soon to encourage all parties to keep an open mind. It appears now that all the old battle lines are being redrawn, and all the old animosities are coming to the fore. But the battlefield has changed. No longer are networks the unchallenged masters of the electronic communications universe. Indeed, no longer is broadcasting the unchallenged champion of the Fifth Estate. These are new times, and new approaches are in order.

Our own inclination at the moment is to favor a stronger, rather than a weaker, network universe. The way we remember it, when you had strong networks you had a strong broadcast industry. There's little doubt that erosion in the network positions has been followed by erosion in broadcasters' standing in general.

NBC, particularly, has been vigorous in seizing the opportunity afforded by the Time-Warner merger to call attention to the constraints under which it must operate, while unconstrained others in the media business gallop into giantism. And while we may not accept NBC's logic in paralleling a T-W marriage with repeal of the financial interest rules, we acknowledge the general principle that the networks now have to do battle with at least one hand tied behind them.

There must be a way to protect the marketplace from the networks while allowing the networks to compete in the marketplace. The search for that accommodation, not a slavish holding to the status quo, should be the goal. After all, it's not just the other guy's end of the boat that's sinking.

## For the birds

The swallows have come back to Capistrano, and, in what has become almost as familiar a routine, the issue of a children's television bill is returning to the hearing rooms of Capitol Hill. The House Telecommunications Subcommittee, following Congress's Easter recess, plans to hear from various witnesses on the state of children's programming, with an eye toward reviving a children's television bill.

Congress is preparing to mount its high hobbyhorse again, trying to get some mileage out of an issue that has great posturing potential. Some intentions are undoubtedly good. Some are as undoubtedly political. All are misplaced.

The goal they appear to serve is the protection of children, which tends automatically to cloak the opposition in black, with whip and handlebar mustache. The goal Congress would actually be serving by their *in loco parentis* is, however, the imposition of content restrictions on the media—once removed in the case of an antitrust exemption. President Reagan recognized the inherent problems with children's programming restrictions. Calling it counterproductive and at odds with the First Amendment, he pocket vetoed a children's TV bill following the 100th Congress. If another bill makes it out of the 101st, it is likely the new President will show equal concern for the Constitution.

A government that makes a habit of regulating content, whether it be programs labeled by the regulators as indecent or too violent or too commercial or unsuitable for children, is doing a disservice to its citizens, no matter what their age. The best way for Congress to protect the interests of children is to insure that when they grow up they have the freedom to watch what they please and not only what pleases the government.

## Too close for comfort

The Corporation for Public Broadcasting, joined by the National Association of Broadcasters, has registered its opposition to the Inspector General Act in a letter to Senate Government Affairs Committee Chairman John Glenn (D-Ohio). The act, passed by the Congress in October of last year and applicable to federal "entities" that receive more than \$100 million a year, requires CPB, which will get \$200 million-plus from Congress this year, to hire an inspector general with the power to judge budget items fraudulent or wasteful or simply unnecessary, and who will report directly to Congress as well as to the CPB board. A Senate staffer familiar with the act told BROADCASTING that CPB's fears were unfounded, but we remain unconvinced. In the current climate of soaring deficits and pressure to cut spending, a mandatory in-house inspector with the discretionary power to judge which programs are necessary, and then report those conclusions directly to Congress, is understandably interpreted as a threat to public broadcasters' independent program decisionmaking.

As NAB President Eddie Fritts pointed out in sharing his concern with CPB Chairman Kenneth Towery, CPB "was created in large measure as a 'shield' to protect the editorial independence of public broadcasters receiving federal funds." Indeed, when CPB was created by Congress in 1967, a provision permitting the General Accounting Office to double check the corporation's books was adopted with the express instructions from Congress that such authority not be construed as mandatory.

While the efforts by Congress to cut down on waste and fraud are admirable, their price should not be the editorial freedom of the public broadcasting system.

## Voice of experience

There was some judicial wisdom out of a New York panel on the pros and cons of televising trials (see story, page 49). The discussion was prompted by the state's 18-month test of cameras in the courtroom, due to expire at the end of May.

Judge Harold J. Rothwax, who presided over the high-profile Steinberg child abuse trial, concluded this about the presence of cameras in his court: "It is unprincipled to have a room full of reporters while excluding the television cameras.... It is far less disruptive to have one camera than many reporters."

Copy to the Supreme Court.



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