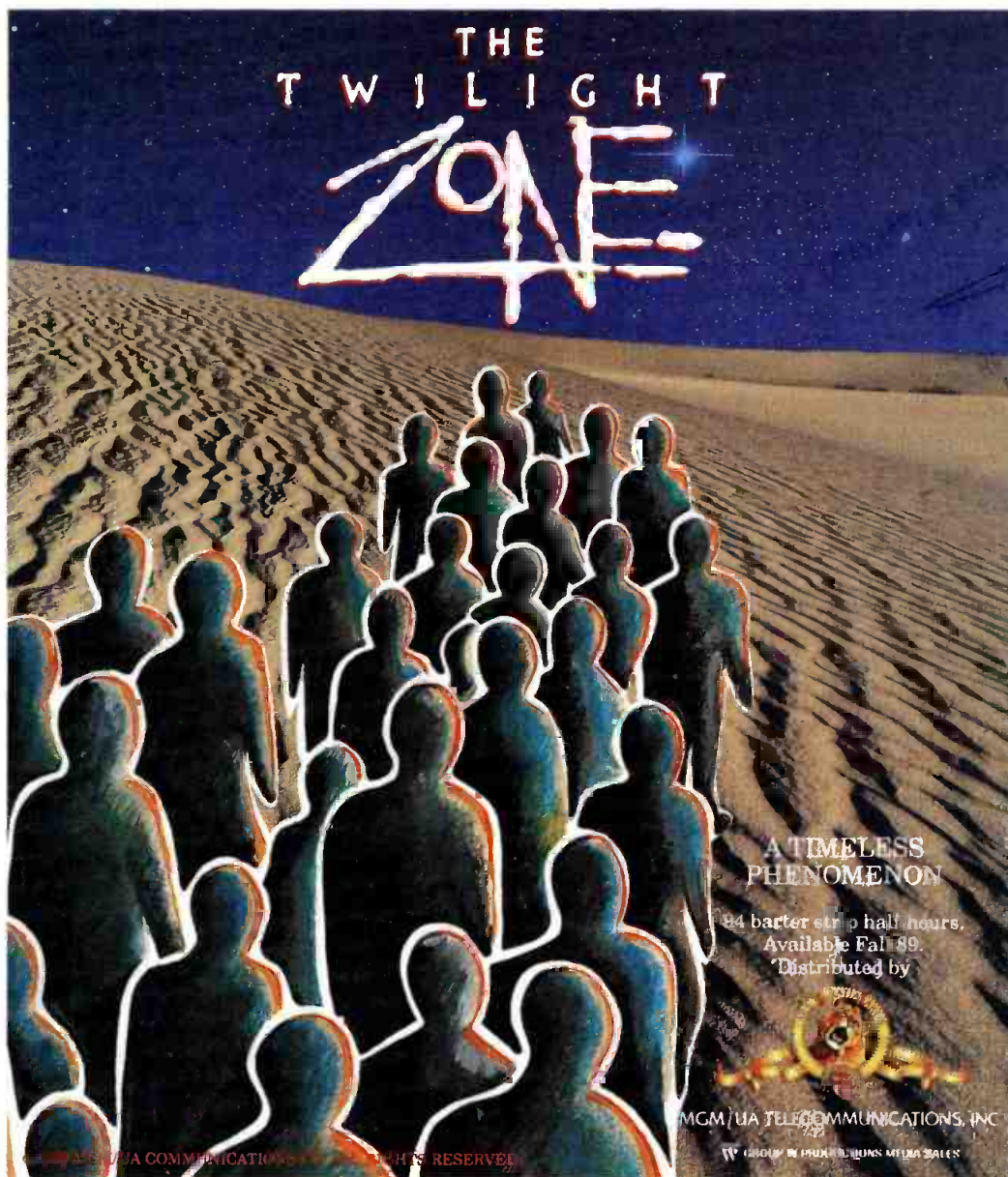


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 22



May 22,
1989
v. 116
no. 21

LIBRARY

LIBRARY

A CBS BROADCAST INTERNATIONAL PRODUCTION IN ASSOCIATION WITH LONDON FILMS AND ATLANTIS FILMS

*****3-CIGIT 041
04103ERIAZ599 MSK JAN/90
SERIALS DEPT
U OF SOUTHERN MAINE
LIBRARY
96 FALMOUTH ST
PORTLAND ME 04103

59th Year 1989

BIG DEAL IN DALLAS
NCTA CONVENTION ISSUE
Hold that line!
is cable's new
policy on rates

**SOMETHING
FUNNY'S
GOING ON
HERE...**



© 1999 Home Box Office, Inc. All rights reserved.

**INTRODUCING THE NEW
COMEDY CHANNEL FROM HBO
SEE US AT
NCTA BOOTH
#2039**

Keeping pace with inflation...

In attempt to stem calls for reregulation, most cable operators recognize that double-digit rate hikes are on their way out. **PAGE 27.**

NBC offers formula to help determine affiliate compensation...

NBC-TV network proposes audience delivery as "benchmark" for determining how much money to compensate affiliates. **PAGE 31.** Cable news efforts also topic at meeting. **PAGE 32.**

Mooney: Cable's even keel...

NCTA President James Mooney provides steady leadership at time when cable industry is increasingly under fire. He discusses challenges facing industry on eve of NCTA's annual meeting in Dallas. **PAGE 35.**



28/ JOKE'S ON CABLE

HBO and Viacom announce plans to launch basic cable comedy channels.

32/ BREAKING UP?

Rupert Murdoch's Sky Television, which six months ago entered into joint venture with Disney Co., sues latter for \$1.5 billion, charging "obstructive tactics."

40/ DALLAS DIARIES

Both pre-registration and amount of exhibit space are up this year for National Cable Television Association's convention, which starts today (May 22) under banner: "Cable Television: Informing and Entertaining America."

42/ NEW LEADER

Newhouse Broadcasting President Robert Miron will emphasize importance of good cable-community relations and customer service when he takes over as NCTA chairman this week.

44/ FRENCH CONNECTION

U.S. delegation is one of some 130 countries facing tough issues at International Telecommunication Union's plenipotentiary conference in Nice, France.

44/ NOT MADE IN JAPAN

NHK Chairman Keiji Shima



tells BROADCASTING that NHK has bought more than \$100 million worth of programming from overseas production houses and broadcasters.

53/ AFFILIATE TALK

ABC and CBS groups head into affiliate meetings with questions about compensation agreements and concerns about prime time program development.

58/ SEE IT ON THE RADIO

Among latest examples of growing radio-cable connection is simulcasting of televised radio shows.

54/ NBC'S FALL AMMUNITION

Five new series are added to NBC's fall prime time



schedule, including *Sister Kate* (above), story about nun supervising unruly orphans.

56/ FOX LINEUP

Fox Broadcasting Co. announces its new schedule for 1989-90 season, including expanding to Monday night.

65/ 15-SECOND REPORTS

Use of fifteen-second commercials is growing, according to recently released data by Television Bureau of Advertising and study by Bozell Inc. Advertising.

95/ ON POINT

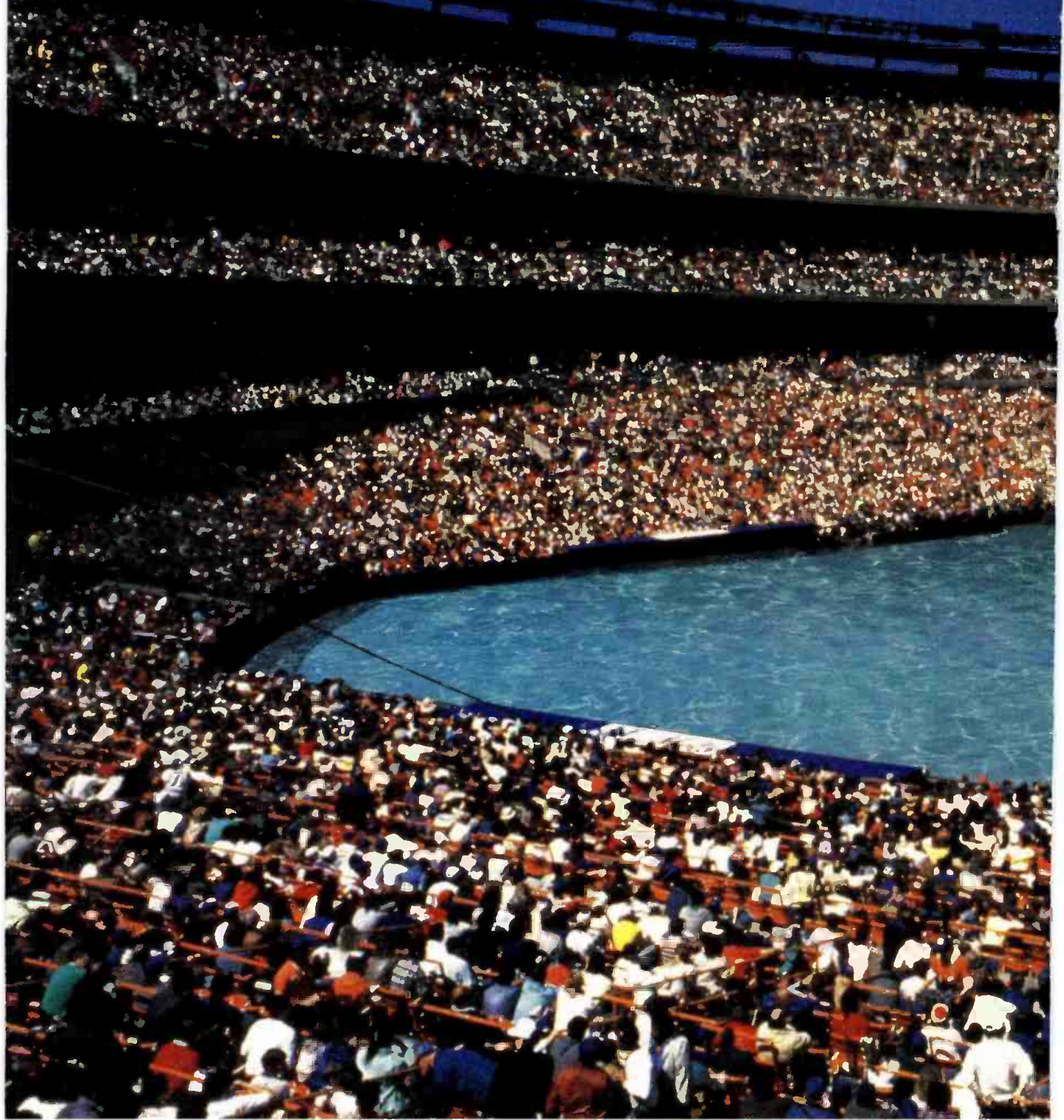
NCTA's number-two man Decker Anstrom is usually found behind scenes, making sure association keeps cable's interests in forefront.

DEPARTMENTS

Advertisers Index	95
At Large	35
Business	65
Cablecastings	46
Changing Hands	67
Closed Circuit	6
Datebook	19
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	75
In Brief	96
International	44
Law & Regulation	69
Masthead	22
The Media	53
Monday Memo	24
On Radio	58
Open Mike	23
Programming	54
Ratings	55
Riding Gain	60
Satellite Footprints	62
Special Report	40
Stock Index	52
Syndication Marketplace	57
Technology	72
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other International subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$115. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

PEOPLE LOVE TO WATCH ATHLETES



Now the personal lives of famous athletes are ready to become America's Number One spectator sport.
InSport – Weekends with Ahmad Rashad and Robin Swoboda.

PLAY WITHOUT THEIR UNIFORMS.



THE TOP TEN ARE NOW IN — THE SCORE SO FAR 65%.

WNBC-TV NEW YORK · KNBC-TV LOS ANGELES · WMAQ-TV CHICAGO · WTXF-TV PHILADELPHIA
WRC-TV WASHINGTON DC · KRON-TV SAN FRANCISCO · WXYZ-TV DETROIT · WFAA-TV DALLAS
KOMO-TV SEATTLE · WYFF-TV GREENVILLE · WTAE-TV PITTSBURGH · WTTO-TV BIRMINGHAM
KMGH-TV DENVER · KTVK-TV PHOENIX · WNEV-TV BOSTON · WTVJ-TV MIAMI · WESH-TV ORLANDO
WITI-TV MILWAUKEE · WKRN-TV NASHVILLE · WJW-TV CLEVELAND · WVUE-TV NEW ORLEANS
WKBW-TV BUFFALO · WXII-TV GREENSBORO · KCRA-TV SACRAMENTO · WTHR-TV INDIANAPOLIS AND MORE.

Distributed by: Select Media Communications. Produced by InSport Productions, Inc. © 1989 Select Media Communications, Inc.



212/355-0033

NORFOLK

Prime rate

Telecable's cable systems now on block ("In Brief") are held in such high regard that one broker suggested per-subscriber price could hit \$3,000 for nearly 600,000-subscriber company, putting purchase price at \$1.8 billion. Many of larger Telecable systems are adjacent to American Television & Communications systems and to Warner Cable systems, soon to merge with ATC. Added ATC connection is that it and Telecable, with addressability in 70% of systems, are both partners in Viewer's Choice PPV networks. Comcast also has systems near Telecable's. But soundness of operations, said one broker, could make any large company likely bidder.

DALLAS

Deja vu

For cable industry, 1980's are blowing out same way they blew in. Nine years ago, at National Cable Television Association convention in same city of Dallas, host of new services made debuts, including such now pillars of industry as CNN, ESPN and Cinemax. It was also convention at which Hollywood studios introduced Premiere, which became their ill-fated attempt to enter pay cable business. CBS and Hearst Corp. also announced plans to launch cable programming units, which eventually met with mixed success.

In that regard, 1989 looks lot like 1980. Giant programmers HBO and Viacom will be making full-court press of operator carriage of Comedy Channel and "HA" TV Comedy Network, respectively. Mizlou Communications will be seeking carriage for its 24-hour Sports News Network. Cable promotion service Prime Time Tonight will be seeking more affiliates for August launch, as will NBC's Consumer News & Business Channel, which, like



Turner's TNT, is attending first NCTA convention.

Bird watching

Lifetime cable channel decided last Friday to join Viacom Networks, The Weather Channel and C-SPAN aboard next-generation GE Americom satellites. Lifetime vice president, operations, Stuart Lefkowitz, declined to value deal, but well-placed sources have valued average pricing at \$10 million to \$12 million per transponder. Lifetime will acquire two transponders, said Lefkowitz, who also declined to comment on reports that Lifetime had been bumped out of original Viacom-Weather Channel-C-SPAN handshake agreement with GE last March. East and West Coast feeds now split between Hughes Communications and GE birds will become GE-only after Americom launches Satcom C-3 and C-4 in 1993.

Talent scouting

Search for program hosts for HBO's new Comedy Channel (story, page 28) will focus on famous and unknown men and women who have broadcast experience and are able to write their own material, according to Stuart Smiley, new service's senior vice president, original programming. "We're looking for comedians, radio disk jockeys, journalists and people who can talk, be funny and reflect a specific point of view."

People such as Elvira, who create their own "unusual" comedy shows within the

context of hosting films on television, "fit very much into what we are trying to do," Smiley said. He will be asking comedy club owners to send tapes of their own showcases, hold auditions in local markets and look for hosts with regional appeal. "People who will be right are those who have done this type of thing before or are now doing it somewhere."

In prospect

National Cable Television Association is close to picking new vice president of industry communications—successor to Louise Rauscher, who left to marry NCTA President James Mooney. Announcement is expected this week or next. Latest word is that scores of applicants have been winnowed to two, both from outside industry.

WASHINGTON

Long goodbye

When FCC Chairman Dennis Patrick announced his resignation on April 5, conditioned on qualification of his successor, he thought mid-summer would be exit date. Now, over six weeks later, worry that Bush administration may delay even longer in naming new chairman leads to speculation that Patrick could

be in post well into fall. (Congress is in recess from Aug. 5 through Sept. 5.)

In meantime, chairman has made personal plans of another kind. It became known last week that he will marry Paula Grace, New Jersey native now Washington real estate professional, this fall. They've narrowed potential residences to "New York, Washington and California." He has entertained no career interviews, will not until officially free of FCC post—circumstance that makes prospect of prolonged delay uncomfortable.

Running for office

Field of candidates has emerged for seats on National Association of Broadcasters executive committee—with exception of television vice chairmanship. It is considered key post: according to association tradition, that person would become next joint board chairman in two years. As of last week Tom Goodgame of Westinghouse Broadcasting is seeking TV board chairmanship, and current TV chairman Ben McKeel of Nationwide Communications says he is willing to serve for year as vice chairman if no other candidate surfaces. Ron Townsend, who has assumed new assignment as president of Gannett Television Group, has toyed with idea of running for vice



Capitol connection

Soon Clark Won't Be The Only One In The Newsroom With Super Powers.

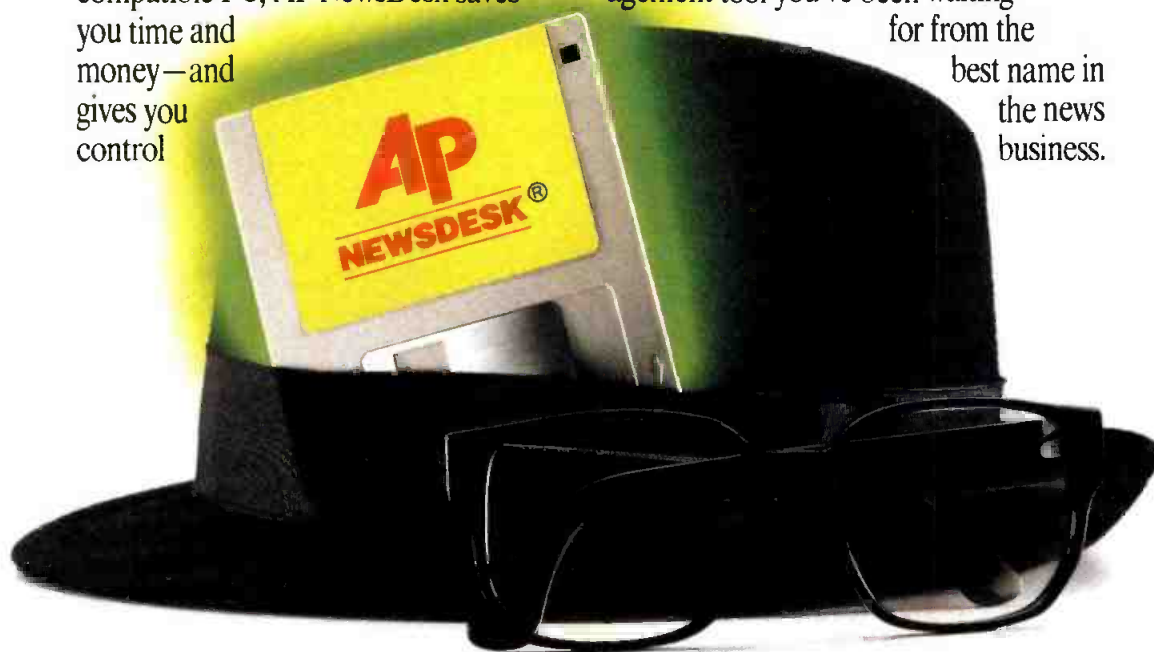
No cape, no X-ray vision...just AP NewsDesk. A superpowered software system for radio and television stations, coming soon from AP Broadcast Services.

Designed to run on any IBM-compatible PC, AP NewsDesk saves you time and money—and gives you control

of your information flow.

Stay tuned for upcoming announcements and details about this full-featured program that is sure to increase your productivity and efficiency.

AP NewsDesk. The newsroom management tool you've been waiting for from the best name in the news business.



Associated Press Broadcast Services

chairman and will make decision this week. On radio side, Don Newberg, WGOW(AM)-WSKZ(FM) Chattanooga, Robert Pricer, WCLT(FM) Newark, Ohio, and William Sanders, KICD-AM-FM Spencer, Iowa, are in three-way race for chairman. David Hicks of Hicks Broadcasting, Kalamazoo, Mich., is unopposed for vice chairman. NAB directors vote at their June 20-23 meeting in Washington.

NEW YORK

Bargain

Scoring robust ratings NBC did not anticipate, last Monday's *Roe vs. Wade* may have provided advertising sponsors one of those rare opportunities to purchase commercial time at dramatic discount. Advertisers knew that NBC was under gun from various pro- and anti-abortion groups for airing movie about controversial 1973 Supreme Court ruling, according to well-placed advertising executive. Another source says NBC normally would have charged \$130,000-\$150,000 for a 30-second spot to sponsors, but was leveraged into slicing cost to \$65,000-\$75,000 despite *Roe vs. Wade's* 17.2 rating/27 share. "No matter how you slice it, or measure it, they [advertisers] got an excellent value for their money," source said. "They knew NBC was committed to running it [\$4 million expenditure for *Roe*]. Advertisers know they can cut a good deal if they hold out for a better deal on ad rates. NBC probably lost money in the end."

Oops

Could NAB's "Free TV" campaign have unexpected backlash? Designed to educate Americans on social and cultural value of institution of broadcast television, free TV campaign could cause viewers to devalue institution's quality as compared to that of cable, some say. General tendency among consumers is to conclude that higher-priced goods are higher quality—although specific

applications are more complicated—notes Bernd Schmitt, professor studying consumer behavior at Columbia University Graduate School of Business. At time of release of TIO-Roper poll in which respondents ranked cable as having greater quality and variety than broadcast networks and independents (BROADCASTING, April 3), one explanation offered by TIO official was that price of cable affected respondents' perceptions. Milton Maltz, chairman of NAB's free TV task force, says pricing comparison is not his intent: campaign will focus on "democratic institution" of free access to television.

Hard to keep quiet

NAB-RAB Radio Futures Committee is working hard to convince radio stations nationally to go silent for 30 seconds on May 26 to demonstrate importance of radio, but not everyone appears to be cooperating. William Figenshu, president of radio division at Viacom Broadcasting, said company's seven stations will not participate in moment of silence at 7:42 a.m. local time on that day but will instead use time to promote medium with words. (Actor Ricardo Montalban is said to be likely spokesman to provide Hispanic introduction to 30 seconds of silence.)

One from Column A...

At printers is listing of more than 50,000 television programs, program episodes and movie titles containing music licensed by performing rights society BMI. Once stations receive list, expected to be mailed next month, they will be able to decide whether they will want to continue paying blanket music licensing fee to BMI or pay individually for airing of each program containing BMI-licensed music. Stations expected to benefit most from per-program arrangement with BMI are independents heavy with movies, with which ASCAP has traditionally done more licensing than BMI.

RALEIGH

Look, Ma, no pictures

Radio simulcasts of TV station newscasts may be growing trend. Beginning July 1, at least dozen AM radio stations are scheduled to begin simulcasting 6 p.m. newscasts of WRAL-TV Raleigh, N.C. Move will allow CBS affiliate's potential and existing audience without access to TV to listen to newscast, and also will provide on-air radio promotion. Normal advertising on radio is complex, said John Greene, WRAL-TV general manager, since

more than 65% of television viewership is outside metro area. In return, WRAL-TV will alter newscasts to make them more appealing to audio-only audience. No money will change hands between WRAL-TV and radio stations. Plan follows on heels of similar simulcast begun three weeks ago by nearby ABC affiliate WSOC-TV Charlotte, N.C. (BROADCASTING, April 17).

EUROPE

Eureka turned back

Members of U.S. delegation to CCIR (International Radio Consultative Committee) meetings in Geneva returned elated to report that all items in new U.S. position on world adoption of HDTV production standard were unanimously accepted. Just before leaving for meetings, State Department backed away from earlier position that 1,125/60 (SMPTE 240M) system should be standardized at end of current CCIR study period in 1990. U.S. now favors delay of decision on world standard until end of study period ending in 1994 and world agreement on "common image" system in 1990 in meantime.

Leader of U.S. delegation, Jim McKinney, chairman of Advanced Television Systems Committee, said that France, Netherlands and United Kingdom staged heavy appeal for immediate adoption of European-developed Eureka 1,250/50 production system.

GREENBRIER

Addrass

The American Association of Advertising Agencies played host to leading lights of that industry last week at the Greenbrier—and while at it chose its new leadership. At left (l to r): Glen W. Fortinberry, chief executive officer of Ross Roy Group, Bloomfield Hills, Mich., elected chairman for 1989-90; John E. O'Toole, AAAA president, and William V. Weithas, chief executive, Lintas: Worldwide, New York, outgoing chairman.



*This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.
The offer is made only by the Prospectus.*

May 10, 1989

3,250,000 Shares



CELLULAR
COMMUNICATIONS, INC.

Common Stock

Price \$35³/₄ per Share

*Copies of the Prospectus may be obtained in any jurisdiction only from such
of the undersigned as may lawfully offer the securities in such jurisdiction.*

This portion of the underwriting is being offered in the United States by the undersigned.

2,250,000 Common Shares

Shearson Lehman Hutton Inc.

Donaldson, Lufkin & Jenrette
Securities Corporation

Bear, Stearns & Co. Inc.	Alex. Brown & Sons Incorporated	Dillon, Read & Co. Inc.	Goldman, Sachs & Co.
Hambrecht & Quist Incorporated	Kidder, Peabody & Co. Incorporated	Lazard Frères & Co.	Merrill Lynch Capital Markets
Montgomery Securities	Morgan Stanley & Co. Incorporated	PaineWebber Incorporated	Prudential-Bache Capital Funding
Robertson, Stephens & Company	Salomon Brothers Inc.	Smith Barney, Harris Upham & Co. Incorporated	
Wertheim Schroder & Co. Incorporated	Dean Witter Reynolds Inc.	Moran & Associates, Inc. Securities Brokerage	
Advest, Inc.	Arnhold and S. Bleichroeder, Inc.	Sanford C. Bernstein & Co., Inc.	William Blair & Company
Blunt Ellis & Loewi Incorporated	J. C. Bradford & Co.	The Buckingham Research Group Incorporated	Dain Bosworth Incorporated
A. G. Edwards & Sons, Inc.	Furman Selz Mager Dietz & Birney Incorporated	Gabelli & Company, Inc.	
Ladenburg, Thalmann & Co. Inc.	McDonald & Company Securities, Inc.	Neuberger & Berman	Piper, Jaffray & Hopwood Incorporated
Prescott, Ball & Turben, Inc.	The Robinson-Humphrey Company, Inc.	Tucker Anthony Incorporated	Wheat, First Securities, Inc.

This portion of the underwriting is being offered outside the United States by the undersigned.

1,000,000 Common Shares

Shearson Lehman Hutton International

Donaldson, Lufkin & Jenrette
Securities Corporation

Amsterdam-Rotterdam Bank N.V.	Banque Indosuez	Goldman Sachs International Limited
Nomura International Limited	N.M. Rothschild & Sons Limited	Salomon Brothers International Limited
J. Henry Schroder Wagg & Co. Limited	Swiss Bank Corporation Investment Banking	S.G. Warburg Securities

Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible." Stations are restricted to Zone II, area that excludes Northeast, portions of Midwest and Southern California. At same meeting, FCC deferred action on proposal to double power of all Class A stations from 3 kw to 6 kw.

FM broadcasters are 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.

In hopes of curtailing adjacent-channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994. In interim, agency also ruled, stations will be presumed to be in compliance with standard if they implement NRSC-1 audio processing standard.

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

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. National Association of Broadcasters, which believes move will lead to "AM-ization" of FM band, has petitioned FCC to reconsider.

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 remains under

AM-FM Allocations.....	10
Antitrafficking.....	10
By the Numbers.....	15
Cable Regulation.....	10
Comparative Licensing.....	10
Compulsory License.....	10
Crossownership.....	14
Direct Broadcast Satellites.....	14
High-Definition TV.....	14
Home Satellite.....	15
Indecency.....	15
Land Mobile.....	15
Mergers.....	15
Must Carry.....	18
Network Rules.....	18
Public Broadcasting.....	18
Syndex.....	18
TV Marti.....	18
Wireless Cable.....	18

fire from allegations it is "unregulated monopoly." Last week bills surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services (see "Top of the Week"). Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing last month (BROADCASTING, April 17) where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April: one would restore city authority to regulate rates while other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to draw congressional attention.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

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 cities' regulatory grip on cable and to provide opportunity for telephone compa-

nies to offer competitive services. However, league has assigned action on cable legislation low priority.

Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured 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, contending it circumvented established procedures designed to promote diversity of broadcast ownership.

Compulsory License

FCC voted in October 1988 to recommend 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).

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.

Not All Networks Are Created Equal.

In the competitive world of television, it is only the network created with vision that succeeds in its goal to capture the viewing public. It is only the network created with quality and a continuing commitment to excellence that wins the hearts and minds of a critical modern audience. □ Turner Broadcasting System, Inc. has created four exceptional cable networks that have taken their place as leaders of the industry. Each network has its own distinct goals and format, providing the corporation with a variety of programming for a diverse and insatiable television market. And while each network is unique within the company, it is also unique among the cable clutter that, so often, lacks vision and purpose. □ The Turner vision began in 1970

when cable pioneer, R.E. "Ted" Turner

purchased a small, local television station which, in 1976, became the world's first superstation. With the development of high quality programming such as Cousteau's Rediscovery of the World, World of Audubon, National Geographic Specials, Atlanta Braves Baseball, the Goodwill Games and the Peabody Award-winning Turner produced series, Portrait of America, SuperStation TBS has taken its place as cable's most popular network. Today, the Emmy Award winning network is watched more than any other basic or pay cable network, reaching over 49 million homes in the United States. A second great vision and innovation came in 1980 when Turner Broadcasting System, Inc. introduced a new dimension

in television programming—the world's first 24-hour news network. Every hour

of every day, CNN provides complete, comprehensive coverage

of news events from around the world with live reports viewers cannot find on any other television network. When important events occur, and instantaneous information is demanded, the world tunes to CNN for responsive and responsible coverage. Among the outstanding journalists who have made CNN so highly respected are ACE Award winners, Bernard Shaw and Larry King. Appealing to a broad spectrum of the market, CNN is received by over 56% of U.S. television households and 97% of all American cable homes. Its international feed is delivered to 83 countries. □ Inspired by the success of CNN, Turner created Headline News in 1982. Providing quick, concise reports of the latest national

and international news, Headline News is formatted into 30-minute segments that include news, business, sports, weather and lifestyle reports, continuously updated throughout the day. With its fast-paced, information-oriented approach, Headline News is the modern network for modern times—a network created to deliver news for the '90s. Currently, Headline News reaches 40% of all U.S. households and 70% of all cable homes, and is continuing to grow at an extremely impressive rate. □ In 1988, Turner Broadcasting System, Inc. embarked on a new vision of cable with the creation of TNT. Turner Network Television, basic cable's premium-quality entertainment channel,

is rapidly realizing cable television's full potential for diversity, originality and programming

excellence. Drawing upon

the Turner Entertainment

Company's library of

over 3,000 former

MGM, RKO and

pre-1950 Warner

Bros. films (which

have been honored

with 265 Academy

Awards®) TNT offers

exceptional, classic

entertainment

from the

Hollywood greats.

Additionally, TNT is

setting a new standard

with the production of

tomorrow's classics

—premium quality

presentations created

in cooperation with

the best of the film

world's talent. Among

the growing TNT library

of original productions

are Gore Vidal's Billy

The Kid, Martin Sheen

and Emilio Estevez

in Nightbreaker,

Faye Dunaway in

Cold Sassy Tree and

Farrah Fawcett as

Margaret Bourke-White,

a film that set a new ratings

record, achieving the highest rating ever for a

made-for-basic cable movie. TNT's commitment to quality

continues with the network planning to offer more than 200 nights per year of blockbuster original

movies and special events. □ SuperStation TBS, CNN, Headline News and TNT have been created

with a vision of quality and innovation. From the thrill of sports spectacles to the appeal of detailed

news coverage, from the nostalgia of classic sitcoms to the future of science and technology, from

the timeless family fun of cartoons to the exciting debuts of original productions, Turner Broadcasting

System, Inc. provides the best in cable television for every audience segment. □ No. Not all networks

are created equal. The most popular and informative ones are made by Turner.

The most turned on networks in cable.



SOURCE: Ratings and Coverage, TBS Research from A.C. Nielsen Data, Academy Awards is a registered trademark and service mark of the Academy of Motion Picture Arts and Sciences.

RADIO TELEVISION
Broadcasting

The Fifth Estate
RADIO TELEVISION CABLE
Broadcasting

VOL. I, NO. 1
The Fifth Estate
Broadcasting **Cable**
MAY 22, 1989

On May 22, and every two weeks thereafter, there'll be a new option on the cable industry's newsfront: **BROADCASTING**  **CABLE**, the magazine that's been missing.

BROADCASTING  **CABLE** proceeds from the same journalistic family that has given the Fifth Estate the weekly **BROADCASTING** magazine, the annual **BROADCASTING**  **CABLE** YEARBOOK and—beginning this year—the monthly **BROADCASTING** ABROAD. It's a publishing tenure that has spanned 57 years.

The editorial experience that animates it has been gained from reporting the electronic communications universe for more than half a century, and from covering cable television with increasing intensity for more than two decades.

The editorial tradition in which it is steeped challenges all Broadcasting publications to be the finest anywhere; collectively, they have set a standard of excellence and service that tries always to be ahead of reader demand.

Now there's **BROADCASTING**  **CABLE**. Dedicated to making a good thing better.

We're starting small.
Grow big with us.

Inc.

deal:
effect

Broadcasting Cable Yearbook '89

5th Estate
CABLE SATELLITE
g  Abroad
ELLITE
V15

**Meet the
newest
member
of the
Broadcasting
family.**

BROADCASTING CABLE

**Advertising rates for
BROADCASTING  CABLE are
particularly attractive.
Mechanical requirements
match those of the weekly
Broadcasting. For details on
space reservations and
closing dates, call any
of the numbers listed below.**

New York
(212) 599-2830

Los Angeles
(213) 463-3148

Washington, D.C.
(202) 659-2340

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Pattis/3M
Chicago (312) 679-1100
Los Angeles (213) 462-2700
Toronto (416) 482-6288
New York (212) 953-2121
Hawaii (808) 545-2700
London (01) 427-9000

Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

■ **Telco-cable**—FCC has tentative plans to hold en banc hearing in June on cable-telco issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

Last week Senator Al Gore (D-Tenn.) introduced bill lifting crossownership prohibition (see "Top of the Week") and companion measure was offered in House by Rick Boucher (D-Va.).

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 programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in

telcos' own service areas (BROADCASTING, June 20, 1988).

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

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

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 cross-ownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 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 dishes would then theoretically lead to home satellite market three to six times larger than 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, programers and cable operators, last as likely retailers to adjunct home market.

Among applicants proposing to launch services as early as 1992 are Hughes Communications, operator of two C-band cable programing satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting.

FCC staff says that, once its paired orbital assignment proposal is settled, perhaps by mid-1989, assignments in separate DBS orbital arc will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

American National Standards Institute has reversed its earlier approval of 1,125/60 (SMPTE 240M) HDTV production standard, upholding appeal by Capital Cities/ABC. ANSI decision came following letter to State Department by Advanced Television Systems Committee (ATSC) requesting that U.S. position supporting 1,125/60 approval as worldwide standard by CCIR in 1990 be shifted to work for world standard by 1994 with study in meantime on "common image" approach to world agreement. State Department subsequently changed position to reflect ATSC suggestions.

"Blue ribbon" committee of FCC's advisory committee on advanced television service (ATS) has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. During blue ribbon committee meeting April 17, group pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

Defense Department will provide up to

n/e/r/a

National Economic Research Associates, Inc.
Consulting Economists

We are pleased to announce the expansion of
our telecommunications group

Harry M. Shooshan III

Charles L. Jackson

Jeffrey H. Rohlf

have become Vice Presidents of NERA

and

Susan W. Leisner

has become a Special Consultant to NERA

White Plains / Washington, DC / Los Angeles
Boston / Philadelphia / Ithaca / Seattle / London

A Marsh & McLennan Company

\$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. Defense Advanced Research Projects Agency 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 terms of Satellite Home Viewers Act of 1988, 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.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite, whether it should set standard for scrambling of satellite signals and whether cable programmers discriminate against home satellite market in pricing.

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.), revived issue as element in another measure that addresses several issues affecting cable regulation (see "Top of the Week").

Indecency

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

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforce-

ment policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems. During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that it did not foresee change in near future (See "High-Definition Television").

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 largest media and entertainment company in world. 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. Justice Department said April 6 that it would not oppose merger on anti-trust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April: preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion expected this fall.

■ MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ Total Radio	10,532	1,229	11,761
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ Total TV	1,408	276	1,685
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

¹ Includes off-air licenses. [†] Penetration percentages are of TV household universe of 90.4 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link.

The Power Of Ideas In Media.

The most valuable resource First Boston can bring to our clients is an idea. Innovative ideas developed and executed by a dedicated team of media specialists with industry knowledge and expertise in all facets of mergers, acquisitions, and corporate finance.

Last year, First Boston handled approximately \$4 billion in public and private market financings for its media industry clients, and advised them on merger and acquisitions valued at over \$10 billion. So we know firsthand which ideas will work.

Another important First Boston resource is capital – and the willingness to commit it for our clients.

Whether you're a privately owned company operating in a single industry, or a publicly owned corporation operating globally, we offer the same benefit: innovative ideas that can be turned into successful results.

1989 Year-to-date

Affiliated Publications, Inc.

has restructured its 38,522,638 shares of Class A Common Stock ownership interest in

**McCaw Cellular
Communications, Inc.**
(Pending)

*The undersigned acted as financial advisor to
Affiliated Publications, Inc.*



The First Boston Corporation

BMA Corporation

has sold

Centennial Broadcasting Corporation
KDVR-TV
(Denver, Colorado)

to

Chase Communications Inc.
(Pending)

*The undersigned acted as financial advisor to
BMA Corporation and its affiliates.*



The First Boston Corporation

\$150,000,000

Cablevision Industries, Inc.

a wholly owned subsidiary of

Cablevision Industries Corporation

Senior Notes Due 1999
(Pending)

*Direct placement of the above Notes was
arranged by the undersigned.*



The First Boston Corporation

Camellia City Telecasters, Inc.

a wholly owned subsidiary of

BMA Corporation

has sold the assets of

KTXL-TV
(Sacramento-Stockton, California)

to

Renaissance Communications Corp.

*The undersigned acted as financial advisor to
BMA Corporation and its affiliates.*



The First Boston Corporation

GP Group Acquisition Corporation

a venture between

Macfadden Holdings, Inc.

and

Boston Ventures Management, Inc.

has merged with

GP Group, Inc.
(Owner of the National Enquirer)
(Pending)

*The undersigned acted as financial advisor to
GP Group Acquisition Corporation.*



The First Boston Corporation

\$130,000,000

GP Group Acquisition Corporation

Bridge Facility

*The undersigned committed to purchase funding notes
under the above facility.*



The First Boston Corporation

\$540,000,000
KBL Cable, Inc.
an indirect subsidiary of
Houston Industries Incorporated

Revolving Credit and
Letter of Credit Facility

*The undersigned acted as financial advisor in the arranging
of the Revolving Credit and Letter of Credit Facility.*



The First Boston Corporation

\$225,000,000
KBL Cable, Inc.
an indirect subsidiary of
Houston Industries Incorporated

\$100,000,000 Senior Notes Due 1999
\$125,000,000 Senior Subordinated
Notes Due 1999

*Direct placement of the above Notes was
arranged by the undersigned.*



The First Boston Corporation

\$300,000,000
KBLCOM Incorporated
a subsidiary of
Houston Industries Incorporated
Letter of Credit and Term Loan Facility

*The above facility was arranged
by the undersigned.*

Credit Suisse First Boston Limited

King Videocable Company
has acquired the assets of
Suburban Cablevision Company,
Limited Partnership
from

Hauser Communications, Inc.
(Pending)

*The undersigned acted as financial advisor to
King Videocable Company.*



The First Boston Corporation

\$107,000,000
King Videocable Company
\$82,000,000 Series A Senior Notes Due 2001
\$25,000,000 Series B Senior Notes Due 2001
(Pending)

*Direct placement of the above Notes was
arranged by the undersigned.*



The First Boston Corporation

\$75,000,000
Lenfest Communications, Inc.
Eurodollar Revolving Credit Facility

*The above facility was arranged
by the undersigned.*

Credit Suisse First Boston Limited

£150,000,000
A subsidiary of
The News Corporation Limited
has issued
7% Guaranteed Sterling Exchangeable
Preference Shares due 1999
Exchangeable for Ordinary Shares of
Pearson plc

*The undersigned acted as Lead Manager
of the above offering.*

Credit Suisse First Boston Limited

DM175,000,000
A subsidiary of
The News Corporation Limited
has issued
5% Exchangeable Bonds 1989/1999
Exchangeable for Ordinary Shares of
Pearson plc

*The undersigned acted as Lead Manager
of the above offering.*

Credit Suisse First Boston Limited

Dfl. 100,000,000
A subsidiary of
The News Corporation Limited
has issued
5 1/4% Guaranteed Guilder Exchangeable Non-
Voting Preferred Shares 1989 Due 1999
Exchangeable for Ordinary Shares of
Pearson plc

*The undersigned acted as Lead Manager
of the above offering.*

Credit Suisse First Boston Limited

The New York Times Company
has sold
NYT Cable TV
to a venture between
J. Bruce Llewellyn,
Comcast Corporation and
Lenfest Communications, Inc.
(Pending)

*The undersigned acted as financial advisor to
The New York Times Company*



The First Boston Corporation

Pegasus Broadcasting, Inc.
has sold
WTVM-TV
(Columbus, Georgia)
to
American Family Broadcast Group

*The undersigned acted as financial advisor to
Pegasus Broadcasting, Inc.*



The First Boston Corporation

The E.W. Scripps Company
has sold
The Sun Tattler
to
DTH Media Inc.

*The undersigned acted as financial advisor to
The E.W. Scripps Company.*



The First Boston Corporation

First Ideas, Then Results.



First Boston

A member of the CS First Boston Group

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 future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reevaluate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded 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 financial interest and syndication rules are fast becoming hot item in Washington. Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while Motion Picture Association of America formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or FCC is anticipated.

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 crossownership 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

■ Annual Public Radio Conference in San Francisco, May 17-21, focused on strategic plan for 1990's, with emphasis on expansion and new programming. NPR board was scheduled to vote on replacing several less successful performance programs and on \$20.3 million FY 1990 dues level.

PBS and NAPTS believe public TV stations found consensus at April annual meeting to create national programing 'czar'. Chief programing executive plan would centralize program funds and authority at PBS. NAPTS-led National Program Funding Task Force is expected to present refined 'czar' proposal at PBS Programing Meeting June 14-17, in Marco Island, Fla., and to forward final version next fall to CPB, which must report to Congress next January on national program funding efficiency.

CPB asked House April 18 and Senate 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. Administration has recommended capping CPB at 1991 figure of \$242 million and would also stop funding

satellite replacement project at amount already appropriated for 1990, \$56.8 million. CPB board has adopted \$254,339,038 FY 1990 budget.

CPB Chairman Kenneth Towery asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programming or other budget items unnecessary.

Syndex

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

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; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal.

TV Marti

Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in start-up funds for proposed service, and in April House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Cuba's vice president has reportedly issued warning that Cuba will take all "appropriate measures" against TV Marti.

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.

Let us do your newsletter



Make an extra monthly sales call on every client and prospect. You supply the information and a mailing list. We do the layout, editing, printing and mailing.

"TBS is a fan of Data Express."
Jim Gatto, Turner Broadcasting

"Data Express? Professional and thorough."
Mark Magistrelli, WXIX-TV, Cincinnati

"Data Express is a top-notch service."
Tom Matheson, WBBM-FM, Chicago

DATA EXPRESS

Call Dana Murphy: 1-800-359-5993

Datebook

■ indicates new listing

This week

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. 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* meeting on 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 23—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

■ **May 23-24**—"Environmental Issues 1989: From the Greenhouse Effect to Acid Rain—and Oil Spills," conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

Information: (202) 337-3603.

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 24—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group. Copacabana, New York. Information: (212) 765-2450.

May 24—*New Jersey Broadcasters Association* annual sales seminar. Rutgers Continuing Education Center. New Brunswick, N.J. Information: (201) 247-3337.

May 26—Deadline for entries in Regional Fellowship Program of *Center for New Television, Great Lakes Region*. Information: (312) 427-5446.

May

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.

May 31—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edward Bleier, president, pay TV, animation and network features, Warner Bros. Co-

pacabana, New York.

June

June 1-3—*South Dakota Broadcasters Association* annual convention. The Crossroads, Horon, S.D.

June 2—*Women in Communications, Washington chapter*, Matrix luncheon. Speaker: Barbara Cohen, Washington bureau chief, CBS. Capital Hilton, Washington. Information: Cindy Bissett, (202) 463-5682.

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

June 3—*Florida AP Broadcasters* 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

■ **June 3**—"The role of newspeople: Do we take ourselves too seriously?" seminar sponsored by *AP Television-Radio Association of California-Nevada*. Eagle's Nest Inn, Stateline, Nev. Information: Adrienne Abbott, (702) 827-0980.

June 3-5—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

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

June 3-6—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Center, Chicago. Information: (202) 457-8700.

June 4-10—Banff Television Festival, sponsored

Major Meetings

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 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. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

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. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

Oct. 21-25—*Society of Motion Picture & 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. Future convention: Jan. 7-10, 1991, 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. 26-27, 1990—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

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

March 31-April 3, 1990—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

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

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 6—MTV Networks local advertising sales workshop. Hyatt Chatham Center, Pittsburgh. Information: David Zagin, (212) 944-5596.

June 7—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: David Meister, president, Financial News Network. Copacabana, New York.

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

■ June 8-10—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by National Public Radio and National Federation of Community Broadcasters with funding from Corporation for Public Broadcasting. Pittsburgh. Information: (202) 822-2000.

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

June 9-10—Sixth annual Broadcasting-Taishoff seminar, sponsored by Sigma Delta Chi Foundation. Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News. Los Angeles. Information: (312) 922-7424.

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

June 11-14—JCPenney-University of Missouri Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

June 11-14—International Conference on Communications, sponsored by Institute of Electronics and Electrical Engineers. Sheraton-Boston hotel, Boston.

■ June 12, 19—Annenberg Washington Program technical backgrounder on common carrier communications. Begins on June 12 and continues on June 19. Annenberg Washington Program office, 1455 Pennsylvania Avenue, N.W., Washington; (202) 393-7100.

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

June 13—Hollywood Radio and Television Society newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

■ June 13—USA Network local ad sales seminar. Stouffer Madison hotel, Seattle. Information: (213) 277-0199.

■ June 13-14—"A Salute to the Humanitas Prize," sponsored by Museum of Broadcasting. Seminar June 13 focuses on comedy; June 14, drama. Museum, 1 East 53rd Street, New York; (202) 752-7684.

June 14—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jack Valenti, president-CEO, MPAA. Copacabana, New York.

■ June 14—USA Network local ad sales seminar. Hyatt Regency/San Francisco Airport, Burlingame, Calif.

June 14-16—University of Missouri School of Journalism management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

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—Corporate communications workshop, hosted by Association of National Advertisers. Plaza hotel, New York. Information: (202) 659-3711.

■ June 15—USA Network local ad sales seminar. Radisson Plaza hotel, Manhattan Beach, Calif. Information: (213) 277-0199.

■ June 15—Women in Cable, New York chapter, party for new members. Extra, Extra. 41st & 2nd, New York. Information: Audrey Fontaine, (212) 557-6524.

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.

June 15-18—Society of Cable Television Engineers Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17-19—Alabama Broadcasters Association spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—National Association of Broadcasters executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

June 18-21—National Broadcast Editorial Association convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.

June 19-21—Videotex Industry Association fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

June 19-23—Gannett Center for Media Studies Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

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

June 21—Radio Advertising Bureau's 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—Federal Communications Bar Association monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott hotel, Washington.

■ June 21—Society of Broadcast Engineers, chapter 15 of New York, discussion of transmission techniques. WQXR-AM-FM, New York Times building, ninth floor, New York. Information: (212) 752-3322.

June 21-24—Broadcast Promotion and Marketing Executives & Broadcast Designers Association 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—Maryland/District of Columbia Delaware Broadcasters Association convention. Hyatt Regency, Baltimore.

■ June 22-24—Cabletelevision Advertising Bureau sales management school. University Place Executive Conference Center, Indiana-Purdue University, Indianapolis. Information: (212) 751-7770.

June 23-25—"Focus on Use of Microcomputers in Programming," management seminar sponsored by NATPE Educational Foundation and San Diego State University. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 25—Presentation of non-televised portion of 16th annual Daytime Emmy Awards, primarily for creative arts categories, sponsored by National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences. Registry hotel, Los Angeles.

June 28—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Marty Ryan, executive producer, NBC's Today show. Copacabana, New York.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by National Academy of Television Arts and Sciences. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

June 30—Deadline for entries for Ollie Awards of American Children's Television Festival. Information: (312) 390-8700.

July

July 5-8—Montana Cable Television Association 30th annual meeting and convention. Grouse Mountain Lodge, Whitefish, Mont. Information: (406) 586-1837.

July 9-11—Iowa Broadcasters Association summer convention. Dubuque, Iowa.

July 9-12—New York State Broadcasters Association 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

■ July 10-12—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by National Public Radio and National Federation of Community Broadcasters with funding from Corporation for Public Broadcasting. San Diego. Information: (202) 822-2000.

July 11—Fox press tour, during annual Television Critics Association press tours. Los Angeles.

July 12—Caucus for Producers, Writers and Directors general membership meeting. Speaker: Michael King, president-chief operating officer.

THIS IS MEDIA MONITOR WITH REED IRVINE AND CLIFF KINCAID

Has Walter Cronkite Been Bought?

To find out, get a FREE copy of the AIM Report.

Call Deborah Lambert
Accuracy in Media
1275 K Street, NW, Suite 1150
Washington, D.C. 20005
(202) 371-6710

Media Monitor will be back next week

King World. Los Angeles. Information: (213) 652-0222.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

■ **July 12-16**—*National Federation of Local Cable Programmers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

July 13—Presentation of *National Federation of Local Cable Programmers* awards. Dallas. Information: (916) 456-0757.

July 14-16—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

July 14-18—33rd annual *Television Programming Conference*. Panelists, speakers include Preston Padden, Association of Independent Television Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Sefer, Cosmos. Toledo Marriott Portside, Toledo, Ohio. Information: (904) 432-8396.

July 15-17—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 15-18—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11 Western states. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

■ **July 17-19**—*New England Cable Television Association* annual convention and exhibition. Opening speaker: Congressman Ed Markey, chairman, Telecommunications and Finance Subcommittee. Newport Marriott, Newport, R.I. Information: Bill Durand, (617) 843-3418.

July 18-20—*ABC* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 18-20—*Florida Cable Television Association* annual convention. Registry hotel, Naples, Fla.

■ **July 20-22**—*South Carolina Broadcasters Association* summer convention. Westin International hotel, Hilton Head, S.C.

July 21—*Television Critics Association* "TCA Day," during annual press tours. Los Angeles.

July 22-24—*NBC* press tour, during *Television Critics Association* press tour. Los Angeles.

July 24—Presentation of first "Viddy Award."

Errata

May 8 "Fates & Fortunes" identified **Patrick J. Devlin's** most recent position before joining Home Shopping Network's HSN Communications, New York, as president/CEO of Blair Television, New York. Devlin was most recently **VP/general manager of WEEK-TV Peoria, Ill.** Timothy M. McAuliffe is current president/CEO of Blair Television.

□

May 15 story on proposed public TV 'czar' should have said **public TV now spends approximately \$220 million on national programming**, not total programming, as reported, since at least another \$220 million is spent on local and regional public TV production and acquisition.

sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

■ **July 24-27**—"Stereo audio for broadcast," workshop sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

■ **July 25-27**—*PBS* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herbert Schmetz, president, The Schmetz Co. Copacabana, New York.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Synditel, annual press preview of first-run TV programming held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

■ **Aug. 5-7**—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

■ **Aug. 10-12**—*Michigan Association of Broadcasters* annual convention. Shanty Creek, Bellaire, Mich.

■ **Aug. 15**—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programming about working women's issues," sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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.

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Kansas City Convention Center, Kansas City, Mo.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

■ **Sept. 17-19**—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Dominant.

**Number one in its time period
103 out of 106 weeks...
and every week this season.**

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

■ **Sept. 24-26**—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

October

Oct. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va. Information: (212) 697-5950.

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Call for papers: John Battison, (419) 994-3849. Convention information: 1-800-225-8183.

■ **Oct. 6-7**—*International Television Association* region eight conference. Bartel Exhibition Hall, Kansas City, Mo. Information: (816) 932-2792.

■ **Oct. 11-14**—*Southern Educational Communications Association* conference. Hyatt Regency Crown Center, Kansas City, Mo. Information: (803) 799-5517.

Oct. 11-15—*Women in Communications* national professional conference. San Antonio, Tex.

Oct. 12-15—*Minnesota Broadcasters Association* 40th anniversary convention. Radisson Plaza, Minneapolis. Information: Laura Niemi, (612) 926-8123.

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. 17-19—*Mid-America Cable TV Association* show. Kansas City, Mo. Information: (915) 841-9241.

Oct. 18-20—*Indiana Broadcasters Association* fall conference. Westin hotel, Indianapolis. Information: (317) 638-1332.

■ **Oct. 18-21**—*Audio Engineering Society* 87th convention. New York Hilton and Sheraton Center, New York. Information: (212) 661-8528.

Oct. 19-21—*Friends of Old-Time Radio* 14th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203)

248-2887.

Oct. 19-22—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 25-26—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 25-28—Broadcast '89, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

Oct. 29-Nov. 2—"Radio in the 1990's" third radio news and current affairs conference hosted by *North American National Broadcasters Association*. Washington Sheraton, Washington.

November

Nov. 5-8—Second annual LPTV conference and exposition. Riviera hotel, Las Vegas. Information: (800) 225-8183.

■ **Nov. 8**—Presentation of Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

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

December

Dec. 13-15—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

January, 1990

Jan. 16-19—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

February, 1990

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio. Information: (512) 474-2082.

April, 1990

April 18-20—*Broadcast Financial Management Association* annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 20-25, 1990—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 20-23—NBC-TV annual affiliates meeting. Hyatt Embarcadero, San Francisco.

The Fifth Estate Broadcasting TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry Jaseell, assistant managing editors.
Leonard Zeidenberg, chief correspondent.
Kira Greene, senior news editor.
Matt Stump, Kim McAvoy, John S. Eggerton, associate editors.
Susan Dillon, Adam Glenn (international), assistant editors.
Randall M. Sukow (technology), Peter D. Lambert, Lucia Cobb, Joe Flint, staff writers.
Kristina I. Hoyt, editorial assistant.
Anthony T. Sanders, systems manager.
Todd F. Bowie, Ed Kaitz, production.

Broadcasting & Cablecasting Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.
Deborah Segal, assistant manager.
Tracy Gilliam-Turner, Paul Muller, Francesca Tedesco, editorial assistants.

Book Division

David Dietz, manager.

Advertising

Washington
Kenneth W. Taishoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales manager.
Doris Kelly, sales service manager.
Debra DeZarn, classified advertising manager.
New York
Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Teitelbaum, sales manager.
David Berlyn, senior sales manager.
Lewis Edge & Associates (East Coast equipment and engineering): 609-683-7900; fax: 609-497-0412.
Hollywood
John R. Russell, West Coast regional sales manager.
Schiff & Associates (Western equipment and engineering): 213-393-9285; fax: 213-393-2381.
Sandra Klausner, editorial-advertising assistant.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, data entry manager.
Keith Brody, subscription service manager.
Joseph Kolthoff

Production

Harry Stevens, production manager.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
Shaun Gehan
Marsha L. Bell, receptionist.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Folske, chief correspondent.
Stephen McClellan, chief correspondent (programming).
Rich Brown, George Mannes, Rod Granger, staff writers.
Yadira Crawford, receptionist.
Hollywood: 1680 North Vine Street, 90028
Phone: 213-483-3148
Fax: 213-463-3159
Steve Coe, staff writer.

Advertising Representatives

Pattis/3M: Chicago 312-679-1100; fax: 312-679-5926;
New York 212-953-2121; fax: 212-953-2128;
Los Angeles 213-462-2700; fax: 213-463-0544;
Hawaii 808-545-2700; fax: 808-599-5802;
Toronto 416-482-6288; fax: 416-482-9207;
London (01) 427-9000; fax: (01) 427-5544
Japan (06) 925-4452; Telex: 02423928.

Broadcasting Publications Inc. A Times Mirror Business Publication

Lawrence B. Taishoff, president.
Kenneth W. Taishoff, vice president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Founded 1931, *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. ® Reg. U.S. Patent Office. © Copyright 1989 by Broadcasting Publications Inc.

Open4Mike

Drop 'dead'

EDITOR: With the proposal for 10,000 radio stations to broadcast a special 90-second spot, which contains a 30-second pause of silence during morning drive time later this month, it made me wonder what could have been substituted in the dead air.

In 30 seconds, surely, one of the creative minds at the agency could have created a montage of voices representing each radio network, major personalities, and events

that radio has done so well depicting in the theatre of mind.

It is unfortunate that they decided to draw a blank.

We would have liked to hear Paul Harvey, Bruce Williams, Larry King, Casey Kasem, Don Imus, Larry Lujack and Art Laboe giving us two or three seconds. Not to mention the squeaking door from the *Mystery Theatre*.—Mark Heller, president-general manager, WTRW(AM) Two Rivers, Wis.

□

EDITOR: Radio, like a grumbling loser in Vegas, plans to flex its muscle with 30 seconds of silence. At best a weak move, it makes me wonder where the vision and guts that helped build our industry have gone.

Anyone up for a boycott of all political advertising?—Barry Skidelsky, attorney, New York.

Dominant.

**A Top 10 sitcom
for three straight years.**



Monday Memo

An AM commentary by Ted Snider, president, Snider Corp., Little Rock, Ark., and NAB immediate past joint board chairman

AM radio is in desperate straits. Consider these points:

- The overall climate for AM is deteriorating;
- AM stations have been slow to adopt and install the NRSC standard;
- There is no uniform standard for AM stereo;
- The FCC's allocation policy assumes more stations are better, even if quality of service to listeners deteriorates;
- FM translator abuse is widespread;
- More and more radios are being manufactured and sold without an AM band;
- AM-FM simulcasting is increasing;
- AM listenership has shrunk to 24% of radio's total;
- An increasing number of AM stations are being auctioned off or going dark, or both;
- Values of AM stations are plunging;
- FM stations are moving into the few remaining viable formats for AM;
- Interference on the AM band is increasing;
- AM stations are suffering a decreasing share of radio revenues.

How much lower can AM radio sink and still survive? Even if AM's decline was arrested today, how long could AM last? Does the FCC truly understand how desperate the situation is? If so, why is it not now doing more to help AM, using the authority it has?

The problems are abundantly clear. The solutions also seem fairly obvious. It's a matter of breaking things down to their smallest parts. In AM we basically have three components: origination and transmission; interference, and reception and reproduction.

Quality origination equipment (microphones, tape decks, studios, music sources, etc.) are all available, at a price, to all AM broadcasters. Transmission, on the other hand, is largely subject to regulation. In fact, the FCC is charged with the responsibility of setting and enforcing transmission standards. Broadcasters should improve their transmission facilities.

One only has to look at the current state of affairs to conclude that the FCC has not acted to help AM. The NAB has filed for and pleaded for transmission standards, AM stereo, NRSC preemphasis and RF masking. The FCC has allowed itself to be thoroughly intimidated and has avoided involvement in setting AM stereo standards.

The NRSC standards were put forth by the NAB in conjunction with other expert bodies two and a half years ago. Only about 1,000 AM stations have adopted the NRSC



“One only has to look at the current state of affairs to conclude that the FCC has not acted to help AM. The FCC has allowed itself to be thoroughly intimidated and has avoided involvement in setting any AM stereo standards.”

standards. Mandatory adoption of and adherence to the NRSC and RF masking standards would greatly improve these conditions at the point of transmission (the latter of which the commission adopted in April).

It is possible today for AM broadcasters to transmit a clear, high-quality stereo signal (only 15% are), but it is ineffective unless *all* AM broadcasters adhere to the same standards so receiver manufacturers can know what kind of receivers to build. Meanwhile, listeners are leaving and/or ignoring the AM band. So the commission carries a heavy responsibility for that situation.

The pathway of transmission is almost fatally overcrowded and obstructed. FCC policies favoring quantity over quality have resulted in so many stations so close together—both on the AM band and geographically—that most AM stations cannot cover their areas of license with an interference-

free signal.

It's almost impossible for any but a 50 kw AM to compete for coverage with a Class C FM. It takes extremely high power for an AM station to quiet noise caused by RF emissions from a myriad of electronic devices for which the FCC has refused to set RF emission standards. The same high power is needed to overcome noise caused by co-channel and, in particular, adjacent-channel interference. The commission's allocations policies have allowed—even encouraged—this co-channel and adjacent-channel interference to develop.

The FCC needs to find a way to correct AM interference. The correction will take drastic action. However, it appears the FCC is either oblivious to or doesn't have any intent to improve matters. In fact, the commission is allowing, or proposing to allow, exactly the same increase in interference on the FM band: Docket 80-90 FM drop-ins, translators, directional FM antennas, blanket power increases, etc.

Individual AM operators are powerless to do anything about the “pathway” problems. It's up to the FCC alone. Here again, the commission carries a very heavy responsibility.

Reception of AM signals raises a whole new set of problems. Because of the abundance of interference, receiver manufacturers have been forced to build sets with very narrow bandwidths. Selectivity has become much more important than sensitivity or fidelity.

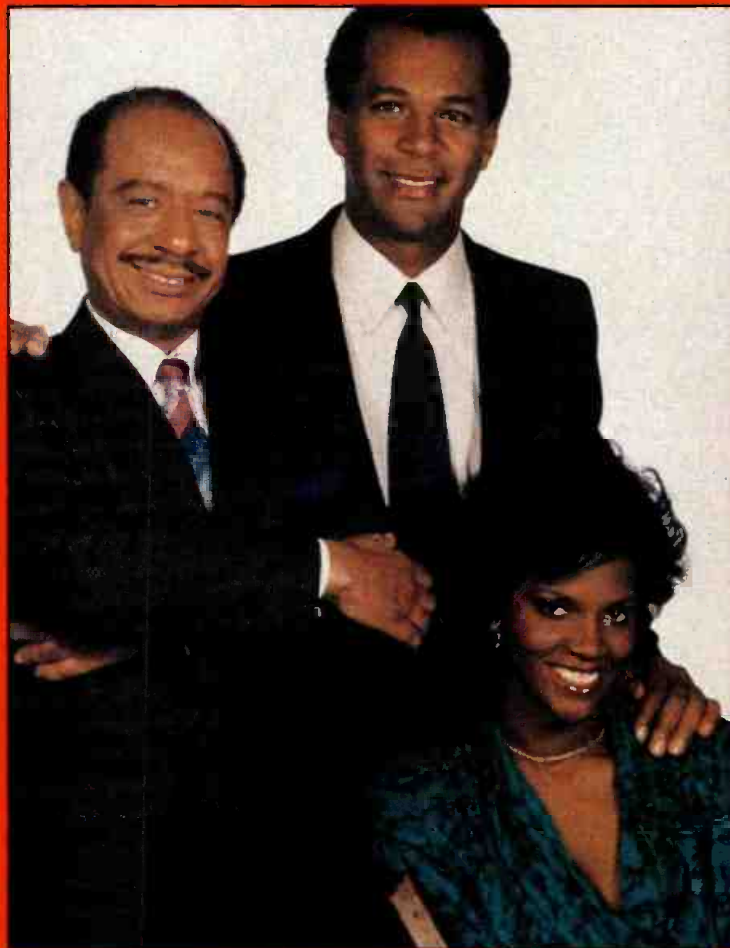
Because of the properties of AM transmission, only a very selective receiver will cut out the noise or the interference on adjacent channels. The result is tinny-sounding, poor-quality reproduction.

Most AM-FM receivers sound good on FM and poor on AM, demonstrating the difference every time a listener switches bands. So, listeners quit switching to AM. More and more, FM-only radios are being manufactured because of the falling demand for AM.

The NAB has commissioned the design of an “Ultimate Radio” that incorporates all the known technology to put AM sound on a par with FM: AM stereo, wide-band, continuous tuning, NRSC deemphasis, etc. Unless the FCC provides for adequate transmission and clear pathways for AM, the receiver manufacturers will be very hesitant to make the investment required to build these “ultimate radios.”

Only the FCC has the authority to address and solve these problems. As individuals, the FCC commissioners express concern about the problems of AM radio. But as an official body, they have been very hesitant to take the necessary steps really to address those problems. Will they take effective action? And when? If not, will they attend the funeral?

Already sold in over 60 markets.



amen

COMING ON STRONG.

Starring
Sherman Hemsley
Clifton Davis
Anna Maria Horsford

Produced by Carson Productions Group, Ltd.
Distributed by

MCA TV

Source: NTL, September 1986-April 1989. © MCA TV. All rights reserved.

Penn State
School of Communications

is honored to announce

Dr. Richard D. Taylor

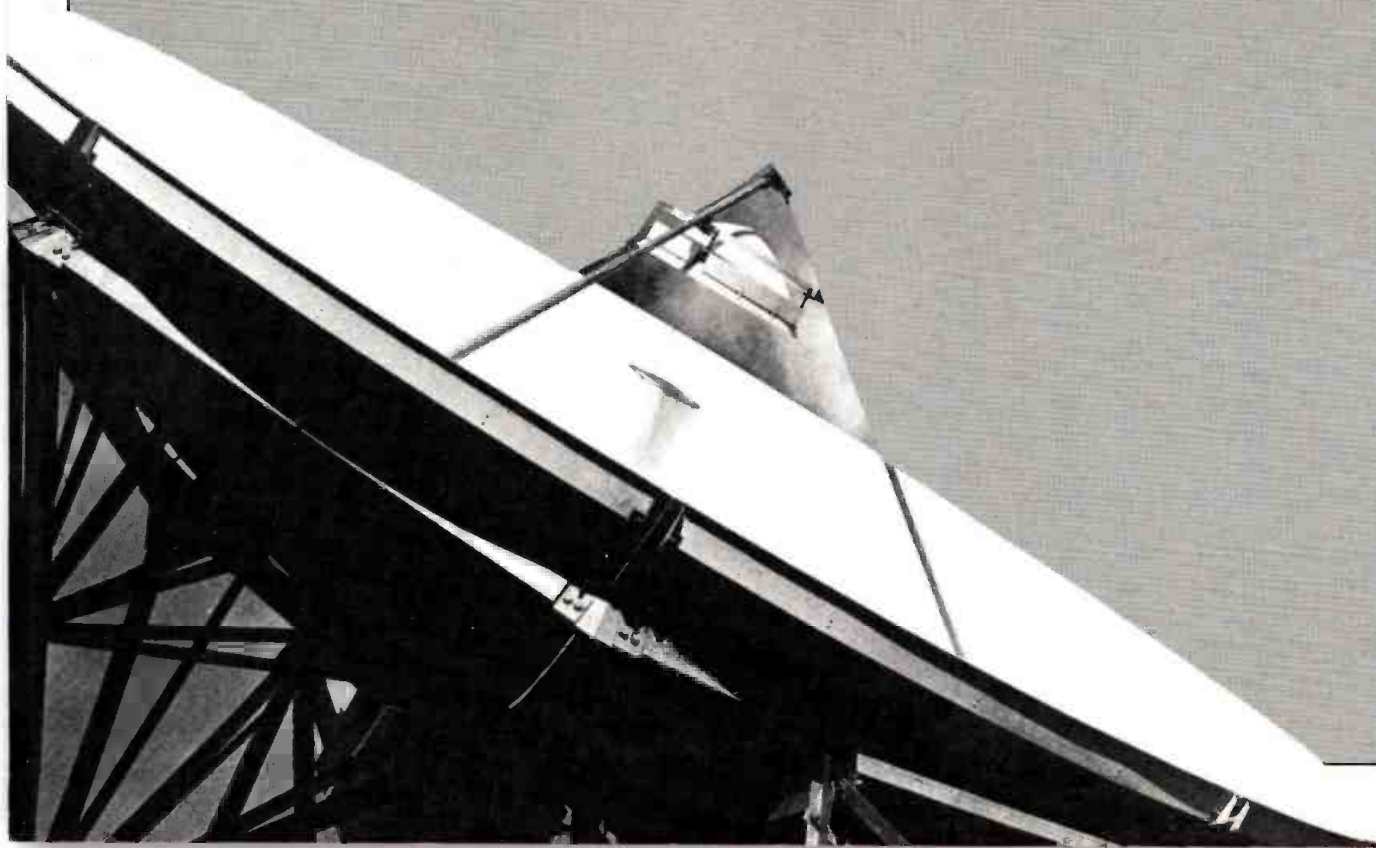
Vice President and Corporate Counsel
Warner Cable Communications

as the first holder of the

**James R. & Barbara R. Palmer
Chair of Telecommunications Studies**

beginning August 1989

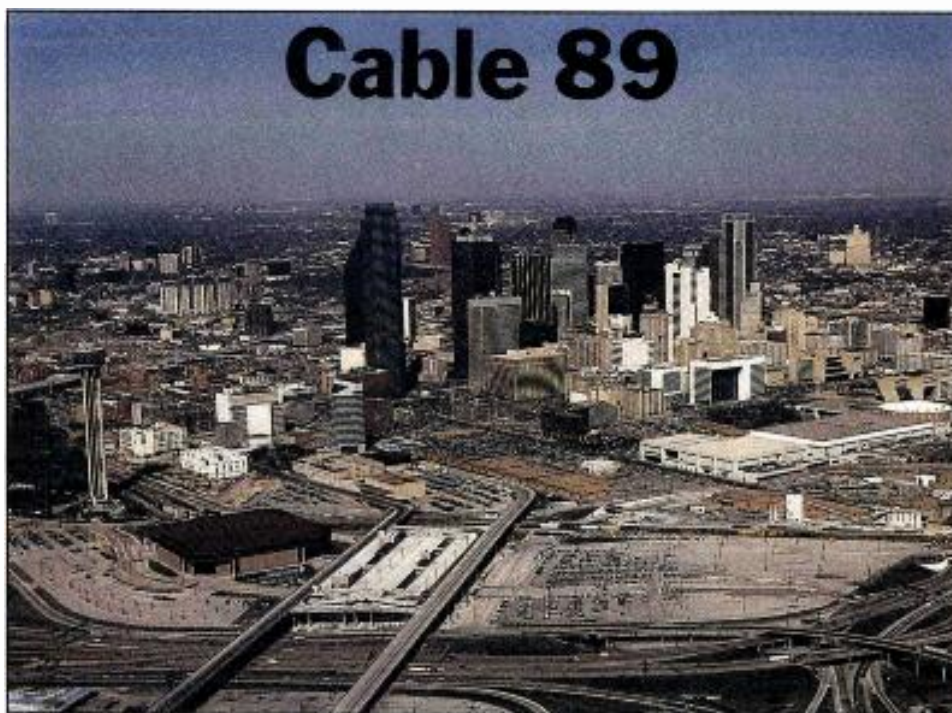
PENNSTATE



Broadcasting May 22

Vol. 116 No. 21

TOP OF THE WEEK



NCTA CONVENTION FOCUS

Inflation's the limit on basic cable rates

Industry consensus is rate increases are likely to track inflation, but prospect is not causing concern

Most large cable operators in Dallas this week for the National Cable Television Association's annual convention are coming to grips with the fact that the days of 15% or 20% rate hikes are over and that from here on out increases may have to stay in line with the rate of inflation.

But the realization is causing little angst. The thinking is that the substantial rate hikes in the two years since deregulation have already done much to offset the years of artificially low rates caused by local regulation, and that steadily increasing subscribership and promising new sources of revenues will keep cash flows, system prices and asset values on an upward track.

Working to put an inflation cap on cable fees is the mounting pressure on Congress to restrain cable by either reregulating cable rates or, far worse as far as most cable operators are concerned, freeing the telephone companies to compete head-to-head with cable (see story, page 29).

To avoid both alternatives, some cable operators—at least the so-called long-term players—have recognized that they will have to be less aggressive in pricing.

Nonetheless, if the pressure builds to a critical mass—and some operators think that is inevitable—cable operators are apparently willing to relieve it by acceding to a federal price cap tied to the consumer price index. So far, the CPI is running at a 6% rate for 1989. Either way—self-regulation or reregulation—cable rates are unlikely to grow much faster than the grocery bill in the next few years.

"I think prices have already started to slow down," said John Goddard, president of Viacom Cable and outgoing chairman of the NCTA. "They certainly will not be as great as they have been on a percentage basis," he said. Most Viacom systems will impose hikes that "approximate inflation" next year, he said. The worst of the rate increases are over, said James Gray, president, Warner Cable, except, possibly, in systems that make major capital expenditures for expansion or rebuilding.

It is more than the news from Washington that is causing operators to limit the rate

increases, Goddard said. "There was a lot of catch-up ball going on over the past two years," he said. "In the 10 years prior to deregulation, cable rates lagged the CPI by 50%." What's more, Goddard said, operators realized that there is a price point at which net subscribership will stop growing and that "there is more to gain through increased penetration."

National Cable Television Association President James Mooney and other industry leaders are promoting the ideas of self-regulation and self-improvement as means of putting off reregulation and competition.

Mooney is advising cable operators to forego hefty rate hikes and two or three points of cash flow as the price of "greater regulatory and political stability." As NCTA chairman, Goddard is urging cable operators to behave themselves and to step up public relations efforts.

The success or failure of cable's effort to ward off reregulation may hinge on a survey of cable rate hikes now being conducted by the General Accounting Office at the request of Congress. The results, due this summer, will either support or undercut charges that cable has been gouging the

public in the two years since rate deregulation. Mooney chooses to be optimistic: "My own feeling is that the GAO survey will reflect rate increases somewhat smaller than claimed by some of our detractors."

Another key is the report the FCC is obliged by the Cable Act to prepare on cable rates and submit to Congress next year. To have it ready in time, the agency will have to begin collecting information from the industry by the end of this year.

Cable's effort to ward off reregulation may fail. Indeed, Tele-Communications Inc. President John Malone, in an impromptu exchange with reporters after his speech at the NAB convention three weeks ago, said that cable has become so powerful that reregulation is inevitable.

Others, while not sharing Malone's pessimism, have already begun to talk about what form of rate regulation is acceptable, if it becomes necessary. Any new regulatory scheme, they agree, should be federal rather than municipal and should involve price caps tied to the CPI or some other indicator rather than rate-of-return regula-

tion. "If we ever had to," says Amos Hostetter, chairman and chief executive officer, Continental Cablevision, "I feel we could live with that kind of regulation."

Not all cable operators are expected to toe the line on rates, of course. Among them are the so-called "financial players" who buy systems at top prices with the intention of increasing rates to boost cash flow and then selling in three to five years.

Industry analysts do not believe rate increases hovering around the CPI would adversely affect those operators in for the long haul—a group that constitutes most of the industry. Any law tying rates to inflation "would first and foremost affect the financial players in the business" who are buying systems in the \$2,800-per-subscriber range and looking to flip them in five years, said Ken Goldman, an analyst with Haniff & Imhoff.

Goldman points to TCI and Time's American Television and Communications, the two largest cable operators, which have kept rate hikes close to inflation, but have been able to sustain their profit margins

through aggressive marketing. Based on the first quarter, he said, TCI's subscribership is growing at a 10% annual rate.

Ed Hatch, an analyst with Merrill Lynch, said recent healthy rate increases lessen the blow of future increases limited to inflation.

If some form of rate regulation returns, Hatch said the asset value range in which cable stocks trade may be slightly lower, potentially shifting from the 50% to 80% range, to the 40% to 70% range. Mabon Nugent's Ray Katz said that asset value growth may increase 10% to 12% each year, versus 15%, under such a scenario.

Given NBC Chairman Bob Wright's assertion that pay TV is the TV of the future, Katz said: "I think it's entirely possible that when penetration hits 70%, the weakest network would consider going directly to cable." With that sea change, he said, "price caps are a detail."

Advertising is another revenue stream that many analysts believe will bolster cash flow. Katz said cable's own projections on ad sales are conservative. "I don't think that they know what they've got yet." □

HBO beats Viacom to the punch line

But who gets the last laugh may depend on who is most successful in gaining space on cable systems

HBO and Viacom have taken their rivalry in cable programming services to a new level, with both announcing basic cable comedy channels last week on the eve of the National Cable Television Association convention.

HBO was first out of the blocks last Tuesday, with Chairman Michael Fuchs unveiling The Comedy Channel, a service where comedians will host their own programs filled with comedy clips from current films, classic TV shows, stand-up performances and theater, as well as full-length motion pictures. Two days later, MTV Networks Chairman Tom Freston announced the "HA" TV Comedy Network, which MTV sources said will be primarily long-form comedy programming.

The Comedy Channel—its current, and probably permanent, name, according to Fuchs—will be launched sometime during the fall of 1989. Programming will originate from studios in New York, Fuchs said, and would contain no R-rated material. A national search is currently under way for six to 12 comedy VJs who will also provide live comedy segments and host guests—both veteran and new comic talent.

The Comedy Channel is built for "grazing," or the constant sampling of separate programming choices, Fuchs said. "The channel will comprise basically short-form material, but a viewer can watch for long periods, too," he said. There will also be dayparts, but not in traditional half-hour formats. Fuchs emphasized HBO's continuing commitment to comedy, and said he expected the new channel to complement, not compete with, the service's existing comedy formats.

Initially, the service will use "pre-exist-



Fuchs unveils Comedy Channel

ing product," said Fuchs, without relying too heavily on reruns. The service will also move toward as much original programming as it can, he said. Without citing specifics, Fuchs said he has already had talks with most of the major film studios about acquiring product, and some deals have been signed.

Fuchs said the channel has received strong support from MSO's in initial meetings, but said there is no subscriber startup figure. Once Time and Warner merge, the combined cable operations will serve 5.5 million homes. The service will "come on regardless of subscriber numbers," he said.

Joining Fuchs at a press conference in

New York to announce the channel were comedians Robert Klein, Rich Hall, Gilbert Gottfried, Steven Wright, Jim Morris and Alan King, all of whom have been involved in HBO projects. Dick Beahrs is the new channel's president, as well as HBO's senior vice president, new business development, the division responsible for its development.

Of MTV's plans, Freston said, "We plan to build from our understanding of this marketplace a channel that will have the same top-of-mind, 'home base' status our other basic services provide." MTV said the network will have its own personality (there are comedy elements on its other basic networks) and will be targeted to viewers aged 15-50.

Viacom has had comedy channel plans in development for 18 months, said Freston, but had been hesitant to launch because of channel capacity concerns, among other reasons. The "HA" TV Comedy Network will launch in early 1990, MTV said. With channel capacity in mind, Freston said, "We are offering a unique and flexible approach that is extremely 'cable friendly.'" A source said discussions are under way to determine that approach, possibly starting at a base of 10 hours. Indeed, some cable operators have suggested MTV Networks Inc. test or convert VH-1 to a comedy channel, but in an interview several days before MTV made its announcement, Freston said: "We don't have any intentions of turning VH-1 into a comedy network. We've been talking for some time about putting more comedy on VH-1, but the same way we have comedy on MTV. It's still going to be VH-1. It's not a comedy network."

Like HBO, MTV did not say how much its service would cost, although Freston said Viacom's service would be "competitively priced." Both services' rate cards are

expected to be in the five- to seven-cent range.

In MTV's announcement last Thursday, it said, "We are discussing our channel with a number of possible MSO partners," which a source said would include equity discussions "under the right circumstances." MTV also said it was talking with several possible programming partners. MTV will have two new studios with the MCA's Universal Studios in Florida, which opens next year. The studios will also be used for production for MTV's Nickelodeon. MTV said it will acquire shows and movies from existing television and film libraries, including those of Viacom. Its stable includes *I Love Lucy*, *The Honey-mooners*, *All in the Family*, *Andy Griffith Show*, *Bob Newhart*, *Beverly Hillsbillies*, *Dick Van Dyke Show*, *Mary Tyler Moore Show*, *Family Affair*, *Gomer Pyle*, *Hogan's Heroes* and *My Three Sons*, as well as *Cosby*. Many of those properties, however, are of more lucrative value to Viacom in the broadcast syndication market, such as *Cosby*, but others are available for the network, a source said. Likewise, it's possible some comedy series from the other networks could move to "HA," but wholesale changes are not likely. And Showtime has carried original comedy shows, such as *It's Garry Shandling's Show*, plus regular specials from comedy nightclubs.

Viacom's cable operations give it a starting base of almost one million homes, and it has been in discussions with TCI, whose 11 million homes would be key to getting any network off the ground.

Fuchs said the Comedy Channel will have a broader cultural impact than did MTV when launched in 1981. HBO interviews conducted among 900 adults and split evenly among pay homes, basic-only homes and noncable homes show that people preferred a comedy channel by more than 49% over a music video channel, 43% over a business and financial news channel and 35% over an all-sports channel.

Both HBO and Viacom took note of the other's plans in their presentations. Fuchs said he does not believe that there is room for more than one basic cable comedy channel, and that the success of HBO's Comedy Channel will depend on how well programming is packaged and selected. "It will be execution that counts; if this concept can't work, nothing can," he said.

In MTV's release, Freston said, "Subscribers like networks that specialize, and so do cable operators. Our specialty is basic cable—how to produce for the budgets, then program it, market it, sell it and brand it with an identity that cuts through the clutter of choices." MTV operates four basic networks; HBO has minority ownership interest in several basic networks.

One other possible comedy channel entrant is Cox Cable, which has been talking with Columbia Pictures about launching a channel. Columbia has a large library of sitcoms that could feed a daily cable comedy service, but now that HBO and Viacom have announced, it could make entries by others—indeed, TCI said it has seven comedy proposals before it—more difficult. □

Viacom briefs Hill on Time suit

Viacom executives last week sought to correct misinterpretations surrounding its \$2.4 billion lawsuit filed the week before against Time Inc. (BROADCASTING, May 15), saying the suit was narrow in scope—focusing on what it believes was antitrust behavior—and was not an attack on vertical integration.

"The issue in our minds is a very narrow one," said Frank Biondi, Viacom president. "It is abusive behavior by a monopoly" and "is not an attack on vertical integration.... This is a private action for which we believe the laws under which we brought the action are sufficient to get remedies," said Biondi.

Biondi and Viacom executives traveled to Capitol Hill last week and briefed Senators Howard Metzenbaum (D-Ohio) and Timothy Wirth (D-Colo.) and Representative Ed Markey (D-Mass.) about the litigation. Metzenbaum, as chairman of the Senate Antitrust Subcommittee, has been an outspoken critic of vertical integration in the cable industry.

"We don't think additional legislation is required," said Biondi. "We think this is basically an issue of abusive predatory behavior by a monopolist. We are vertically integrated ourselves and we think that vertical integration is a real positive." But knowing of congressional interest in cable issues, Viacom went to the Hill "to point out that this action is really a private action," said Biondi.

To back up one main point in the suit—that Time's cable division favored Time's pay services over Viacom's—Showtime Networks Chairman Tony Cox pointed to statistics showing HBO had 32% of the pay units on Viacom Cable systems, while Showtime had 27%. Of all pay units on Viacom systems, Showtime/The Movie Channel accounted for 43%, and HBO and Cinemax, 39%. At Time's American Television & Communications, Showtime/The Movie Channel accounted for only 7% of the pay units.

The suit goes beyond the fair and equitable treatment of Showtime, said Cox. "It's the overall behavior of HBO in the pay marketplace," he said. And the situation, through time, "hasn't gotten better," said Cox. "If anything it's gotten worse.... Certainly HBO's zeal to put us out of business hasn't diminished one bit."

Hill puts heat on cable

More cable reform legislation emerges; Gore bill would admit telcos, regulate rates and mandate carriage, among other things

Capitol Hill is becoming an increasingly hostile environment for cable. Further evidence of that came last week in the form of a Senate bill (S. 1068) offered by Al Gore (D-Tenn.), Slade Gorton (R-Wash.) and Wendell Ford (D-Ky.) and aimed at reregulating the industry.

It would reimpose regulation for basic rates, mandate carriage of all program services (including broadcast signals), require cable programmers to offer their product to all technologies and permit telephone companies to provide television services. It would also direct the Federal Trade Commission to investigate concentration within the cable industry.

A House version of the bill will be introduced this week by Rick Boucher (D-Va.), Tom Downey (D-N.Y.) and Edward Madigan (R-Ill.). Boucher and Madigan, who are on the Telecommunications Subcommittee, have recruited co-sponsors from the subcommittee, including Mickey Leland (D-Tex.), Jim Cooper (D-Tenn.), Jack Fields (R-Tex.), Don Ritter (R-Pa.) and Terry Bruce (D-Ill.). Bruce sits on the parent Energy and Commerce Committee.

Gore, Gorton, Boucher and Downey appeared at a press briefing last week to an-

nounce their initiative. "Let's face it," said Gore, "cable TV is a natural monopoly" with "no regulation and no competition." Downey said cable's "studied arrogance with respect to rates and programming has got to come to an end." And Boucher told reporters that he has seen cable rates rise 25% in a single year in his district.

Also in the House last week, Norman Lent of New York, the ranking Republican on Energy and Commerce, introduced cable legislation (H.R. 2363). It would, among other things, require cable operators to carry local broadcast signals and the games of local professional sports teams. It would also restrict franchise agreements to no more than 10 years and prohibit exclusive agreements for programming within the franchise area. The Cablevision-MSG feud has fueled Lent's and the Long Island delegation's interest.

This anticable sentiment has been mounting for some time. Consumer groups, city officials, broadcasters and other potential competitors are agitating for reregulation. Since the convening of the 101st Congress, at least nine other bills have surfaced in the House and Senate targeting the cable industry for reform, many of them concerning rate regulation.

Rate regulation is an increasingly sensitive issue, and cable executives are starting to respond (see page 27). Moreover, the growing vertical integration within the ca-



Co-sponsors of cable regulation bill, l-r: Gorton, Gore, Boucher and Downey

ble industry is also raising eyebrows on Capitol Hill. The merger of Time Inc. and Warner Communications (owners of major cable MSO's) was the subject of a House Judiciary Committee hearing in March.

Concentration of ownership and vertical integration are both key issues the Senate Communications Subcommittee will explore during hearings in June. The Senate subcommittee will also examine the impact of cable deregulation at proposed oversight hearings later this year.

Senator Daniel Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee, is considered a valuable ally for cable, but his state legislature has adopted a resolution urging Congress to treat cable as a utility and reinstate city authority to set rates.

Last week, Inouye told BROADCASTING that there is "significant interest" among his colleagues to "revisit" the Cable Act. He is hearing from senators about rate increases and about the lack of competition. Inouye refrained from making any predictions. "Our plate is pretty full...but there is always room" for more, he said.

Rates are an issue, National Cable Television Association President Jim Mooney told BROADCASTING (see "At Large," page 35). "There is broadening concern in the Congress, especially about cable basic rates, and that's something we have to pay attention to," he said. "I have to advise [NCTA members] that they might consider whether two or three points less in cash flow is not a good idea as a trade-off for greater regulatory and political stability."

The upshot from oversight hearings held in the 100th Congress by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) was a decision by Markey to commission the General Accounting Office to conduct a survey on rates. The GAO is expected to release the results this summer, with a hearing to follow. Depending on its conclusions, the GAO report could act as a catalyst for serious Hill intervention.

There is an "undefined angst about the cable industry" in Congress, said David

Leach, a key aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.). In his remarks at a Washington seminar last week, Leach said there is a growing perception that cable is "unaccountable."

The U.S. Telephone Association, whose members (including the Bell operating companies) are seeking to remove the legislative and regulatory impediments that prevent them from becoming full-fledged providers of video services, is a driving force behind last week's introduction of the Gore and Boucher initiatives. USTA President John Sodolski hailed the legislation as a "major step toward developing a true competitive environment for cable television."

Other endorsements came from cable competitors such as wireless cable and independent television. The Association of Independent Television Stations and the Wireless Cable Association applauded the congressmen. INTV, however, said it was taking no position on the telco-entry provision.

The Satellite Broadcasting and Communications Association, the home satellite industry organization, has not issued a formal stand, but it is apt to have problems with several aspects of the bill, especially the telco-entry provision.

Gore has twice tried to regulate cable's activity in the home satellite marketplace but failed to move legislation off the Senate floor. His interest in rates stems from the complaints he received from 22 Tennessee communities about cable service provided by Multivision.

Last month, the National League of Cities and Consumer Federation of America urged Congress to restore municipal authority to reregulate rates. That request came at a Senate Antitrust Subcommittee hearing chaired by cable critic Howard Metzenbaum (D-Ohio). The same hearing served as a platform for broadcasters to launch their own campaign to convince lawmakers to restrain cable. Broadcasters want must-carry legislation that would force cable systems to carry local signals and they want

protection from having their signals shifted from one cable channel to another.

Congressman John Bryant (D-Tex.) and Senator Dennis DeConcini (D-Ariz.), who chairs the Senate Copyright Subcommittee, have offered bills (H.R. 109 and S. 177) that would condition a cable system's compulsory copyright license on whether it carries broadcaster signals. Moreover, it grants broadcasters the final say in where their signal is carried on a system.

Metzenbaum has vowed to pursue passage of S. 833, which reestablishes municipal authority to regulate rates, and S. 834, which would force vertically integrated cable programmers to make their product available to all cable companies and competing technologies such as wireless cable on "fair terms."

Freshman Senator Joseph Lieberman, a Democrat from Connecticut, is a former attorney general of Connecticut, and led the state's effort in a court challenge of the FCC's definition of what constitutes effective competition. He is a co-sponsor of the Metzenbaum initiative and introduced his own rate regulation bill (S. 905). It also treats the issue of must carry in the same manner as the Bryant-DeConcini measures. A companion bill (H.R. 2222) was offered in the House by Representative Christopher Shays (R-Conn.).

Other rate legislation has emerged in the House, including H.R. 2128 by Representative Lewis Payne Jr. (D-Va.) that would require cable operators to receive municipal approval for basic service rate hikes. And under H.R. 1304, offered by Brian Donnelly (D-Mass.), cable operators could no longer retire their services.

Democrat Charles Schumer of New York has also taken his fight against cable off Capitol Hill. He sponsored a hearing in New York City that many observers say was a "cable bashing" session (BROADCASTING, March 13). Schumer also introduced H.R. 1375, which would require cable systems to report changes in their prices and services to the FCC.

Senator Larry Pressler (R-S.D.) has introduced a measure that would help wireless cable, among other competitors. It would prevent cable programmers from granting volume discounts and "exclusive distributorships" to cable operators (BROADCASTING, Jan. 30).

The unrest back home only complicates the situation and makes the likelihood of Hill action more imminent. Perhaps an interview with senior House Telecommunications Subcommittee members Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Al Swift (D-Wash.) sums up the congressional viewpoint (BROADCASTING, May 1). As Tauke said: "I am sure I am not alone in hearing about cable subscribers across the district who are concerned about the high rate of monthly service, the basic cable service. That's going to continue to be a problem because the prices being paid for cable systems are so high that they will force rates to go up. That's when members of Congress are going to get interested. And that's when cable's problems may arise again in the form of regulation." □

Group W buys 50% of Request TV

Group W Satellite Communications, in a cash deal approaching \$10 million, has taken a 50% interest in Request TV, the pay-per-view operation owned by Reiss Media Enterprises. GWSC will handle affiliate sales, marketing, advertising, promotion, public relations and financial administration of the new venture. RME, which continues as the 100% owner of Reiss Media Productions and Guest Cinema (a PPV programmer for the lodging industry), will continue to handle movie studio relationships, transponder, uplink, technical operations and engineering, program scheduling, new business development and ANI operation of Request.

Reiss Chairman Jeffrey Reiss will continue in that capacity, with Lloyd Werner, senior vice president, sales and marketing, GWSC, taking on added duties as president of Request. The new five-member board of Request will be made up of Reiss, RME Chief Financial Officer James Ganley and RME General Counsel Bruce Karpas, and

GWSC Controller Robert Buenting and GWSC President Don Mitzner.

Reiss said the deal that brings in GWSC's marketing expertise "gives us the



Mitzner



Reiss

extra strength financially...to really keep up with the growth in PPV." Request serves 4.5 million addressable homes within a 7.5 million home universe. "We've always been limited in capital," Reiss said. "We are now set," he said, adding that the

agreement calls for additional funds if needed. Reiss said that on an operational basis, Request is looking to break even by the end of the year. The investment not only puts Request on sound footing, said Reiss, but will allow the company to invest more in original production and strengthen other areas of RME.

With GWSC on board, Reiss said Request will look to bring the same promotions that sell basic and pay cable to PPV, such as merchandising tie-ins and price promotions. With more systems using impulse ordering devices, special marketing campaigns can be used to utilize that technology.

The GWSC-Request relationship goes back several years, said Reiss, as the company helped Request get off the ground. At the moment, Atlantic Video handles the satellite chores for Reiss's four transponders, under a contract that runs two more years, said Reiss. GWSC also provides the same facilities for other cable networks. □



Network + affiliates: Building bridges in San Francisco this week

NBC links affiliate compensation to audience delivery

Market size and 'subjective factors' also would be considered; affiliates meet in San Francisco this week

The NBC television network has proposed audience delivery as a "benchmark" for determining how much money to pay in compensation to NBC affiliate stations. By making audience a key criteria in determining the hourly compensation rate, NBC would link compensation to both a station's and the network's "performance." The plan may also partly change what had been up until now a fixed cost into a variable cost, reduced when NBC's own ratings and revenue are suffering, and increased when ratings and revenue improve.

The plan was presented last Tuesday (May 16) in New York at what NBC Network President Pier Mapes characterized as a "one-issue meeting" between network and affiliate board executives (BROADCASTING, May 15). The general reaction to what the network has termed a "modernization" of its relation with affiliates drew a positive reaction from most of those commenting last week, but affiliate reaction was not to be known for sure until yesterday's business meeting in San Francisco. That meeting is part of the network's three-day annual meeting at the Hyatt Embarcadero.

Even if the general concept of performance-based compensation is adopted by affiliates, they may still disagree with NBC about how much the total amount of compensation (currently at roughly \$145 million) should be and when the new system should take effect.

Specifically, the plan proposes to make explicit several criteria which the network has used in the past to judge a station's contribution to the network. These particular criteria will be determined in a "three-tiered" formula, according to Mapes:

1) A station's audience delivery of local programming between 4 p.m. and 8 p.m.—excluding *NBC Nightly News with Tom Brokaw*—would be divided by the combined audience for all NBC affiliates during that time period to arrive at a percentage figure.

2) A station's audience delivery during prime time—and perhaps other network dayparts—would be divided by the combined audience for all NBC affiliates during those time periods to arrive at a second percentage figure.

3) Those two percentages would then be added and divided by two to arrive at the percentage of the total compensation pool to which a station would be entitled. That percentage would, however, be adjusted by market size—ranked by television households, not revenue—with smaller market

stations, who are more dependent on compensation, receiving favorable adjustments.

One NBC official stressed, however, that the formula would only serve to establish a "benchmark" compensation figure, and that there would be other "subjective factors" influencing the final determination of how much money a station receives. According to Mapes, those other factors would include "all the things that tie into the business, whether a station promotes well, whether they put new money into equipment..."

One kind of "subjective" factor that NBC will have to take into account involves strategic protection of its affiliate lineup. In a market where there are two VHF and one UHF affiliate TV stations, NBC might be forced to pay significantly more than the formula would indicate, so as to obtain or keep a VHF affiliate. The possibility that pressure to exceed the benchmark indicated by the formula would be greater than pressure to reduce that number may be one reason the network is likely to have sought a reduction of the total compensation pool subject to the formula.

Mapes said he thought the proposed plan would not run afoul of FCC rules prohibiting affiliation contracts from "stopping or hindering" affiliate preemptions. Clearances are a factor in the plan, he said, "in

NBC News goes regional

NBC last week got under way an effort to establish 24-hour "regional news" channels with the appointment of Tom Wolzien as senior vice president, regional news, NBC Cable. Wolzien, a 13-year veteran of NBC and most recently vice president, editorial services, NBC News, said he will be identifying markets where establishing such a service would make sense and working with local TV stations as the providers of news.

"Wherever possible we would work with the NBC affiliates," he said. "Interest has already been expressed by a number of them in major markets." He cited as a successful regional news operation News 12 Long Island, jointly owned by NBC and Cablevision, with the latter continuing to run that service. Wolzien will be responsible for establishing regional news services elsewhere in markets that have a "submarket" large enough to attract sufficient advertising, as is the case in Long Island. He said the service would also be dependent on cable operators willing to pay subscriber fees. Whether cable operators would obtain equity interests in such systems would have to be determined on a "case-by-case basis." He also said that in some situations, more than one TV station might contribute to the news service.

that a nonclearance in a network daypart would deliver zero audience for the station and thus affect that station's percentage of the total audience used to determine its

share of the compensation pool." A station would also still not be compensated for network time not cleared.

Even assuming agreement on the plan's general outline, there are still specifics that the network and affiliates will likely have to work out in future weeks. In particular, the second "tier" of the formula, that involving network dayparts, has several unanswered questions, including whether audience delivery should be determined by households or demographics, and if the latter, which demographics? Mapes said the audience counted would "probably" be adults 25-54: "That is what we sell." That "tier" in the formula is also said to need clarification on what other dayparts besides prime time would be included in the calculations.

Those calculations are tentatively planned to be made each summer, "around July 15," using data from the November, February and May books. One of the questions to be decided is whether the first calculation would be made in 1990, or later. □

Sky sues Disney for \$1.5 billion

Rupert Murdoch's Sky Television, which partnered with Disney to gain its program clout for fledgling British STV service, charges "obstructive tactics"

What Disney Chairman Michael Eisner described six months ago as a "perfect marriage"—a joint venture with Rupert Murdoch's British satellite service Sky Television—has suddenly turned into a messy divorce, complete with bitter recriminations over management control and money, and capped last week by a \$1.5 billion lawsuit against The Disney Co.

The falling out between the two companies, which last November formed an alliance to bring a pair of pay channels to the emerging British satellite TV industry, complicates Murdoch's high-risk venture to offer multichannel satellite programming to British viewers.

Murdoch's three-month-old Sky service, which some speculate could lose \$100 million in year one, is already fighting slow home dish sales and the potential competition of a heavily financed rival, British Satellite Broadcasting (itself experiencing difficulties, including a probable launch delay).

Initially, the joint venture proved an important boost to Sky, providing it with a complementary channel of Disney's highly regarded family programming, as well as bringing the number one studio's theatrical output to Sky Movies. Up until that time, rival BSB had been outbidding Murdoch's pay film service for studio output deals.

But in the suit, filed May 15 before the California Superior Court in Los Angeles, Sky charged Disney with refusing to begin operating "as agreed" a UK version of U.S. cable service The Disney Channel. The suit also claims Disney did not staff adequately to participate in the venture and said the studio "failed and refused to coop-

erate or even respond in a timely or reasonable manner to provide approvals or otherwise in carrying out the venture's business."

In addition, Sky alleged Disney had not reimbursed it for "reimbursable costs." Sky said Disney had agreed to help pay for mutually approved output deals with other majors, but charged that in one multimillion-dollar agreement with Warner Bros., Disney "induced" parent News Corp. into providing the sole guarantee.

Sky said it has invested approximately \$500 million, including cash outlay and commitments, in the venture's start-up and explained the agreement with Disney called for each company to initially contribute \$75 million and to share in profits and losses.

Disney, which has been interested in a UK program service as far back as 1983, had only this comment last week: "We have great regard for Mr. Murdoch and the

accomplishments of his organizations, but we are surprised at this suit, which has absolutely no merit."

According to Patrick Lopker, managing director of the U.K. Disney Channel operation, the service is well on the way to a planned Aug. 1 launch, with a firm program schedule and a 20-person staff. "As far as Disney's concerned, it's business as usual. We're forging ahead with our end of the joint venture."

If the dispute remains unresolved, however, it is uncertain whether Murdoch could prevent Disney from setting up its own service by enforcing exclusivity clauses in the agreement, as well as keep Disney's theatrical output flowing to Sky Movies.

According to the complaint, Disney said Sky was "moving forward with the venture's business too rapidly and [was] not fully consulting with Disney as required," and it threatened to end the venture if Disney was not released from financing obligations and afforded better terms. □



Disney's Eisner and Murdoch, in happier times

CBS keeps all-comedy Monday for fall

Network picks up five dramas and three comedies for new season; LeMasters says sitcoms that succeed will likely be moved to other nights

CBS Entertainment announced its new fall schedule last Friday (May 19), saying it would introduce seven and a half hours of new programming to start the 1989-90 season. Three new comedies and five new dramas (including a one-hour reality program) join 14 returning series. Two of the dramas are from CBS Entertainment.

The network, apparently pleased with the results of the spring tryout of an all-comedy Monday night, has kept the format in place for the new season. But the network still has the fewest comedies, and will start the fall with just the six on Monday.

In addition to the 14 returning programs, *Beauty and the Beast* has been canceled from next fall's starting lineup, but has been ordered (12 episodes) as a backup program with changes expected in the show.

CBS, which announced its schedule five days after NBC (see story, page 54), left only Sunday night intact, adding new programs on each weeknight and rearranging the current Saturday lineup. The network changed the schedule between 8 p.m. and 9 p.m. on four nights, addressing CBS's weakest time period. The network also eliminated its *Tuesday Night Movie*.

Kim LeMasters, president, CBS Entertainment, said it was the network's strategy to nurture three new comedies on Monday, which should be helped by the appeal of three returning ones—*Murphy Brown*, *Designing Women* and *Newhart*. In time, he said, the network expects to spin some of Monday's comedies to other nights to serve as building blocks.

In an admittedly risky move, the network is putting two of Monday's new comedies at the start of prime time, without the benefit of a lead-in from one of the established comedies. At 8 p.m. it's *Major Dad* (Universal), starring Gerald McRaney (*Simon & Simon*) as a marine with three daughters.

Following *Major Dad* is *The People Next Door* (Lorimar), about a cartoonist whose fantasies come to life (not unlike the late

the production. The program got a tryout as a special this spring, placing third but improving the network's position by several share points. LeMasters admitted that the network's performance is so weak in the first hour of Tuesday, "it would be difficult" to ask an outside producer to supply a show for the time slot.

The second CBS Entertainment production on the schedule follows at 9 p.m.—*Wolf*, about a framed San Francisco police officer thrown off the force. Richard Chamberlain returns to series television for the first time since *Dr. Kildare* Tuesday night at 10 p.m. in *The Hawaiian*, again playing a doctor.

Wednesday leads off with *A Peaceable Kingdom* (Columbia) with Lindsay Wagner as director of a metropolitan zoo. *Jake and the Fatman* and *Wiseguy* round out the Wednesday schedule.

48 Hours returns to lead off Thursday nights, followed by a new drama from Stephen J. Cannell, *Top of the Hill*, about a maverick young Congressman played by William Katt. *Knots Landing* returns to round out Thursday.

Friday will lead off with the new *Snoops* detective show (Viacom), starring Tim and Daphne Reid. *Dallas* and *Falcon Crest* both return to round out the night.

On Saturday, *Paradise* returns at 8 p.m., followed by *Tour of Duty*, which shifts from its Tuesday night slot this season. A reformatted *West 57th* will return at 10 p.m. with Connie Chung as the sole anchor. The program will also be retitled and will include Chung's name.

Sunday returns intact with *60 Minutes*, *Murder, She Wrote*, and *CBS Sunday Movie*. Other canceled programs include *The Equalizer*, *Hard Time on Planet Earth*, *Kate & Allie*, *Live-In*, *Heartland*, and *CBS Tuesday Night Movie*. □

Medical report

CBS Entertainment President Kim LeMasters led last week's presentation of its new fall schedule in New York, despite being stricken over a week ago with a virus known as Bells Palsy disease, a condition often related to stress. Most visible symptom is a deadening of the muscles in one side of the face, giving the appearance of having suffered a stroke. The disease is unpredictable, sometimes going away in a few days, but in some instances lasting a lifetime. LeMasters opened last week's press conference indicating he'd been stricken with the disease. Later he said only, "I don't know much about it," and that his doctors did not know how long it would last.

sixties comedy *My World, And Welcome to It*). Following *Murphy Brown* at 9:30 will be a third new comedy, *The Famous Teddy Z*, about a young kid at a talent agency (Columbia).

Tuesday night, the networks weakest, has been totally reprogramed. CBS Entertainment is producing the first two hours in-house. A reality program with host William Shatner, *Rescue: 911* leads off the night. CBS is partnered with Arnold Shapiro on

Daily viewing drops, says Nielsen

For the second year in a row, daily television viewing has declined, Nielsen Media Research reported last week in its annual "Report on Television." Average daily household viewing in 1988 dropped to six hours and 55 minutes, from seven hours and five minutes the year before. The 1988 average was the lowest since 1982.

Nielsen did not offer any explanation for the decline.

Not unexpectedly, households are skewing younger, with three or more persons, and those with cable tend to view more TV than other households.

The Nielsen report also notes that television homes broke the 90 million mark in 1988. The company's January 1989 estimate puts total TV homes at 90.4 million, double the number of TV homes reported in 1960. Ninety-seven percent of those homes have color television sets and 63% contain two or more sets.

With cable television now available to about two-thirds of the country, the average television household can now receive an average of 27.7 channels, up from 22.4 channels a year ago. In 1985, the average was 18.8.

Nielsen noted that as the U.S. population continues to grow older, the proportion of children and teenage viewers continues to decline. Adult viewers now account for 77% of the

232.8 million total viewers in television homes, with children and teenagers making up the remaining 23%. In 1975 the comparable ratio was 70% adults to 30% children and teenagers.

VCR ownership has reached 64%, Nielsen said, with most VCR recording activity occurring during prime time to network affiliate stations. □

The annual report on television was not the only report Nielsen issued last week. The company also re-issued its February 1989 Cassandra Report, because of inaccuracies in the first report, released in April. Nielsen said those inaccuracies were caused by "stations improperly titling programs that have original and repeat designations."

The errors were first caught by Paramount, which determined Nielsen had underreported viewing for its *Entertainment Tonight*. Nielsen said 14 programs had flawed viewing data reported in the first February book, but not all the errors resulted in a ratings change.

In the top 10, *Entertainment Tonight* moved into eighth place, with an 8 rating/16 share, bumping *Donahue*, *Family Feud* and *Night Court*, which had all been tied for eighth, into a tie for ninth.



Senator Inouye greets FCC Chairman Patrick before hearing

Congress to the rescue

Senate leaders respond favorably to FCC request for supplemental funding that should prevent agency's shutdown; Patrick exits Hill with high praise

Congress is responding to the FCC's call for financial assistance. At two Senate hearings last week, FCC Chairman Dennis Patrick was given assurances that Congress would rescue the agency. Not only are lawmakers willing to support the \$400,000 supplemental the agency is seeking for its fiscal 1989 budget, but they appear willing to approve an increase in funding levels for the agency's reauthorization for FY 1990 and FY 1991.

Patrick warned House Appropriations Subcommittee members in March that if the supplemental did not come through, the FCC might be forced to shut down and furlough employees for possibly three and a half days. He again emphasized the severity of the FCC's financial situation to the Senate.

The Senate hearings also marked Patrick's exit. It was probably his last appearance, since he has resigned, effective with the swearing in of a successor. Some bad blood has spilled between the FCC chairman and Congress over policy, mainly over the FCC's repeal of the fairness doctrine. But he was basically well received at a Senate Communications Subcommittee hearing on the FCC's reauthorization.

He won high praise from Subcommittee Chairman Daniel Inouye (D-Hawaii), although Inouye expressed some displeasure over reading press accounts of Patrick's Hill testimony prior to the hearing. "You have been a strong and articulate leader," said Inouye, who noted that often his colleagues complain about "weak and inarticulate agency leadership," but when there is strong leadership they do not always like that either.

Later, at an appropriations subcommittee hearing chaired by Democrat Ernest Hollings of South Carolina, who also chairs the Senate Commerce Committee, Patrick's reception was friendly. Hollings pointed out that although they have had their differences, "I have personally enjoyed working with you...I wish you well."

"I must admit that the commission will soon be losing ground in the telecommunications battle unless it gets additional resources," Patrick told Inouye. "We are now

at the point where the trade-off between accommodating more budget cuts and assuring that we can fulfill our public interest mandate has been reached or crossed."

He said the FCC "is becoming less efficient and less responsive, at a time when demands for our services are increasing." There is a sizable backlog in applications. "The processing of 224 FM radio and 15 UHF stations will be delayed at least a year."

The agency is asking for reauthorization legislation that would establish appropriations

levels of \$109.8 million for FY 1990 (up \$10.2 million from FY '89) and \$117.8 million for FY 1991. Last week Inouye introduced a reauthorization measure containing those figures. Inouye pledged to help the commission in its quest for more funding. He was worried about reports that there was a shortage of engineers there and he feared that the agency's lack of funds might have an impact on U.S. competitiveness.

Reauthorization legislation has yet to emerge in the House. Nor did the House Appropriations Subcommittee commit to meeting the FCC's \$109.8 million appropriations request for FY 1990.

As for the supplemental, Hollings indicated that the FCC's request for the \$400,000 would be included in a so-called dire supplemental appropriations bill. Originally, the commission asked for \$1.4 million, but Patrick reported that the FCC has been able to reduce the budget shortfall to \$495,000. FCC Deputy Managing Director Marilyn McDermott told Senate staff the agency could cover the remaining \$95,000 itself.

The FY '89 dire supplemental appropriations bill is slated for a House vote this week, with the Senate Appropriations Committee expected to report it out quickly. Hollings's subcommittee must also approve the FCC's request for \$109.8 million in appropriations for FY '90. □

Budget resolution

It was mixture of good and bad news for broadcasters last week following Congress's adoption of a 1990 budget resolution. The bad news is that the resolution calls on the House and Senate Commerce Committees to look for additional revenue to help offset the federal deficit, and the FCC is targeted as a source to raise such funds. But the good news, according to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), is that it is highly unlikely the funds will come from spectrum auction or a tax on the transfer of licenses. "We tried that before...there were no votes for it," said Hollings in reference to his efforts two years ago to pass a transfer tax.

The National Association of Broadcasters, in the meantime, alerted its membership to be prepared to fight any onerous initiatives that may emerge. "We are extremely sensitive to the very sensitive position Senator Hollings and the Commerce Committees have been put in," said Jim May, NAB's executive vice president for government relations.

The situation as Hollings described it to reporters is "not clear." The Senate and House have—as one House aide put it—"agreed to disagree" on the amount that their respective Commerce Committees will direct the FCC to raise from those it regulates. It is believed that the resolution says the Senate Commerce Committee must seek to raise \$250 million from the communications arena, although that amount is not necessarily nailed down. Hollings, a Budget Committee member, is refusing to endorse the resolution and did not participate in the House-Senate conference on the resolution.

The House Energy and Commerce Committee, on the other hand, must come up with \$50 million from the FCC. How the funds would be raised is another matter. The budget assumes that the Senate Commerce Committee will direct the FCC to auction unassigned spectrum, but the Senate Budget Committee cannot specifically instruct the authorizing or appropriating committees, such as Commerce. As for the House, the document refers only to use of "unspecified user fees."

A clearer picture of what the Commerce Committees will do is expected to emerge in early June, and they have until July 15 before they must report back to the Budget Committees. Among the proposals that may emerge is the idea of increasing the FCC's cost-of-regulation fees and possibly readjusting the fines contained in the Communications Act of 1934, which have not been changed since the act's inception. Dingell's staff has already asked the FCC to explore all possible revenue-raising ideas.



The grace under pressure of Jim Mooney

James Pierce Mooney has been president of the National Cable Television Association for five years now—long enough to have made a historic mark on the cable industry and the surrounding Fifth Estate. From masterminding the Cable Act to negotiating a must-carry compromise, he has been in the thick of things. Now, with a reregulatory pendulum swinging back toward cable, and the threat of telco entry ever present, he and the industry have their work cut out for them. On the eve of the NCTA's annual convention in Dallas, Mooney described that challenge in this "At Large" interview with BROADCASTING editors.

Our general purpose is to ask you for an assessment of the political climate in which cable finds itself on the eve of the NCTA convention, and on the eve of the fifth anniversary of the Cable Act. Things were going so well; now they seem to be going not so well—at least rhetorically, and even in terms of some actions of the Congress. We wonder how you feel about things today.

I think, indisputably, there is widespread concern in Congress about the role of television in society generally. You now see a

whole slew of television-related issues coming to the fore in Congress, some of which involve cable and some of which involve broadcasting. You see legislation to curb advertising aimed at children. You see legislation to reimpose the fairness doctrine. You see legislation to give an antitrust exemption to various industries so that voluntary efforts to curb depictions of violence on television can be considered. You see concern about rising cable rates—a concern associated with the increasing importance of television in

society and the ability of all segments of society to have access to what we might call the video life of the country. While the likelihood of Congress taking actions premised on the complaints that are made against each other by the various competing video industries remains somewhat slim, it would be extremely imprudent to downplay or minimize those concerns of Congress that have to do with the impact of the various television industries upon the public—which is to say, the constituents that members of Congress represent. And we are no more immune to that than anybody else.

The difference between the initiatives that are affecting broadcasters and those that are affecting cable is that those directed toward cable more directly impact the bottom line. We're talking reregulation on one hand or, on the other, letting telephone companies compete with cable systems.

I disagree entirely with your premise. I think that the impact on the entire television world of letting telephone companies into the TV business would be disastrous, and that includes broadcasting. If anything, I think broadcasters are even more vulnerable to the consequences of telephone entry into TV.

Why are broadcasters so slow in seeing something that you see so clearly?

I don't think all broadcasters are that slow. Some of them seem to be a bit slower than I think is in their own interest, but I think more and more broadcasters are coming to the realization of the consequences of telephone entry into television.

If telephone companies are allowed not only to provide transmission functions—as the law currently allows them to do—but also to get into content, and the telephone companies are able to both achieve their longtime dream of having all electronic communication into the home go over their wire, if they're allowed to do that, and also get into the content business—if Bell Atlantic were allowed to have its own news programming, if Bell South were able to buy NBC—then I think you will see a wind blow that not only would have a sharply adverse effect on the cable industry but on the broadcasting industry as well.

Happily, however, I don't see any evidence that suggests Congress is likely at any time in the foreseeable future to remove the statutory ban against telephone companies being involved in content. Indeed, all the evidence I see tends to the contrary.

But we soon will have bills in both Senate and House calling for telco entry...

Well, just as a matter of practical politics, and given all of the dozens and even hundreds of lobbyists the phone companies have in town, they ought to be able at least to get somebody to introduce a bill. But to have such legislation even seriously considered is really the question. I don't think that's going to happen. I don't think the government is willing to let telephone companies take over the television business.

You've suggested before that once price caps come for the local companies, they will lose interest in upgrading their plants with fiber. Do you still hold to that?

I've never said that they would lose interest in fiber. What I have said is that, in my opinion, the telephone companies are blue-skying the technology question, that they're holding up a wondrous, miraculous, magical technological future primarily as a public relations screen to achieve some of their more fiscally oriented goals and that when and if they get what they want in some other areas, they may tone down a lot of this rhetoric and PR about a miraculous future.

I have said, at the same time, that there can be made a nexus between price caps and switched fiber, which is not necessarily to their advantage. One of the consequences of price cap regulation, in addition to taking them out of a situation where their returns are limited, is that their investment decisions would be freed from regulatory scrutiny. The question is going to be asked: "If we free your investment decisions from regulatory scrutiny, do you have in mind the construction of enormously expensive broadband, switched fiber plant, costing between \$300 billion and \$500 billion in national terms, the result of which would be that people are able to get TV and telephone service?" Is that what we ought to do in this country that apparently has problems with capital formation?

These issues are not just cable issues, or even television issues, they're also telephony issues, and at some point, the interest of the telephone rate payer has got to be considered. Why should the telephone rate payer be put at spectacular risk for the construction of spectacularly expensive plant, when the net result is going to be that the consumer only gets essentially what he's getting now, which is TV and a telephone?

The FCC suggests that once the price caps come, the telcos lose the economic incentive. Why would they even want to spend hundreds of billions of dollars to replace twisted pair with fiber?

That's another potential result. They might just take the money and run. But the FCC has said a lot of things, and has even suggested that one of the results of letting the phone companies into the TV business would be that the broadcasters should take down their red and white towers and free the spectrum to be used for other uses. That, I submit, would be catastrophic to the broadcasting industry. Once they abdicate the transmitter function—which is, technically, the thing broadcasters are licensed to do—they will find themselves in no better position, vis-a-vis access either to the cable system or the telephone company plant, than your local access programmer. Their special function and special role evaporates.

How is the telephone company more threatening to broadcasters than is the cable industry, if you assume that, one day, cable will completely wire the television universe?

You can only talk about current issues in today's terms. The thing that makes the telephone companies uniquely dangerous to the broadcasters is their current universal penetration for telephone voice service. If the cable industry ever got into a similar position, we might pose a similar problem.

In terms of today's priorities, are you more concerned about telco entry or preventing reregulation of the cable industry and somehow quelling this new undercurrent of dissatisfaction in the Congress?

You know, every year we have this conversation, and every year—because this conversation normally occurs during the congressional hearing season—I get the question put to me: "Doesn't it seem as if everything's closing in on you?" And my answer, in that respect, is no different this year than it has been any other year.

At the same time, I have to say that there is a broadening concern in the Congress, especially about cable basic rates, and that's something to which we have to pay attention, and I think that I have to advise my own constituents that they might consider whether two or three points less in cash flow is not a good idea as a trade-off for greater regulatory and political stability.

As far as reregulation of the cable industry goes, that is a phrase being employed by various people for various purposes. I notice now that the broadcasters have dressed up their demands for a new must-carry law in terms of reregulation of cable, quote/unquote. But it is still essentially the same thing. We are quite willing to go to the Congress with them and cooperate in the enactment of a new must-carry law that would embody essentially the same requirements as did the most recent rule promulgated by the FCC. Now, if the broadcasters want to get more this time than they got last time, I think there's going to be a problem, but one always hopes that sanity and reason would prevail.

Other than that, it's difficult to speculate on what Congress might or might not do, having perceived this or that problem. I can tell you that I remain as certain as I can be that Congress has no inclination simply to throw us back into the clutches of the city councils. I really don't think anybody would seriously want to do that.

Has the political pressure in Washington—the calls for reregulation of cable—effectively capped cable subscriber fees?

I think there is greatly increased sensitivity in the cable industry to the political downside of rate increases in general, and I think cable operators are quite aware that this is a problem. The political message is getting through. At the same time, I think what has been going on in the cable industry over the past two years has essentially been a post deregulation adjustment of basic service prices to reflect more accurately the value of the service that we provide to the consumer. It is in the nature of such adjustments that there should be a blip, and most of the blip has occurred. One reason

Others Promise. We Produce.

You judge a sales representative on performance, not on promises. Performance over time. Consistency you can count on. No one performs better than CNI, the leading national spot cable representative in the country. We deliver and the proof of that delivery is best summed up in the facts.

- #1 in total national spot cable billing.
- The largest sales organization in the country; 13 regional sales managers, 44 account executives, 47 sales support personnel.
- Winner of the 1989 Carl Weinstein Sales Achievement Award.
- #1 in combined cable and broadcast sales experience.
- Totally integrated research department using the resources of Arbitron, Nielsen, MRI, BAR, SQAD, IMS and the CompuMarket Data Base.

Plus the CNI EXCLUSIVE—Guaranteed 90-day payment on billing.

The Organization That Delivers



New York
212-889-4670
Harry Durando
Michael Labriola
Stacie Raiss

Los Angeles
213-450-1050
Wylie Drummond
Ilise Yohay

Atlanta
404-266-3885
Jenny Hazelrig
Mindy Ellin

Louisville
502-582-2027
William "Biggs" Tabler

Boston
617-266-7711
Arthur Carr

Chicago
312-670-0222
Bill Lemanski

Dallas
214-871-7574
Ray Gaskin

San Francisco
415-392-0222
Frank Angelo

Columbus, OH
614-855-7676
Charles Ford

See us at the NCTA Booth #1613.



basic prices don't seem to be going up as much this year, at least in percentage terms...is that adjustment has nearly been completed.

Some cable operators are saying: "Maybe we can accept some sort of price regulation—not rate-of-return regulation, but price regulation—as payment for relieving some of the pressure in Washington."

I don't think that the industry is at a point yet—or will necessarily ever get to a point—where they would favor the resuscitation of price regulation. We do have in progress a GAO [General Accounting Office] survey of cable rates which most people assume would be authoritative and accurate. And we're all very interested in what the GAO will have to say. My own feeling is that the survey will reflect rate increases somewhat smaller than have been claimed by some of our detractors.

Similarly, next year the FCC must report to Congress on cable rates and competition. Presumably the commission will begin the proceeding later this year to meet that mandate on time. So, there are in place orderly processes for determining what the facts are, and for considering what adjustments, if any, might be desirable in the regulatory structure. And it seems to us to be not only reasonable but responsible to let those processes go forward, not to succumb to the shrieks and cries of those whose interest in these matters is motivated by commercial interests as distinguished from an objective assessment of the public interest.

Is there any give in cable's stand on channel positioning?

Sure. The last time we made a must-carry deal with broadcasters, channel positioning requirements were not included. But that is not to say that channel positioning as an issue was not considered. The proposal made to us by the broadcasters and signed by the heads of the National Association of Broadcasters, the Association of Independent Television Stations and the Television Operators' Caucus specifically disclaimed any channel positioning requirement.

It did say something about the lowest basic tier, did it not?

It said the lowest basic tier, but anybody who understands anything

about the cable business knows that that is not necessarily the VHF band; that primarily means basic service. Apparently, some people involved in that negotiation on the other side had never heard of midband converters, but that's another story.

Since that time, it is apparent that an issue has grown up having to do with what channel goes where, and it seems to me the broadcasters really have two discrete problems in this area: One is their signals being moved around a cable system, and the other is what particular place they should occupy in the cable system's channel lineup.

With respect to the first problem, the remedy would be to give them a legally enforceable right to a particular place, not subject to being moved at the unfettered discretion of the cable operator.

That brings us to the second issue: Where should their place be? I really don't see how they can hold up a case for having a right to be in a place better than that licensed by the FCC. They may desire a better place than that, but I don't think they can make a case cognizable in terms of public policy.

Would you accept a grandfathering of positions as they are today? The cable industry has had two or three years to move signals around any way they've wanted to.

To the degree that they're currently located on channel, sure. But we would not accept a grandfathering that would result in a perpetual right on the part of ch. 33 on-air to have ch. 8 in a cable system. We think we occupy a pretty strong position on that issue and we're going to stay there.

We picked up some noise that if you remain firm in this, all the affiliates might just say, "We'll do it [FCC Chairman] Dennis Patrick's way. We'll get rid of the compulsory license for local signals; we'll just negotiate it—carriage, channel position or whatever." Do you think that's a possibility?

The FCC cannot get rid of the compulsory license—that would have to be done by Congress, and I think the broadcasters would have a very hard time doing that. If the broadcasters decide that's what they want to do, then I guess that's what they'll attempt to do. And while I don't think they'll succeed, it's a free country. But I wonder if they've considered that the result of such a relationship would not necessarily be that the cable operator would end up paying them for the right to retransmit the signal. The result might be that the cable operator would install an A/B switch. And the last time I looked, the broadcasters didn't like A/B switches very much.

How would that work?

The cable operator, having lost the compulsory license to retransmit local signals, might decide that the best way to accommodate his subscribers is to absorb the cost of A/B switches and let the subscriber receive broadcasting signals off-air, while simultaneously freeing up cable channel capacity.

What is the legal theory or the constitutional argument as to why this is not a violation of cable operators' or cable programmers' First Amendment rights?

In my opinion, a rule giving ch. 33 a legal right to be on ch. 5—in preference to CNN or the Discovery Channel or C-SPAN, let's say—would be highly suspect in a constitutional sense. It might even bring the whole thing down again. I think in this game, as in baseball, with three strikes, that might be the end of it.

Do you have an argument for supporting the constitutionality of must carry in general?

I think it is primarily the responsibility of the broadcasters. My advice is to jettison the too-cute theories about the primacy of broadcasting and to go for it strictly on a commerce-clause theory—preservation of competition between these two television media.

I came out of the National Association of Broadcasters convention feeling optimistic that within two to three years, all the animus will disappear between broadcasters and cable. A must-carry agreement seems to be one element and a common stand on telco another. How do you read the tea leaves at this point?

We don't feel any particular animus toward broadcasting; I certain-

ly don't. It seems to me that an agreement on must carry could reasonably be expected to diminish the opportunity for political friction between the two industries. As for the telco issue, I would prefer to see broadcasters oppose telco entry into the television business on the basis of their own fundamental interests, rather than as part of some political deal with the cable industry.

Do you think that if you did the must-carry deal, they'd come around on telco?

No, that's not what I'm saying. I'm saying that I don't regard the telco issue as particularly linked. I think it's worth pointing out that in our judgment, we are moving ahead of schedule in political terms on the telco issue, and we are not looking to the broadcasting industry as the cowboys coming over the hill to save us.

Broadcasters assume that we have a telco-based motivation for trying to work things out with them on must carry, but that doesn't happen to be the fact, so must carry is going to go up or down with us on its own merits, quite apart from the telco issue.

Do you have a feeling as to how soon a deal on must carry might be made?

We're not hanging this thing up. As far as we're concerned, it is overdue. But the broadcasting industry organizations have attempted to raise the ante in several respects, over and above what they got in the last deal, and it's hard for us to understand why we should go along with them in view of the fact that A) what they're reaching for on channel positioning doesn't seem to us to be politically sustainable; and B) the only thing that's really happened since the last compromise was reached is that must carry went down again in the courts.

One other thing has happened. Cable is under greater heat than it was and its very success has caused concern, and may be creating a backlash.

Sure, but that heat isn't necessarily convertible to their benefit. The rational concerns about basic cable rates, for example, do not necessarily, or even probably, translate into congressional willingness to give the broadcasters more than they should get on must carry.

There is a new free TV movement, and an attempt by the broadcasting industry to imbue it with a special quality that should give it certain merit on the Hill and a special position in legislation.

On the one hand, they seem to be about to exhort the public to watch broadcast television as a patriotic matter. I think the best response to the so-called free TV campaign was provided by the [now defunct] Television Information Office's Roper poll, which said that the public generally regards cable's educational and cultural programming and its sports and general entertainment programming as superior to that found on broadcast TV. That, by the way, was in my opinion perhaps the most significant event to occur in the last year, because apart from the oddity of its parentage, it demonstrates the enormous strides cable programming has made in a very short period of time and demonstrates that when we talk about cable offering the public new, diverse, quality forms of television, the public agrees with us.

It shows that in broad terms the success of cable has been beneficial to the public in solid terms, and that is very much related to what Congress did in 1984.

How about the elimination of the rating qualification for carriage?

That would simply be to expand the burden placed on our cable systems and to increase the number of broadcast stations able to demand carriage in any given area. I don't know why broadcasters think that now, after the thing has gone down not just once, but twice, in the courts, it is appropriate for them to try to up the ante.

But as the cable universe grows, does not the addition of one or two extra broadcasting channels mean less difficulty for you?

I suppose in one sense it does, but it's helpful to remember that what is involved here is not only the cable operators' interest, but also the interests of cable programming networks. There are now nearly 70 nationally distributed cable programming networks.

Should there not be some limit to the claims the broadcasting industry can make against the cable system's channel capacity to

the disadvantage of all of these cable programming services? Should a broadcaster whose notion of public service is *Geraldo* and *Donahue* be able to claim a legal preference over Nickelodeon and C-SPAN II?

But some may ask: Should not a broadcaster, who was given a license by the federal government to operate in the public interest and the service of that community, be given maximum opportunity?

That's self-serving and stale. We, too, are licensed to serve the public interest in our local communities. They are not the only people who have licenses that carry with them public interest obligations. We do as well. And I think that the broadcasters have come close to wearing that one out, especially in view of the fact that they've worked so diligently over the past half-dozen years to have repealed virtually all of the specific public interest obligations that have been placed on them by the federal government.

Is syndex over? Is that still a live matter for you?

It's certainly not over in terms of the disadvantages to the public. Indeed, in that respect, it hasn't yet begun. But we made the judgment that we are going to do our best to try to live with it and to explain to our subscribers what it is that is causing blackouts and substitutions.

What is the status of your talks with Hollywood?

They're in some kind of suspended state. The fact that they're in some kind of a suspended state is a result of Hollywood being preoccupied by their problems with the broadcast networks.

Given the concern in Washington about vertical integration in the cable industry, does Viacom's antitrust suit against Time—American Television and Communication and Home Box Office—cause problems for the industry?

Viacom made some pretty strong statements about vertical integration. You would think that somebody who charges the hourly rate I imagine is charged by Simpson Thacher & Bartlett would be capable of finding less inflammatory language to describe its client's problem, given the other interests of its client. The more important point I would like to make, however, is that Viacom obviously thinks it has a problem, but also obviously thinks it has got a remedy in the antitrust law. That tends to suggest that there does exist in current law a remedy for a lot of the complaints that are being made about the cable industry by its competitors—the difference being, of course, that in court you actually have to prove your complaint whereas in political forums you can often simply shout at the top of your lungs and some people will take you seriously.

How are things in the world with cable?

In business terms, it's terrific. Our penetration levels are rising, both in terms of total TV households and in terms of homes passed. Penetration of TV households is about 55%, 55 and change. In terms of homes passed, it's about 60%.

Our revenues are up. People appreciate the value of cable more as a television medium, as evinced by the TIO-Roper poll, and we are also making progress in terms of figuring out the customer service problems inherent in this business and in terms of better communicating to the world what we are and what our aspirations are.

At the same time, it would be foolish not to acknowledge that we have political problems in this city. It's my view that, to the degree those political problems arise from the self-interested complaints of our competitors, we will come through, always bearing in mind that a wise concession here and there can save larger problems further down the line.

To the degree that our political problems arise from perceived difficulties in the way cable systems operate vis-a-vis consumers, I think we'd better pay very careful attention and keep in mind that fundamentally, all congressional politics is local and all congressional politics is based on constituent attitudes.

You and [former NCTA spokeswoman] Louise Rauscher have just returned from your honeymoon. What is it like being married?

It means that when I get finished doing this all day and go home, somebody is there. It's great. It's even better than cable television.



NCTA opens its doors in Texas

Over 14,000 expected for annual gathering;
on tap: Jesse Jackson, FCC's James Quello,
TCI's John Malone, NBC's Robert Wright

The National Cable Television Association's annual convention opens today (May 22) at the Dallas Convention Center, where more than 14,000 attendees are expected.

Both pre-registration and the amount of exhibit space are up from last year. The number of exhibitors has dropped from 315 to 284, but the amount of space has increased from 163,000 square feet last year to 182,000 this year.

There may be a greater degree of discussion about programing this year, with the announcements on the eve of the convention by HBO and Viacom that they will launch comedy channels (see "Top of the Week"). It will also be the first national show for CNBC, whose creation can be traced back to last year's convention, when Tele-Communications Inc. and NBC signed a deal to lease Tempo TV, and CNBC was off and running.

The theme of the conference is "Cable Television: Informing and Entertaining America," and begins on Sunday with a series of meetings, including several public policy roundtables. Five senators and about 35 congressmen will take part in the roundtables.

The convention begins Monday, with the first of 40 sessions, 10 of which are technical. The opening general session, "Cable Television: Programing Directions for the 90's," will feature Stewart Blair, chairman, United Artists Entertainment; Michael Fuchs, chairman, HBO; Alvin Perlmutter, president, Alvin Perlmutter Inc.; John Goddard, president, Viacom Cable, and Fred Silverman, Hollywood producer, with Robert Wussler, senior executive vice president, Turner Broadcasting, moderating.

Other Monday sessions will explore cable as an investment, signal leakage, the franchise renewal process, PPV, program promotion, and launching new programs.

On Tuesday morning, the Rev. Jesse Jackson will speak to a breakfast sponsored by the National Association of Minorities in Cable and NCTA. (C-SPAN plans to tape the Jackson speech and the opening session for replay on Saturday, May 27, at 11 a.m.). Tuesday panel sessions include cable's stock performance, marketing co-ops, cable opportunities abroad, and two featuring congressional and FCC staff. Tuesday will also see the return of NCTA's "infomart" session, where 12 small discussion groups will examine a variety of topics.

The system ACE awards will be bestowed that evening at a

ceremony at the Fairmont Hotel hosted by comedian Martin Mull. (Other celebrities appearing at the convention include Morgan Fairchild and Val Kilmer, at screenings for their respective movies on USA and TNT, Carl Lewis and Kelly McGillis, in the Turner booth and sportscaster Harry Caray, in the United Video booth.)

Wednesday features several more panel sessions before the closing general session, including the convention's only official telco session. The closing general session, a "CEO Perspective," will feature John Malone, president and chief executive officer, Tele-Communications Inc.; Robert Wright, NBC chairman, and Frank Biondi Jr., president, Viacom International.

Wednesday night will close with the gala dinner dance and awards banquet at the Fairmont. The Vanguard awards for leadership will be given to Brian Lamb, chairman and chief executive officer of C-SPAN, and Gayle Greer, vice president, central operations, ATC. The young leadership award, for those under 40 making outstanding contributions, will be given to Terry McGuirk, president, Turner Cable Network Sales, and vice president, TBS. The programers award will go to Dr. Hal Morse, chairman and founder of The Learning Channel. The associates award will go to Maggie Wilderotter, senior vice president and general manager, CableData. Dave Panrac, director of engineering and technology for American Television & Communications, will be given the science and technology award. The marketing award will go to Ajit Dalvi, senior vice president of marketing and programing for Cox Cable. The state and regional association award will go to Paul Freas, president and chief executive officer of TKR Cable.

The President's awards will be given to two individuals and two groups. The individual winners are William Strange Jr., chairman, Beta Communications, and Wussler of TBS, both for their years of service to the cable industry. The two groups are Continental Cablevision, for its support of CablePAC, and the ACE awards sponsoring networks—BET, Lifetime, Discovery, USA, Nickelodeon, FNN, Movietime, CBN Family Channel and WTBS(TV) Atlanta.

The NCTA board meets Thursday morning, with speaker Gerry Abramson, mayor of Louisville, Ky.

The exhibit hall will be open 11 a.m. to 5 p.m. on Monday, 9 a.m. to 5 p.m. on Tuesday and 9 a.m. to 1 p.m. on Wednesday. □

All we need is a minute of your time.

Just :60 of prime time to get our recruiting message out.

Because more than ever before, it's a message that deserves to be heard.

The National Guard makes up about one-half of our nation's combat forces. And we need men and women to help keep us strong—ready to protect your community and defend your country.

It's a commitment that takes dedication. Guardsmen give at least two weeks a year and two days every month to the Guard—and to you. Is a minute of your time really too much to ask?

Run our spots whenever possible. And if you can't spare a minute, we'll settle for :30. Even :20 or :10.

To obtain free dubs of Air and Army National Guard PSAs write: National Guard Bureau, Advertising Distribution Center, P.O. Box 1776, Edgewood, Maryland 21040, Attn: SMSgt Pat Campbell.



Americans at their best.

Please See Us at the NCTA
Booth 3056

Miron moves to forefront at NCTA

Newhouse chief to emphasize serving local community, customer service issues and getting positive message about cable across to public

It may come as a surprise to some in the cable industry that Robert Miron, president of Newhouse Broadcasting, will take over as National Cable Television Association chairman at the end of this week's convention. For an executive not accustomed to the limelight, he will get more than his share as chairman of NCTA.

"It's a departure for me to come out of the background," acknowledged Miron. He put himself in line for this day when he ran for the executive committee several years ago. "It was the best way to have a say" in what goes on, he said. And "when I was asked [to run for chairman], I gave it a lot of thought and decided it was something I should do."

For the industry, and for NCTA in particular, Miron embodies the qualities they want to showcase at a time when cable is increasingly under fire. Newhouse systems rarely are at the center of controversy, whether it be rate increases or positioning of broadcasters or alienating city councils.

"We're driven by doing a job in the local community and we intend to own cable systems for a long, long time," said Miron. "Therefore, relationships are important," both short term and long term.

Miron should know. He has been in the cable business and the broadcasting business with Newhouse. Newhouse sold television properties in 1980 and its radio stations several years later, but the company name remains. Newhouse encompasses three cable divisions—Newchannels, Vision and Metrovision—and it also owns Eastern Microwave, which uplinks several broadcast stations, principally WWOR-TV New York, as a superstation for cable oper-

ators.

When he was both broadcaster and cable operator, said Miron, "I asked for protection and I gave it." But syndex's return, said Miron, "is a disaster." There will either be holes in the lineup or channels will be dropped, said Miron, and in both cases "you can never make the public understand.... You can always say it's the FCC's fault or the local broadcaster's fault, but subscribers aren't going to buy that. It's the cable operator's fault and that's the way it's going to be perceived."

For instance, he said, "you come out of a program and you see: 'Stay tuned for *Wheel of Fortune* next,' and up comes whatever." Or the baseball game runs long and there is no one in the small system to make last-minute scheduling shifts, he said. "It gets you and it gets the subscriber," he said. Asked if he would feel that way if Newhouse didn't own Eastern Microwave, Miron said, "Absolutely, 100%."

What's worse is that many cable operators typically raise rates on Jan. 1, when syndex is to kick in, said Miron. "So we have rates going up and cable operators cutting off programming, one way or another," he said, which creates a volatile mix.

On rates, Miron is concerned about large rate increases undertaken by a minority of cable operators, which hurts the entire industry. "I'd hate to be hung by a few," he said. "In my head, overbuilds aren't economically justifiable, generally," he said, but if things get out of hand "the economic justification may be there. My hope is that the marketplace takes care of something like that."

There is an irony to complaints about rates, said Miron. "If our programming wasn't so good, there wouldn't be a fuss," he pointed out. "Nobody would care." And, Miron said, "rarely do you hear: 'The rates are too high, I'm not getting value.'" Instead, "you hear the increase was too

much," he said, "and there's a fine line" between the two.

There are those who believe some form of regulation is inevitable, especially as cable reaches toward 70% penetration. For the here and now, Miron said the industry will wait until the findings of the General Accounting Office are released this summer and the FCC completes its review of the Cable Act, to be finished next year. But the industry seems open to discussing changes. "Let them have their look, let's see what they find and let's talk about it," he said. "We've got a good business. We provide a wonderful service. I'm confident that the good operator has a role. Let the FCC look and see what they find," he said.

On must carry and channel repositioning, Miron is in step with the NCTA, to the point of being slightly moderate. "I can relate to being a broadcaster [and] can recognize they don't want to leave it to the good graces or the choice of cable operators behaving themselves because there is always one guy who won't behave himself."

But, added Miron, "if I were the broadcaster, I'd make my must-carry deal without channel repositioning." The rhetoric on channel positioning can be effective, said Miron. "It's kept the cable operator in line to a great extent already," he readily admitted. But "by coupling the two, you take the chance the whole thing goes down," he said. After must carry is secured, Miron suggested, "you can come back to a second level of regulation if we don't behave ourselves."

Most agree the major issue facing the cable industry is the threat of telephone company entry. Miron said he supports NCTA's recent stance to continue its support for the consent decree, which bars the Bell operating companies from getting into cable. "They are tough competitors and they don't always play by the rules," he said.

Like other cable operators who go back more than 20 years, Miron has his own telephone company horror story. He was being charged \$65 per hour for make-ready work when he knew the employee doing the work was probably not making more than \$6 an hour. "I said it was unfair," said Miron, and the telephone company supervisor responded by saying "It's like a baseball game. I got the bat, I got the ball, my field, my game and I can make my own rules."

Of the telco campaign to get into the business, Miron said his only surprise "is that they have gone as public as they have." Although many view telco entry as inevitable, Miron is not one of them. "Not necessarily. I don't think it's inevitable. We need to do our job in that local community [and] do our job with our subscribers, program better and continue to act fairly and reasonably."

On high-definition television, Miron said "It is important we slide into this with television set compatibility if we can," ex-

Hatfields and McCoys

The broadcaster-cable feud over the issue of channel repositioning continued last week as the Association of Independent Television Stations rebuked Turner Broadcasting System for its opposition to broadcasters' efforts to have their signals carried on a cable system's low-numbered channel positions (BROADCASTING, May 15). Previously, TBS Vice President Bert Carp wrote INTV President Preston Padden and National Association of Broadcasters President Eddie Fritts to express his company's objections to any must-carry legislation that would give broadcasters the right to displace a cable network such as CNN. Carp warned that such a provision would only make any new law vulnerable to a court challenge.

Padden replied with a lengthy letter pointing to 15 reasons why the issue of channel positioning is important. He emphasized that even cable industry officials recognize the sensitivity of the matter, and that there is growing congressional support for insuring that broadcast signals are not shifted off-channel to a higher channel assignment. "Basically, you object to our efforts to regain, for our member stations, low-numbered channel positions that were wrongfully taken away by vertically integrated cable operators," wrote Padden. Padden's letter was copied to 33 individuals as well as to all the members of the Senate Antitrust Subcommittee, the Senate Communications Subcommittee and the House Telecommunications Subcommittee.

"Any time it takes Preston four pages to answer my one-page letter, I know we must have scored some points," Carp told BROADCASTING upon receiving the correspondence. Padden, however, in his retort to Carp, said "this is not a game of skeeball. We are trying to divine the public interest."

pressing support for a standard that is compatible with broadcasters. Miron said he has no favorites among the competing systems vying to become the de facto high-definition standard.

To Miron, cable's greatest strength is the wide variety of programming it makes available to the public. "The sum of what we do is the sum of what the public has an appetite for," said Miron.

It took broadcasters more than 30 years to develop a fourth network, but cable developed a fifth, sixth and seventh and more, said Miron, over the past 15 years. "Cable developed the niche programming that I, as a broadcaster, ran at 5:30 a.m.," said Miron, using as examples Discovery Channel, C-SPAN and Black Entertainment Television. "Why couldn't the broadcasters have done that?" Miron asked. "Their foundation is

in mass appeal. Ours is niches of the total pie.

"We have got to work on that image, which is acting reasonably in whatever we do," concluded Miron. All of the industry's problems can be traced back to rates, customer service and the channel lineup, he said. "We've got to learn to blow our own horn and let the public appreciate us. I don't think the public does." □

Cable not concerned about foreign ownership

Industry and investment community don't see influx of overseas investors that would be prohibited in bill introduced by Rep. Markey

Cable industry and Wall Street sources are giving little weight to concerns raised by House Telecommunications Subcommittee Chairman Ed Markey that foreign investors are interested in the U.S. cable industry.

Representative Markey (D-Mass.), who first broached the issue in a speech in March, has circulated a draft version of the Cable Television Foreign Ownership Act, which is modeled after outside broadcast ownership restrictions spelled out in the 1934 Communications Act. Current law limits direct ownership of a U.S. radio or TV company by a foreign individual or corporation to 20%, while indirect ownership is limited to 25% (or more, at the discretion of the FCC).

But according to some observers, there is virtually no sign of serious foreign investor interest in the U.S. cable business. Steve Rattner, general partner, Lazard Freres & Co., called the act "a bill in search of a problem. I have yet to run into one person, either on the Hill or off, other than Markey, who thinks this is an issue."

Cable broker John Waller said his firm has spoken to several different foreign firms over the last three years, but "none has ever stepped up to the plate" or even bid for a system.

Waller, Rattner and others also did not think the potential barrier to overseas buyers would much affect the market for U.S. cable systems. Rattner, representing the sale of the 672,000-subscriber systems of Jack Kent Cooke, which the sellers hope will fetch in excess of \$1.4 billion, said passage of the bill "won't change the price in the Cooke deal by a dollar."

Many are concerned, however, that such a measure might prompt retaliatory measures by U.S. trading partners. The bill comes at a time, for instance, when Great Britain, a major target of cable investment by U.S. cable and telephone companies, is considering the possibility of loosening its 50% foreign ownership limits (see story, page 45).

Regarding foreign retaliation, the draft bill includes a measure that would match stricter ownership limits in other countries with a sliding scale of ownership limitations in this country.

Markey spokesman Mike Connolly said the congressman, in initiating the bill, was more concerned with national security questions than with overseas competition.

Earlier this month, congressional cosponsors of the bill—Representatives Markey, Al Swift (D-Wash.), Jim Slattery (D-Kan.) and John Bryant (D-Tex.)—sent a letter to colleagues noting that foreign ownership limits in communications have been in effect in some form for most of the century, and with cable now available to more than 80% of U.S. households, used by more than 53% and the sole means of TV reception for many, "it is incumbent upon Congress to ensure that [systems] are not owned or controlled by foreign governments or corporations."

The letter warned that just as American production studios have caught the eye of foreign investors, cable TV properties "are almost sure to be next unless we act quickly and decisively.... [The act] will close the loophole through which foreign competitors could leap to control a critical segment of our telecommunications network."

Among foreign interests, some Japanese financial institutions are believed to have looked at U.S. cable, although primarily as passive investors (Sumitomo, for instance, is said to have an indirect passive holding in a Tucson, Ariz., cable system).

The only known European holding is a small, unidentified share by Belgian communications firm Tractebel in Prime Cable, which has systems in Atlanta, Las Vegas, North Carolina and Texas. (Tractebel also has a 20% holding in Act III Communications Holdings, a limited partnership with several independent broadcast stations.)

Canadians, traditionally the main non-U.S. cable operators, as a group have reduced U.S. holdings in the last several years to less than 1% of overall operations, according to Philip Patterson, senior vice president of U.S. operations for Canadian operator Maclean-Hunter.

Maclean-Hunter, the sole Canadian operator in the U.S. since its acquisition of Selkirk and the sale of Rogers's U.S. cable systems for \$1.37 billion last year to Houston Industries, probably has the most to lose if the bill passes.

The company, whose approximately 420,000 U.S. subscribers provide approximately 10% of its annual revenues, "[has] been operating in the U.S. cable environment for 15 years and we've done what we think is a pretty good job," said Patterson.

The executive added that he has expressed company concerns over the bill in meetings with congressmen in the districts where the company has cable systems, including New Jersey, Michigan and Florida.

Because of the location of its U.S. systems—including 215,000 subscribers in 43

municipalities in New Jersey—at least one source suggested it would not be difficult to sell the operations if forced to by law.

The bill, now with the cosponsorship of 16 House Democrats and a Republican, would also restrict foreign ownership in direct broadcast satellite systems and multi-point distribution services. □

Cable increasing production outlets, creative freedom

An increased number of outlets for the production community and greater creative freedom were among the changes resulting from the increased clout of cable, according to a luncheon panel in Los Angeles sponsored by the National Academy of Cable Programming.

Moderated by Sonya Friedman, host of the Cable News Network's *Sonya Live in L.A.*, the panel members were Robert Cooper, senior vice president, HBO Pictures; Tony Cox, chairman and chief executive officer, Showtime Networks; Kay Koplovitz, president and chief executive officer, USA Networks, and Sanford Wernick, president, Brillstein Productions. A consistent underlying message from the cable heads was that big and small studios, and in particular, independent producers, will find eager ears from the cable programmers.

"We're dealing with a changing environment," said USA's Koplovitz. "Producers and studios have the chance to expand into another venue. We are willing to commit to more episodes up front."

Referring to networks and the traditional path that producers have taken in selling their product, Wernick said: "Producers are getting tired of fighting the same forces who want to turn their visions and passions into the same faceless product for the mass market."

The record low audience share numbers of the three networks this season and the negative early reviews of the network development projects for next season are "a sign that the times are changing and that cable is taking its place within the industry," said Cox. "Cable's clout," he said, can be seen in the number of sports now on cable channels, citing ESPN's National Football League deal as an example. Cox also said the number of off-net series going to basic cable services, as opposed to "the traditional syndication route," is another example of cable's increased clout. □

Japan's NHK increases foreign program buying

New Chairman Keiji Shima says last year's \$100 million may double or triple; knocks U.S. for moving too slowly toward new technologies

NHK, Japan's public broadcasting organization, is far outpacing last year's projections for its purchases of foreign programming, according to Keiji Shima, the new NHK chairman. Shima, who has met with Secretary of Commerce Robert Mosbacher and with the major network heads, also said that U.S. broadcasters were moving too slowly toward using new technologies, including high-definition television.

In an exclusive interview with BROADCASTING, Shima said that in the past year NHK has bought more than \$100 million worth of programming from overseas production houses and broadcasters. In addition, because the number of households receiving DBS transmissions (now 1.5 million) is expected to double in the next year, the amount of money that NHK will spend on off-shore acquisitions will double or triple, Shima said. Satellite reception penetration had been much greater than anticipated, he said.

About a year ago, Shima said that NHK planned "eventually" to spend \$60 million annually on the purchase of foreign programming for NHK's two terrestrial broadcast television channels and its two DBS channels (BROADCASTING, March 14, 1988). With next year's scheduled launch of the BS-3 satellite, NHK will operate two full-fledged, 24-hour channels—one carrying news and information, the other offering sports and entertainment programming. NHK will phase in satellite-based HDTV service over the next five years, he said.

Speaking through an interpreter, Shima said that in his recent meetings with CBS President Laurence Tisch and Capital Cities/ABC Chairman Thomas Murphy he was calling on them to move aggressively into a new era of broadcasting and to be more "positive" toward new media, including HDTV. "But they're not really willing to do so," he said. Shima said he thought the reason the network chiefs were not moving forward quickly was that they did not have broadcasting backgrounds. "I think that is where the problem lies," he said.

Shima also said the U.S. government was moving too slowly and too late to match the HDTV system developed by NHK. Although he said he would support an American production standard, Shima believes the technology that the U.S. would develop would not be as advanced as what NHK has already completed.

Shima mentioned NHK's willingness to share HDTV technology at "close to nothing" with American and European manufacturers. But, he said, Americans appear



NHK's new chairman, Keiji Shima

to have lost interest in producing goods, and are instead putting too much emphasis on issues of trade friction and politics. Shima said he spoke briefly with Mosbacher regarding trade issues, and he said he hoped to spend more time with him in the future.

Sharing a view common in recent American debates regarding the future of HDTV, Shima said he thought the development of integrated circuit technology will be closely tied to the development of HDTV manufacturing technology.

Shima said he understood the FCC will delay setting a production standard for up to

four years, but, he said, "I don't think they can delay it that long."

Declining to mention names, Shima said he had met with several well-known American investors on his trip to the U.S. regarding their interest in HDTV, not only for use in broadcasting, but also for other applications.

In other programming news, Shima said Japanese broadcasters and the International Olympic Committee will meet in Lausanne, Switzerland, next July to continue negotiating the price of broadcast rights for the 1992 summer games.

Norio Shimamura, general manager of NHK America, said that NHK would soon be announcing an HDTV co-production with a Hollywood producer. Shimamura also said NHK was monitoring the CNBC cable service launched last month, but had yet to determine whether it wanted to purchase the service for broadcast in Japan. Shimamura said that NHK had passed along criticisms of CNBC in hopes that the channel could improve its content.

Shima, who has been at NHK in various capacities since 1952 and who served as executive managing director for the organization from 1985 to 1988, said that since his appointment as chairman April 12, he had already changed high-level management at NHK and replaced executives at its 21 subsidiary companies. The purpose of the reshuffling, he said, was to make NHK "more youthful" and "to activate it." Shima said that his appointment as chairman did not really change the nature of his work at NHK. "I had...two or three years to prepare myself for the post," he said. □

ITU begins five-week conference

Representatives of about 130 countries meet to review possible changes in organization, elect officers and deal with frequency allocation matters; group also to consider proposals to expel Israel, aid developing countries and approve ITU's first constitution

A U.S. delegation is in Nice, France, today (May 22), preparing for the start tomorrow of the International Telecommunication Union's plenipotentiary conference, confident the U.S. is, as Ambassador Travis Marshall, head of the delegation, put it last week, in the organization's "mainstream." Still, a review of the issues with which representatives of some 130 countries will deal over the next five and a half weeks indicates the U.S. may have to pick its way carefully through a political minefield.

The membership of the ITU meets every five to seven years to review possible changes in the organization, elect officers,

set dates for world and regional conferences to deal with frequency allocation matters and international radio and telephone and telegraph regulations—and take up virtually anything else members consider important.

And the potential for controversy is always real. This year, it ranges from a proposal by Arab countries to expel Israel from the ITU, to a proposal for a major restructuring of the organization, to proposals to increase technical assistance to developing countries, which would involve substantial increases in the ITU budget, increases it is U.S. policy to avoid.

Marshall, senior vice president of Motorola, reviewed these and other issues last week, both in a meeting with reporters and at a session sponsored by the Center for Strategic & International Studies. After more than a year of preparation—which included some 40 bilateral meetings with foreign countries, in Washington and abroad—he appeared confident the U.S.

would prevail on the major issues. "Every issue will be debated strongly," he said. "But we're in the mainstream [of the organization]."

The proposal to expel Israel—put forward in separate papers by Syria, Saudi Arabia and Qatar—recalls the bitter fight over the same issue that consumed more than half of the six weeks set aside for the last plenipotentiary meeting, in Nairobi, Kenya, in 1982. The proposal was finally rejected, but only after the U.S. exerted considerable pressure that involved the personal intervention of Secretary of State George Shultz and a threat to leave the organization.

Marshall said that on the basis of talks with a number of countries he thinks Israel "will not be expelled." Indeed, U.S. law requires the U.S. to walk out of a U.N. agency that expels Israel. Nor did he think the Palestine Liberation Organization would succeed in gaining admission to the ITU, as he said it might try. Marshall noted that the PLO failed two weeks ago in a bid to gain entry to the World Health Organization. And Marshall said Secretary of State James Baker III has threatened to recommend that the U.S. withhold its contribution to the ITU if the PLO is admitted, a threat the U.S. used successfully in opposing PLO admission to the WHO. So while the U.S. does not foresee the expulsion of Israel or the admission of the PLO, Marshall said the political maneuvering "could tie up the meeting" for some time.

Proposals for changes in the structure of the organization are expected not only to generate considerable controversy, but possibly pit the U.S. and other developed countries against the outgoing ITU secretary general, Richard E. Butler. At issue is a proposal by Indonesia to combine the two standard-recommending arms of the ITU, the International Consultative Committee for Radio and the International Consultative Committee for Telegraph and Telephone, in a single organization. Ethiopia has made a similar proposal. And West Germany and Greece are said to have called for a merger of the secretariats, but that could not be confirmed last week.

Butler has called for a restructuring of the ITU and has indicated he would favor a consolidation at least of the secretariats and some of the two committee's study groups. He believes that would enhance the efficiency of the ITU's standard-setting machinery; he says the work of the CCITT has increased considerably, while that of the CCIR has not. And developing countries say savings would result from a merger or consolidation that could be used to strengthen the technical assistance they say they need. Proponents of the move, like Butler, also say the lines separating the work of the two committees are blurring.

Marshall said Butler—who is a skilled lobbyist and who has considerable support in the Third World—"attaches a lot of importance to the issue" and acknowledged that "there will be a number of countries who say it's a good idea." And he said the U.S. might accept a consolidation of "some elements" of the secretariats. But he said he knows of "no European country

that supports" the proposed merger of the committees. Marshall also said he had talked to government and private-sector people who have attended meetings of the two committees and that they had agreed "unanimously" that "you have to keep the functions separate." He also said the U.S. disagrees with those who say a merger of the committees would produce savings, or that the lines separating the committees' work are blurring. Marshall said the U.S. was losing on the issue last August, but now feels it is in the "winning position."

The U.S. has not always opposed the kind of restructuring being proposed. Twenty-five years ago, it suggested a merger of the secretariats of the CCIR and CCITT.

Another proposed structural change—the U.S. opposes this one, as well—involves the International Frequency Registration Board. Several Southeast Asian countries have suggested scrapping the present structure that involves five elected board members residing in Geneva at ITU headquarters, and replacing it with one official based in Geneva and 18 others located in their respective countries who would travel to Geneva for semi-annual meetings. Some countries feel the five elected board members are taking on the attributes of a court, and would prefer to have representatives of member governments doing the work of the IFRB, which is largely technical.

The U.S., which finds no fault with the present IFRB arrangement, believes the proposal would create a board made up of members oriented toward their respective countries rather than to the international organization. And the executive director of the U.S. delegation, Dan Clare, said the U.S. does not believe the proposal would save money.

The growing pressure on the part of developing countries for increased assistance in improving their telecommunications systems is one to which the U.S. has indicated it is sensitive. The State Department has prepared a report outlining the more than \$504 million it says the U.S. has provided for communications development assistance in 1988, some \$390 million of that in the form of loans and loan guarantees. In 1984, the total was \$422 million. The same report notes that the U.S. Telecommunications Training Institute, a nonprofit organization

established in Washington after the Nairobi conference, has provided training for some 1,500 trainees from 108 developing countries. And the State Department is attempting to encourage the private sector to increase support to the Center for Technical Development, another organization set up in response to developing countries' request for help in Nairobi, this one as an adjunct of the ITU that relies on voluntary contributions. But whether the developing countries are impressed is another matter.

For they are seeking increases in the technical assistance project the ITU added to its functions at its meeting in Nairobi. The pressures are discomfiting to the U.S., since its policy is to hold to a zero-based budget, allowing only for inflation. But for his part, Marshall believes the U.S. should propose some increases, as are Germany and France, contending that such an approach would be in the U.S.'s self-interest. The U.S., he said, "could be a hero for less than half a million dollars." He said he is continuing to discuss the matter with the State Department, whose determination to hold the line is a function of congressional pressure. "I don't take no for an answer," Marshall said, joking.

Some developing countries are proposing that the center be merged with the ITU's Technical Cooperation Department, which receives funding from the United Nations Development Program (to which the U.S. contributed about \$32 million between 1982 and 1988 for ITU-related projects). But combining the two agencies in a single ITU budget item, Marshall said, would result in a budget increase. He also said the ITU needs about two and a half million Swiss francs to cover a shortfall of funds to cover administrative costs associated with the UNDP support. Marshall cited one potential source of new technical assistance funds that would not cost the member countries anything—profits from the Telecom trade shows and symposiums the ITU sponsors in Geneva and around the world. However, Marshall said that was his idea, not a U.S. proposal.

The U.S. now contributes 7% of the ITU annual budget of 102 million Swiss francs (about \$62 million). And the pressure to increase the budget goes beyond the requests of developing countries for technical assistance. For instance, Arab countries, the Peoples Republic of China and the Soviet Union have requested that the ITU translate documents into Arabic, Chinese and Russian, as well as the present official languages of English, French and Spanish. That could result in an increase of at least seven million Swiss francs, according to Marshall, probably much more.

Butler's decision not to seek a second term as secretary general opens the field to would-be successors. Thus far, there are three announced candidates—Pekka Tarjanne of Finland; Francisco Molina Negro of Spain, and Maurice Ghazals of Lebanon. Marshall declined—"for strategic reasons"—to say which candidate the U.S. will support. However, Marshall dropped a broad hint that the U.S. would vote for Tarjanne. "We looked at him," Marshall said. "We like him." So, apparently, do a

Closing shop

Gilson International, Los Angeles-based international distributor of MTM programming, will be closed this year by parent TVS Entertainment, British broadcaster/producer-distributor which last year bought MTM for \$320 million. TVS has not determined how it will handle overseas distribution of MTM product, but company has London-based international sales arm Telso, which could take up task. TVS has renewed contract of Gilson President and ex-Lorimar executive Ken Page, but could not say if Page would stay on or in what capacity.

number of other ITU members. He is widely expected to be elected to succeed Butler.

The only candidate the U.S. is openly backing in an election contest is the American, Richard Kirby, who is seeking reelection to what would be his fourth term as director of the CCIR. He is being opposed by Illija Stojanovic, a Yugoslav, who served as chairman of the two sessions of the Space WARC and is regarded as a formidable candidate. But Marshall said Kirby's chances "look pretty good. We're confident he'll win."

The U.S. may get the constitution it wants. Prevailing on some of the other issues to be debated in Nice may not be so easy. □

UK cable wins some, loses one

The British government has backed off controversial new cable TV regulations after strong opposition from the country's infant cable industry, but in turn has proposed the liberalization of satellite master antenna television, a key cable competitor.

Britain's Home Office, which revised rules originally proposed in a wide-ranging overhaul of all UK media regulations, dropped proposals to separate the businesses of cable programming and cable delivery, and jettisoned requirements to consider competitive franchises, as well as the imposition of a tax on operators.

The Home Office did not, however, introduce a much sought-after relaxation of restrictions on non-European Community companies' ownership in the cable area (currently limited to a noncontrolling share). But in its statement to Parliament, Home Secretary Douglas Hurd said the government branch has given "careful thought" to the general question of non-EC ownership and control in both cable and broadcast and said "we hope to announce our views on this whole area before too long."

In other revisions, the government also ruled out use of microwave frequencies in the 2.5 ghz and the 28 ghz band for multi-channel video services allowed most cable operators, but will continue to consider use of 12 ghz and 40 ghz bands.

UK Cable Authority head Jon Davey was positive on the changes in the government's positions, but warned that the proposed loosening of SMATV rules could undercut the cabling process by allowing individual apartment blocks to remove themselves from the cabling process to install an SMATV system.

Praising the SMATV proposal, however, was Rupert Murdoch's Sky Television, the multichannel satellite service first made available to British satellite and cable viewers last February. Sky indicated it hopes the proposal would help harmonize rules governing the use of satellite dishes by individual homes and apartment blocks.

In related news last week, Sky TV reached an agreement with Murdoch rival Robert Maxwell to carry Sky programming on Maxwell's extensive UK cable operations. Maxwell withdrew from the sale block his combination of older and upgraded cable relay systems from the market

earlier this spring. Although Maxwell's system is the UK's largest, only about 56,000 subscribers have access to six to eight channels of service. Another 230,000 can get four channels, which provide limited access for Sky's current four-channel service. □

Cablecastings

HSC investigation settled

Home Shopping Club has settled an investigation brought by the New York state attorney general's office regarding comparison pricing policies. The attorney general's office had alleged that service had inadequate or nonexistent substantiation of "retail" and "manufacturer's suggested retail" prices announced during the course of the show. Without admitting wrongdoing, the company agreed to conform its pricing comparison and documentation policy to the attorney general's specifications. Home Shopping deputy general counsel Tom Acey said HSC had been fulfilling one provision of the agreement—an on-air explanation of its pricing policy—since the attorney general began the investigation in October 1987. Acey also objected to the charge of deceptive advertising practices, saying: "How can there be any deceptive advertising if we let you send [a purchase] back if you don't like it?" The attorney general's settlement is similar to that reached with Cable Value Network.

More fiber

Warner Cable has announced a \$35.6 million rebuild of its Columbus, Ohio, system

that will incorporate fiber optics. The system will expand from 300 mhz to 550 mhz (77 channels) and incorporate six new hub sites linked to the master site by fiber optics. Subscribers will receive a wireless remote control and a new converter featuring a lockout device for parents. Warner said the new, smaller converters are 10 times more reliable than the Qube converters they will replace. The upgrade is expected to be completed in three to four years.

Winners with women

Women in Cable will present six Accolade Awards at the NCTA convention in Dallas this week. Pat Thompson, president, Pat Thompson Co., will receive the Woman of Year award. Other honorees: Bill Daniels, chairman, Daniels & Associates; Sharan Wilson, senior vice president, United Artists Communications; Geraldine Laybourne, president, Nickelodeon/Nick at Nite; Showtime, and Washington chapter of WIC. DC chapter has announced names of 10 women that WIC will honor for their "significant contributions to the cable television industry." Ten honorees are Carolyn S. Chambers, president, Chambers Communications Corp., Shelley Duvall,



Satellite shake. Jerry Farrell (c), senior vice president, Hughes Communications, accepts a check and a handshake from Turner Broadcasting System president and chairman, Ted Turner (second from right), sealing a contract through which a Turner-HBO co-venture will acquire multiple transponders on two Hughes C-band Galaxy satellites to be launched in 1991 (Galaxy V) and 1993 (Galaxy I-R). Consummation of the deal, which will provide in-orbit backup protection on a third satellite (Galaxy VI, to be launched next year), opens the way for other cable programmers to join HBO, Cinemax, CNN, Headline News and Turner Network Television on the Hughes birds ("Closed Circuit," May 8). Also pictured are (l-r) Wes Hanemayer, Turner Direct Broadcast Sales; Bob Zitter, vice president, network operations, HBO, and Terry McGuirk, president, Turner Cable Network Sales Inc.

THE LARGEST COMMITMENT TO ORIGINAL
PROGRAMMING IN BASIC CABLE CONTINUES.

THE HAUNTING OF SARAH HARDY

A USA WORLD PREMIERE MOVIE,
COMING MAY 31.



Starring



Sela Ward



Morgan Fairchild



Polly Bergen



Michael Woods

USA
NETWORK

AMERICA'S FAVORITE CABLE NETWORK

chairman and CEO, Think Entertainment; Gayle Greer, vice president, ATC; Kay Koplovitz, president and CEO, USA Network; Laybourne; Thompson; Ruth Otte, president, The Discovery Channel; Bridgett Potter, senior VP, HBO; June Travis, president and chief operating officer, Rifkin and Associates, and Maggie Wilderotter, senior vice president and general manager, CableData. A committee of industry executives selected the 10 honorees from a list of over 200 nominated by WIC. Significant contributors will be honored Sept. 25 at WIC's gala dinner at the Omni Shoreham hotel in Washington.

New news

Lifetime plans to carry weekly news programs as well as daily news inserts in its programming lineup beginning July 7. Five news inserts, geared to women and focusing on health, family concerns, lifestyle, business and entertainment, will be carried each weekday. Thirty-minute news programs wrapping up each week will be carried at noon and 7 p.m. on Friday, and Saturday at 2:30 p.m. Conus Communications will handle production; Lifetime's Karen Katz will be in charge of production.

More movies

The USA Network has signed a six-film deal with Blair Entertainment for television movies based on stories by Frederick Forsyth. London Weekend joins USA in production, which will be part of the network's slate of 24 original movies in production this year. Movies include *Just Another Secret*, starring Beau Bridges; *A Casualty of War*, starring Shelley Hack, and *Pride and Extreme Prejudice*, starring Brian Dennehy.

Campaign kickoff

ESPN is producing a multimedia promotion campaign for its NFL schedule for cable operators. "One Great Hit After Another" will feature viewer sweepstakes, three affiliate contests, plus marketing and ad sales material designed to aid subscribership and increase local advertising. Viewer sweepstakes prizes include a trip to the Pro Bowl, a Mazda sports car and cash. System and customer service representative prizes include Sony Watchman televisions and NFL merchandise. Promotional materials include billstuffers, tune-in spots, ad slicks, CSR reference cards and a host of NFL merchandise.

Showtime shows

Showtime has ordered 25 additional half-hour episodes of *Super Dave*, currently in its second season. The new episodes will begin production in Los Angeles in June and move to Toronto in July. *Super Dave*, starring writer/producer Bob Einstein, chronicles escapades of stuntman Super Dave Osborne, and features celebrity guests. In other programming news, comedian Gallagher will tape his 11th

Showtime special, the one-hour *Gallagher on the Warpath*, in Lake Tahoe over Labor Day weekend for airing in December. "The Strange Case of Dr. Jekyll and Mr. Hyde," the latest episode of Showtime's *Nightmare Classics* series, began production in Los Angeles May 9 for airing later this year. Michael Lindsay-Hogg directs Anthony Andrews and Laura Dern in J. Michael Straczynski's adaptation of Robert Louis Stevenson's novel. Also featured are Gregory Cooke, Nicholas Guest and George Murdoch. Rue McClanahan will make a special guest appearance. *Nightmare Classics* is a production of Shelley Duvall's Think Entertainment.

Selling spot

The Cabletelevision Advertising Bureau is planning a national spot cable advertising meeting for July 29 in Chicago. It is a follow-up to the initial meeting last year designed to increase cable's share of the spot pie. The group of cable executives will review the growth of interconnects and improvements in the paperwork process that make it easier for advertisers to buy spot dollars on cable.

Sporting proposition

New York State Cable Commission Chairman William Finneran said that after a public hearing into an MSG-Cablevision dispute, the commission "may champion a nonsports basic" tier if the cost of sports programming places too much pressure on basic rates. Citing ESPN's gaining of Major League Baseball, he said: "We have to make sure cable stays affordable." If four or five sports services account for much of the cost of basic, and the same programming is of interest to only a minority of subscribers, separating them into another package may be advisable, he said. The move follows the announcement by Cablevision's Charles Dolan that his company will offer subscribers the choice of buying separate groups of basic services a la carte.

Janesville update

Jones Intercable met with broadcasters from Madison, Wis., and Rockford, Ill., to try and resolve the channel positioning controversy surrounding Jones's Janesville, Wis., system (BROADCASTING, May 1). The Rockford stations objected when they were moved to the upper band. The system said viewer surveys showed a preference for the Madison stations, which were kept on the lower band. Jones pondered placing all broadcast stations on their on-channel assignment, which caused further outcry from at least one Madison station.

Jones said after meeting separately with both groups that it will review its positions and proposals relating to the matter. Jones also said it is considering another independent viewer survey, outlining options for the subscriber and asking for their preference. A final decision in the matter would then await the results of that survey and a study of all

the information, Jones said.

Rediscovering 'Treasure'

Filming has begun for TNT's production of *Treasure Island*, which will feature Charlton Heston, Christian Bale, Oliver Reed and Christopher Reed. The made-for-TV movie that is a co-production of Turner, Agamemnon Films and British Lion, will premiere in February 1990. Heston will play Long John Silver.

Comcast on the move

Comcast Cable has moved its headquarters from suburban Bala Cynwyd, Pa., to Philadelphia. The company's new address is 1414 South Penn Street, 19102-2480. Telephone: (215) 665-1700.

Financial feud

The Motion Picture Association of America has filed a complaint against the Copyright Office in U.S. District Court alleging copyright underpayments by cable operators. MPAA claimed that the cable operators owe \$15 million in interest relating to their copyright payments of \$100 million "in underpaid royalties."

Game advertisers

Anheuser-Busch has signed a multi-million dollar agreement to become the third official sponsor of the 1990 Goodwill Games, to be held July 2-Aug. 5 in Seattle. TBS is featuring the games as a U.S. cable exclusive. It holds the worldwide broadcast rights and is the official host broadcaster. Anheuser-Bush will also serve as the official sponsor of the boxing venue at the games. The first sponsor, Pepsi, signed on in July 1988, and Gillette came aboard in November 1988.

New stats

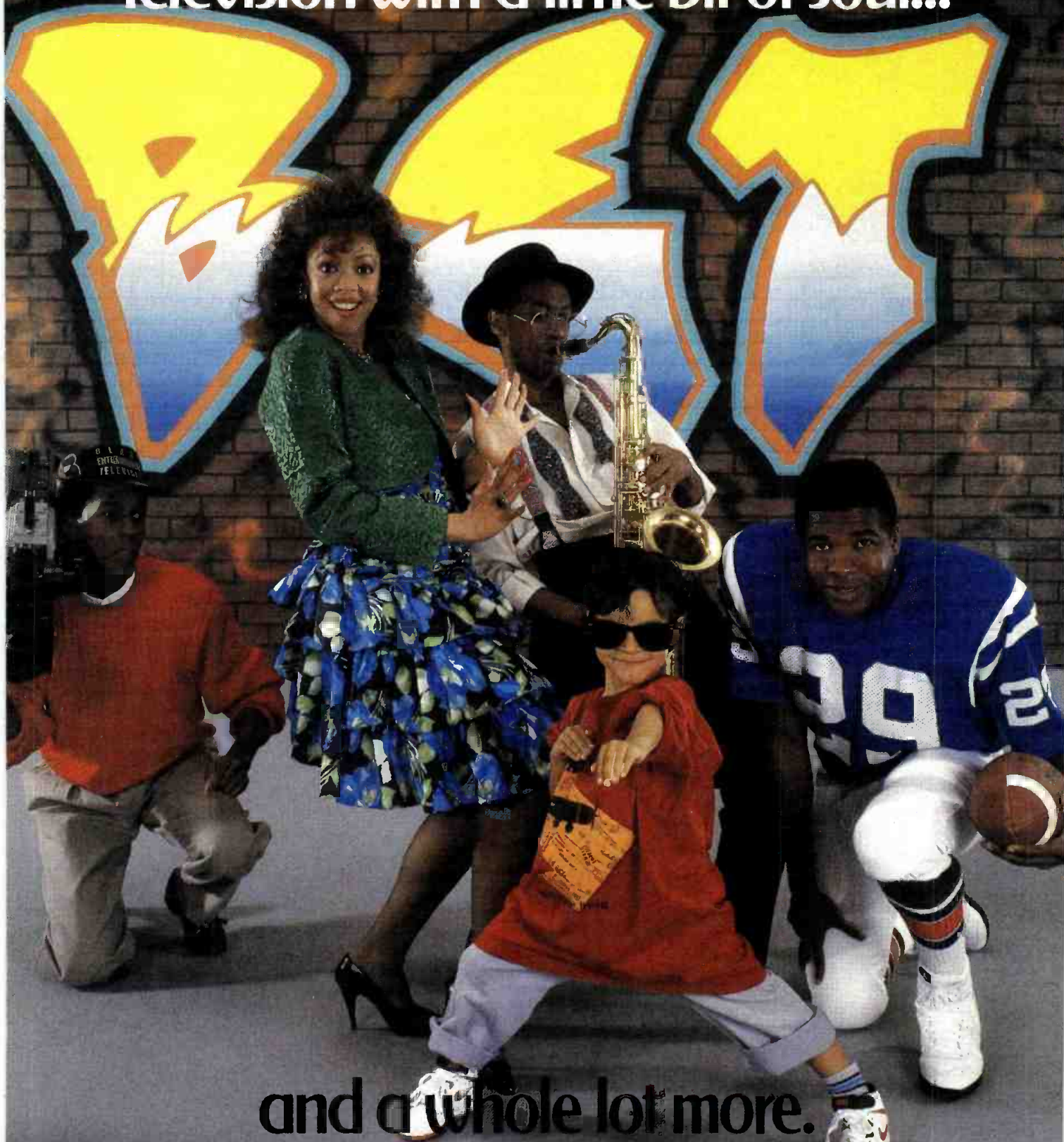
The Discovery Channel said it surpassed the 40 million home mark in March, less than four years after its launch in June 1985. At 40.6 million homes, Discovery reaches 78% of all cable homes and 45% of all U.S. TV households.

The Prevue Guide, the program listing service, said the addition of 700,000 subscribers in March kicked it over the 10 million mark. And the Cable Video Store, the pay-per-view service of Jerrold Electronics, said it has passed the 500,000-subscriber mark.

Viewer's Choice consolidation

Viewer's Choice has consolidated offices in New York and Los Angeles following its merger with Home Premiere Television. New York employees are relocating to 909 Third Ave., 10022, (212) 486-6600; Los Angeles office is at 1888 Century Park East, Suite 830, Century City, 90067, (213) 785-9094. VC serves 5.5 million cable homes.

Television with a little bit of soul...



and a whole lot more.

BET is the only cable network that consistently delivers the important black audience — America's heaviest TV users. That's because the soul of **Black Entertainment Television's** programming consists of urban contemporary videos and jazz showcases, the most extensive live coverage of black college football and basketball, plus regularly scheduled news and public affairs shows that address the concerns of black Americans.

In addition to its special appeal among its target audience, **BET's** great entertainment delivers all audiences — making it highly competitive with other well-known basic services. So if you want to get a whole lot more from one of cable's fastest growing networks, call **Curtis Symonds** at 202-337-5260 today.



BET

We're Coming On For You!

Television's top 20

These are the top 20 companies in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts). The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1988-89 market and ADI household figures released in November. The UHF stations are computed with a 50% reduction in coverage, according to FCC rules.

1. Capital Cities/ABC (24.345%)

- Ch 30 KFSN-TV Fresno, CA (62) (.23)
- Ch 7 KABC-TV Los Angeles (2) (5.34)
- Ch 7 KGO-TV San Francisco (5) (2.40)
- Ch 7 WLS-TV Chicago (3) (3.4)
- Ch 7 WABC-TV New York (1) (7.715)
- Ch 11 WTVJ-TV Durham, NC (34) (.73)
- Ch 6 WPVI-TV Philadelphia (4) (2.93)
- Ch 13 KTRK-TV Houston (10) (1.6)

2. NBC (22.381%)

- Ch 4 WNBC-TV New York (1) (7.715)
- Ch 5 WMAQ-TV Chicago (3) (3.4)
- Ch 3 WKYC-TV Cleveland (11) (1.57)
- Ch 4 KCNC-TV Denver (19) (1.146)
- Ch 4 KNBC-TV Los Angeles (2) (5.34)
- Ch 4 WTVJ-TV Miami (14) (1.39)
- Ch 4 WRC-TV Washington (9) (1.82)

3. CBS (20.775%)

- Ch 2 KCBS-TV Los Angeles (2) (5.34)
- Ch 6 WCIX-TV Miami (14) (1.39)
- Ch 2 WBBM-TV Chicago (3) (3.4)
- Ch 2 WCBS-TV New York (1) (7.715)
- Ch 10 WCAU-TV Philadelphia (4) (2.93)

4. Fox (19.44%)

- Ch 11 KTTV-TV Los Angeles (2) (5.34)
- Ch 5 WTTG-TV Washington (9) (1.82)
- Ch 32 WFDD-TV Chicago (3) (1.7)
- Ch 25 WFTX-TV Boston (6) (1.135)
- Ch 5 WNYW-TV New York (1) (7.715)
- Ch 33 KDAF-TV Dallas (8) (.93)
- Ch 26 KRIV-TV Houston (10) (.8)

5. *HSN Silver King (19.05%)

- Ch 46 KHSC-TV Ontario, CA (2) (2.67)
- Ch 69 WYHS-TV Hollywood, FL (14) (.695)
- Ch 50 WBHS-TV Tampa, FL (17) (.645)
- Ch 60 WEHS-TV Aurora, IL (3) (1.7)
- Ch 24 WHSW-TV Baltimore (22) (.509)
- Ch 66 WSHS-TV Marlborough, MA (6) (1.135)
- Ch 68 WHSE-TV Newark, NJ (1) (3.858)
- Ch 65 WHSP-TV Vineland, NJ (4) (1.465)
- Ch 67 WHSI-TV Smithtown, NY (1) (3.858)
- Ch 61 WQHS-TV Cleveland (11) (.785)
- Ch 67 KHSH-TV Alvin, TX (10) (.8)
- Ch 49 KHSX-TV Irving, TX (8) (.93)

6. Tribune Broadcasting (18.688%)

- Ch 5 KTLA-TV Los Angeles (2) (5.34)
- Ch 2 KWGN-TV Denver (19) (1.146)
- Ch 46 WGNX-TV Atlanta (12) (.73)
- Ch 9 WGN-TV Chicago (3) (3.4)
- Ch 26 WGNO-TV New Orleans (35) (.357)
- Ch 11 WPIX-TV New York (1) (7.715)

7. Gillett Holdings (11.048%)

- Ch 8 KSBW-TV Salinas, CA (111) (.228)

- Ch 6 KSBY-TV San Luis Obispo, CA (112) (.224)
- Ch 13 WTVT-TV Tampa, FL (17) (1.29)
- Ch 2 WMAR-TV Baltimore (22) (1.018)
- Ch 13 WOKR-TV Rochester, NY (147) (.158)
- **Ch 4 WSMV-TV Nashville (32) (.77)
- Ch 39 KNSD-TV San Diego (24) (.465)
- Ch 5 WAGA-TV Atlanta (12) (1.46)
- Ch 38 WSBK-TV Boston (6) (1.135)
- Ch 2 WJBK-TV Detroit (7) (1.9)
- Ch 8 WJW-TV Cleveland (11) (1.57)
- Ch 6 WITI-TV Milwaukee (28) (.83)

8. Univision Station Group (10.672%)

- Ch 21 KFTV-TV Hanford, CA (62) (.23)
- Ch 34 KMEX-TV Los Angeles (2) (2.67)
- Ch 14 KDTV-TV San Francisco (5) (1.2)
- Ch 23 WLTW-TV Miami (14) (.695)
- Ch 41 WXTV-TV Paterson, NJ (1) (3.858)
- Ch 41 KLUZ-TV Albuquerque, NM (56) (.251)
- Ch 23 KUVN-TV Garland, TX (8) (.93)
- Ch 41 KWEX-TV San Antonio, TX (43) (.308)
- Ch 33 KTVW-TV Phoenix (20) (.53)

9. Chris Craft Industries (10.665%)

- Ch 45 KUTP-TV Phoenix (20) (.53)
- Ch 13 KCOP-TV Los Angeles (2) (5.34)
- Ch 44 KBHK-TV San Francisco (5) (1.2)
- Ch 9 KMSP-TV Minneapolis (13) (1.45)
- Ch 12 KPTV-TV Portland, OR (27) (.88)
- Ch 4 KMOL-TV San Antonio, TX (43) (.615)
- Ch 4 KTVX-TV Salt Lake City (40) (.65)

10. Gannett Broadcasting (9.987%)

- Ch 12 KPNX-TV Mesa, AZ (20) (1.06)
- Ch 9 KUSA-TV Denver (19) (1.146)
- Ch 9 WUSA-TV Washington (9) (1.82)
- Ch 12 WTLV-TV Jacksonville, FL (57) (.49)
- Ch 11 WXIA-TV Atlanta (12) (1.46)
- Ch 56 WLVI-TV Cambridge, MA (6) (1.135)
- Ch 11 KARE-TV Minneapolis (13) (1.45)
- Ch 2 WFMY-TV Greensboro, NC (48) (.56)
- Ch 5 KOCO-TV Oklahoma City (39) (.67)
- Ch 24 KVUE-TV Austin (69) (.196)

11. Westinghouse Broadcasting (9.928%)

- Ch 13 WJZ-TV Baltimore (22) (1.018)
- Ch 4 WBZ-TV Boston (6) (2.27)
- Ch 3 KYW-TV Philadelphia (4) (2.93)
- Ch 2 KDKA-TV Pittsburgh (16) (1.31)
- Ch 5 KPX-TV San Francisco (5) (2.4)

12. Telemundo Group (9.223%)

- Ch 52 KVEA-TV Corona, CA (2) (2.67)
- Ch 48 KSTS-TV San Jose, CA (5) (1.2)
- Ch 51 WSCV-TV Fort Lauderdale, FL (14) (.695)
- Ch 47 WNUJ-TV Linden, NJ (1) (3.858)
- Ch 48 KTMD-TV Galveston, TX (10) (.8)

13. Cox Enterprises (8.975%)

- Ch 2 WSB-TV Atlanta (12) (1.46)
- Ch 9 WSOX-TV Charlotte, NC (31) (.78)
- Ch 7 WHIO-TV Dayton, OH (49) (.546)

- Ch 50 WKBD-TV Detroit (7) (.95)
- Ch 2 KTVU-TV Oakland, CA (5) (2.4)
- Ch 9 WFTV-TV Orlando, FL (25) (.919)
- Ch 11 WPXI-TV Pittsburgh (16) (1.31)
- Ch 30 KDNL-TV St. Louis (18) (.61)

14. MCA (7.715%)

- Ch 9 WWOR-TV New York (1) (7.715)

15. Scripps Howard (7.569%)

- Ch 15 KNXV-TV Phoenix (20) (.53)
- Ch 28 WFTS-TV Tampa, FL (17) (.645)
- Ch 5 WPTV-TV West Palm Beach, FL (50) (.54)
- Ch 7 WXYZ-TV Detroit (7) (1.9)
- Ch 41 KSHB-TV Kansas City, MO (30) (.405)
- Ch 9 WCPO-TV Cincinnati (29) (.819)
- Ch 5 WEWS-TV Cleveland (11) (1.57)
- Ch 2 KJRH-TV Tulsa, OK (54) (.51)
- Ch 5 WMC-TV Memphis (41) (.65)

16. Hearst Broadcasting Group (6.784%)

- Ch 11 WBAL-TV Baltimore (22) (1.018)
- Ch 5 WCVB-TV Boston (6) (2.27)
- Ch 2 WDTN-TV Dayton, OH (49) (.546)
- Ch 9 KMBC-TV Kansas City, MO (30) (.81)
- Ch 12 WISN-TV Milwaukee (28) (.83)
- Ch 4 WTAE-TV Pittsburgh (16) (1.31)

17. A.H. Belo (5.648%)

- Ch 10 KXTV-TV Sacramento, CA (21) (1.06)
- Ch 6 KOTV-TV Tulsa, OK (54) (.51)
- Ch 8 WFAA-TV Dallas (8) (1.86)
- Ch 11 KHOU-TV Houston (10) (1.6)
- Ch 13 WVEC-TV Hampton, VA (42) (.618)

18. TVX Broadcast Group (5.444%)

- Ch 20 WDCA-TV Washington (9) (.91)
- Ch 38 WNOH-TV New Orleans (35) (.357)
- Ch 22 **WFL-TV Raleigh, NC (34) (.365)
- Ch 29 WTXF-TV Philadelphia (4) (1.465)
- Ch 21 KTXA-TV Fort Worth (8) (.93)
- Ch 20 KTXH-TV Houston (10) (.8)
- Ch 35 KRRT-TV Kerrville, TX (43) (.308)
- Ch 33 **WTVZ-TV Norfolk, VA (42) (.309)

19. Walt Disney (5.34%)

- Ch 9 KHJ-TV Los Angeles (2) (5.34)

20. Gaylord Broadcasting (5.25%)

- Ch 43 WUAB-TV Lorain, OH (11) (.785)
- Ch 11 KTVT-TV Fort Worth, TX (8) (1.86)
- Ch 39 KHTV-TV Houston (10) (.8)
- Ch 11 KSTW-TV Tacoma, WA (15) (1.39)
- Ch 18 WVTM-TV Milwaukee (28) (.415)

*HSN is purchasing ch. 69 WVEU-TV Atlanta (12) (.73), pending FCC approval. Once acquisition is completed, HSN's total will be 19.778, moving it to number 4 on the list, ahead of Fox Television.

** Station is in process of being sold.

With SRDS Hispanic Media and Markets

Extensive Media and Market Data

The listings include all the information you need to quickly evaluate and compare media for your advertising programs. Information such as programming formats, advertising rates, editorial profiles, advertising closing dates and contact names. *Hispanic Media and Markets* also includes extensive Hispanic market data summaries which enable you to formulate solid, comprehensive advertising plans.

Free For 20 Days!

Subscribe to *Hispanic Media and Markets* on a 20 day trial basis. It will help you pinpoint the most profitable advertising and marketing opportunities available in the Hispanic market more accurately than ever before. To subscribe to *Hispanic Media and Markets*, complete and return the attached coupon. In a hurry? Call 1-800-323-4588 or 312-256-8333.



HISPANIC MEDIA AND MARKETS

HISPANIC ADI MARKETS
MARKET DATA
RADIO STATIONS
TELEVISION STATIONS
DAILY NEWSPAPERS
COMMUNITY NEWSPAPERS
CONSUMER MAGAZINES
OUTDOOR ADVERTISING
DIRECT MAIL LISTS

Yes, enter my subscription to *Hispanic Media and Markets*, which includes 4 completely updated issues and free monthly Bulletin Updates for \$145. If I am not completely satisfied, I will return the first issue within 20 days at no cost or obligation.

☐ Payment of \$145 enclosed ☐ Bill me ☐ Send me more information

Charge: ☐ Visa ☐ MasterCard ☐ American Express

Charge # _____ Expires ____/____/____

Signature

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Type of Business _____

Telephone () FAX ()

SRDS Circulation Department
3004 Glenview Road, Wilmette, IL 60091
312-256-8333 • 1-800-323-4588

7FSBC

Stock Index

	Closing Wed May 17	Closing Wed May 10	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)		Closing Wed May 17	Closing Wed May 10	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)							
BROADCASTING							PROGRAMING													
N (CCB) Capital Cities/ABC	426	1/4	415	11	1/4	02.71	25	6,895	O (MOVQE) Peregrine Ent.....	5/8	3/8	1/4	66.66	-20	1					
N (CBS) CBS	194	1/8	191	1/2	2	5/8	01.37	10	4,587	N (PLA) Playboy Ent.....	14	7/8	14	1/2	3/8	02.58	16	139		
A (CCU) Clear Channel.....	13	1/2	13	3/8	1/8	00.93	24	52	O (QNTX) Qintex.....	5	1/8	5	1/8	02.50	-11	35				
A (HGT) Heritage Media	5	1/2	5	1/2	10	00	-6	61	O (QVCN) QVC Network.....	12	1/4	12	1/2	-	1/4	-02.00	-25	123		
O (JCOR) Jacor Commun.	7	3/8	7	3/8	00	00	-16	72	O (RVCC) Reeves Commun.....	5	1/8	4	3/4	3/8	07.89	25	65			
O (LINB) LIN	98	3/4	96	1/2	2	1/4	02.33	63	5,102	O (RPICX) Republic Pic. 'A' ..	11	10	3/4	1/4	02.32	122	46			
O (OBCCC) Olympia Broad....	2	1/2	2	1/2	00	00	6	6	O (SMNI) Sat. Music Net.....	5	1/2	5	1/2	00	00	50	49			
O (OSBN) Osborn Commun....	8	3/4	9	-	1/4	-02.77	-7	44	N (WCI) Warner.....	49	1/4	48	1/4	1	02.07	26	6,212			
O (OCOMA) Outlet Commun. .	29	29	29	00	00	-10	190	O (WONE) Westwood One.....	10	1/2	10	1/4	1/4	02.43	14	151				
A (PR) Price Commun.	7	1/4	6	7/8	3/8	05.45	-6	70	SERVICE											
O (SAGB) Sage Broadcasting	4	1/4	4	1/4	00	00	-6	16	O (AMEA) A.M.E. Inc.....	9	3/4	10	-	1/4	-02.50	10	48			
O (SCRPP) Scripps Howard ..	71	66	5	07	57	733			O (AGRP) Andrews Group.....	5	5/8	5	1/2	1/8	02.27	-2	37			
O (SUNNC) SunGroup Inc.....	1	5/8	1	5/8	00	-2	3		O (BSIM) Burnup & Sims	22	22	1/8	-	1/8	-00.56	47	351			
O (TLMD) Telemundo	5	5	1/4	-	1/4	-04.76	38		N (CQ) Comsat	34	33	1/2	1/2	01.49	-13	623				
O (TVXGC) TVX Broadcast.....	3	2	7/8	1/8	04	34	17		N (DNB) Dun & Bradstreet....	55	1/4	51	4	1/4	08.33	21	8,398			
O (UTVI) United Television ..	34	1/4	33	3/4	1/2	01.48	56	375	N (FCB) Foote Cone & B.....	24	1/4	24	3/8	-	1/8	-00.51	12	202		
BROADCASTING WITH OTHER MAJOR INTERESTS									O (GREY) Grey Advertising.....	144	129	15	11	62	19	175				
N (BLC) A.H. Belo	35	33	3/8	1	5/8	04.86	14	369	O (IDBX) IDB Communications	7	1/4	7	3/4	-	1/2	-06.45	29	29		
O (ASTVC) Amer. Comm. & TV.	1/16	1/16	00	00	00	0			N (IPG) Interpublic Group.....	44	3/8	43	3/4	5/8	01.42	19	996			
N (AFL) American Family.....	17	7/8	17	7/8	05.14	15	1,447	O (OGIL) Ogilvy Group.....	53	1/8	51	1/2	1	5/8	03.15	26	756			
O (ACOMA) Assoc. Commun. .	38	1/2	37	5/8	7/8	02.32	550	O (OMCM) Omnicom Group....	22	1/4	22	1/4	00	00	15	547				
O (BMAC) BMA Corp.....	31	32	1/4	-	1	1/4	-03.87	83	N (SAA) Saatchi & Saatchi...	15	1/8	14	1/2	5/8	04.31	7	2,203			
N (CCN) Chris-Craft.....	36	3/8	36	5/8	-	1/4	-00.68	80	O (TLMT) Telemation.....	2	1	7/8	1/8	06.66	8	9				
O (DUCO) Durham Corp.....	32	1/2	33	1/4	-	3/4	-02.25	27	A (UNV) Unitel Video.....	13	5/8	13	3/8	1/4	01.86	20	29			
N (GCI) Gannett Co.....	43	41	7/8	1	1/8	02.68	21	6,962	CABLE											
N (GY) GenCorp.....	19	18	1	05	55	1	602	A (ATN) Acton Corp.....	22	3/4	18	7/8	3	7/8	20.52	4	26			
O (GMXC) GMX Commun.....	3/32	3/32	00	00	00	1	602	O (ATCMA) Amer. TV & Comm.	45	3/4	46	1/2	-	3/4	-01.61	101	4,976			
O (GACC) Great Amer. Comm..	11	5/8	11	3/8	1/4	02.19	11	306	O (CTEX) C Tec Corp.....	60	58	3/4	1	1/4	02.12	26	330			
N (JP) Jefferson-Pilot	34	3/4	33	1/2	1	1/4	03.73	15	1,371	A (CVC) Cablevision Sys. 'A'.	41	3/8	40	7/8	1/2	01.22	-14	870		
N (KRI) Knight-Ridder.....	46	1/2	44	3/4	1	3/4	03.91	17	2,644	O (CNCA) Centel Cable.....	44	5/8	44	1/2	1/8	00.28	143	1,115		
N (LEE) Lee Enterprises.....	30	1/2	27	1/4	3	1/4	11.92	21	757	N (CNT) Centel Corp.....	46	3/8	45	1/2	7/8	01.92	12	2,016		
N (LC) Liberty.....	32	1/2	34	-	1	1/2	-04.41	12	301	O (CMCSA) Comcast.....	23	1/2	22	1/2	1	04.44	-106	1,050		
N (MHP) McGraw-Hill.....	69	74	3/8	-	5	3/8	-07.22	21	3,327	A (FAL) Falcon Cable Systems	20	19	3/4	1/4	01.26	-62	127			
A (MEGA) Media General.....	37	3/8	35	2	3/8	06.78	24	1,054	O (JOIN) Jones Intercable.....	17	16	1/2	1/2	03.03	53	216				
N (MDP) Meredith Corp.....	34	5/8	34	3/8	1/4	00.72	14	665	T (MHPQ) Mactean Hunter 'X'	13	1/8	12	3/4	3/8	02.94	36	967			
N (MCG) Mich. Energy.....	34	3/8	34	3/8	00	00	22	93	T (RCL) Rogers Commun. 'A'	132	121	11	09	09	-203	1,633				
O (MMEDC) Multimedia.....	95	94	1/2	1/2	00	52	92	1,045	T (RCLB) Rogers Commun. 'B'	111	105	6	05	71	-170	1,373				
A (NYTA) New York Times.....	30	1/4	29	7/8	3/8	01.25	15	2,480	O (TCAT) TCA Cable TV.....	37	7/8	36	3/4	1	1/8	03	06	74		
N (NWS) News Corp. Ltd.....	21	20	3/8	5/8	03	06	11	5,595	O (TCOMA) Tele-Commun.....	36	3/8	32	5/8	3	3/4	11	49	72		
O (PARC) Park Commun.....	32	1/2	32	1/2	01	56	26	448	N (TL) Time Inc.....	123	1/2	118	7/8	4	5/8	03	89	29		
O (PLTZ) Pulitzer Publishing...	28	1/4	28	1/4	00	89	19	295	O (UACI) United Art. Commun.	35	1/2	35	3/8	1/8	00	35	295	1,458		
N (REL) Reliance Group Hold..	4	7/8	4	3/4	1/8	02.63	5	365	N (UCT) United Cable TV.....	39	7/8	40	1/4	-	3/8	-00.93	-209	1,486		
O (RTSY) Reuters Ltd.....	40	3/8	38	3/8	2	05	21	33,523	N (VIA) Viacom.....	52	1/8	53	1/2	-	1	02	57	-7		
O (STAUF) Stauffer Commun.	139	138	1/2	1/2	00	36	46	139	N (WU) Western Union.....	2	1/2	2	1/8	3/8	17	64	79			
N (TMC) Times Mirror.....	38	1/4	37	1/2	3/4	02	00	18	4,949	O (WSMCA) WestMarc.....	26	1/4	25	1/4	1	03	96	33	376	
O (TMC) TM Communications	5/16	1/4	1/16	25	00	1	2		ELECTRONICS/MANUFACTURING											
N (TRB) Tribune.....	46	1/8	45	7/8	1/4	00	54	25	3,519	N (MMM) 3M.....	73	3/4	73	3/4	01	02	18	16,777		
A (TBSA) Turner Bcstg. 'A'...	37	39	1/8	-	2	1/8	-05.43	-6	805	N (ARV) Arvin Industries.....	24	1/8	22	3/4	1	3/8	06	04	10	459
A (TBSB) Turner Bcstg. 'B'...	34	7/8	35	-	1/8	-00.35	-5	759	O (CCBL) C-Cor Electronics...	13	1/8	13	1/4	-	1/8	-00.94	21	26		
A (WPOB) Washington Post...	248	1/4	240	1/2	7	3/4	03	22	17	3,188	N (CHY) Chyron.....	3	3/4	3	3/4	00	00	13	38	
PROGRAMING									A (COH) Cohu.....	13	5/8	13	7/8	-	1/4	-01	80	13	24	
O (SP) Aaron Spelling Prod....	9	1/4	7	7/8	1	3/8	17	46	7	169	N (EK) Eastman Kodak.....	43	1/2	43	5/8	-	1/8	-00	28	12
O (ALLT) All American TV.....	3	1/8	3	1/8	04	16	3				N (GRL) Gen. Instrument.....	31	1/4	31	1/4	00	00	-22	1,044	
O (BRRS) Barris Indus.....	10	9	1	11	11	-4	78				N (GE) General Electric.....	52	7/8	47	7/8	5	10	44	22	48,399
N (KO) Coca-Cola.....	57	1/2	54	1/2	3	05	50	23	21,586	O (GETE) Geotek Inc.....	15/16	3/4	3/16	25	00	-3	3			
A (CLR) Color Systems.....	1	1/4	1	1/4	00	00	6				N (HRS) Harris Corp.....	30	3/4	29	1/2	1	1/4	04	23	13
N (KPE) Columbia Pic. Ent.....	20	1/4	19	7/8	3/8	01	88	289	2,222	O (ITEL) ITEL Corp.....	22	3/4	22	5/8	1/8	00	55	52	603	
O (CAVN) CVN Cos.....	14	1/4	14	1/4	00	00	11	247			N (MAI) M/A Com. Inc.....	8	1/4	7	7/8	3/8	04	76	-5	223
A (DEG) De Laurentiis Ent.....	1/2	1/2	00	00	0	0	5				N (IV) Mark IV Indus.....	14	1/8	13	7/8	1/4	01	80	8	152
O (dcp) dick clark prod.....	5	5	1/8	-	1/8	-02	43	12	41		O (MCDY) Microdyne.....	3	7/8	3	5/8	1/4	06	89	-2	17
N (DIS) Disney.....	93	86	7	08	13	28	12,329				O (MCOM) Midwest Commun.	5	1/2	5	1/2	00	00	13	16	
N (DJ) Dow Jones & Co.....	35	34	3/4	1/4	00	71	16	3,370			N (MOT) Motorola.....	51	1/4	47	7/8	3	3/8	07	04	21
O (FNNI) Financial News.....	7	1/2	7	3/4	-	1/4	-03	22	34	90	N (OAK) Oak Industries.....	1	1/4	1	1/4	00	00	12	94	
A (FE) Fries Entertain.....	2	3/8	2	1/2	-	1/8	-05	00	10	12	A (PPI) Pico Products.....	1	1/2	1	3/8	1/8	09	09	-30	5
N (GW) Gulf + Western.....	53	51	3/8	1	5/8	03	16	9	3,185		N (SCI) Sci-Atlanta.....	17	3/8	17	3/8	02	20	14	407	
O (QNTX) Hal Roach.....	5	1/8	5	1/8	02	50	-11	35			N (SNE) Sony Corp.....	52	1/4	52	1/2	-	1/4	-00	47	85
A (HHH) Heritage Entertain....	1	3/4	1	5/8	1/8	07	69													

Compensation the talk of affiliates

ABC and CBS groups anxious to see result of NBC proposal to base payments on performance

With NBC considering a performance-based affiliation contract (BROADCASTING, May 15), ABC and CBS affiliates are heading into their affiliate meetings with questions about their compensation agreements with the networks, and how big a part performance will play in the renegotiation of same. Both ABC and CBS recently agreed to restructure their compensation to affiliates on a market-by-market basis rather than institute an across-the-board cut.

Aside from the compensation issue, affiliates of the second- and third-place networks also share concerns about prime time program development at their respective networks. Another concern, this one exclusive to ABC affiliates, is the network's decision to take back a minute from the local stations during halftime of *Monday Night Football*.

According to George Newi, ABC senior

vice president, affiliate relations, since the decision was made to evaluate compensation on an individual market basis, "six markets have had their compensation restructured, with reductions ranging from a third to 100%."

John Garwood, vice president and general manager, WPLG(TV) Miami, said he expects the compensation issue will definitely be on the agenda, because "it clearly has not been resolved."

"Compensation is always a concern in a network-affiliate relationship," said David Lane, president, WFAA-TV Dallas, and chairman of the affiliate board.

Lane said not only will the compensation issue be discussed but "some of the businesses that Capacities has gotten into" will be a topic as well. "I don't oppose ABC getting into cable businesses," he said, "but when they say they will develop programming for cable, when we are in the midst of a campaign of supporting free over-the-air TV, support for cable would seem to be sending mixed signals."

The performance of prime time program-

ing will also be a major concern said Lane. "Unless the last week of the May sweeps finishes better than the first three, that will make for disappointing February and May sweeps periods," he said.

WPLG's Garwood expects "some spirited debate" on the network's decision to withhold an additional minute during the halftime of *Monday Night Football*. Affiliates have been using the three-minute window for a local news update. "They haven't clearly told us why they're taking the minute," he said. "The broad-brush explanation is to shore up the halftime presentation."

This is not the first time *Monday Night Football* has provided sparks going into the ABC meeting. Last year, some West Coast affiliates were chafing at the network's decision to schedule four games on the schedule at 8 p.m. ET in order to counterprogram the Olympics on NBC as well as other programming. The early starting time, complained affiliates in the Pa-

Continues on page 64

Funnel Facts

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

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

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

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



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

Programming

Fall reckoning: NBC holds on to some prime real estate

Network keeps four nights intact; picks up five new shows, three of them for Friday, its weakest night

NBC unveiled its fall prime time schedule last week, choosing just five series from a slate of more than 30 development projects. In doing so, it left four nights—Monday, Tuesday, Thursday and Saturday—intact. It should come as no surprise that the network left so much of its lineup alone, considering that that prime time schedule recorded

NBC's 47th straight weekly ratings victory last week (see ratings box, page 55), boasting all 10 of the week's top 10 shows (actually 11 of 11).

Three of the five new series make up NBC's restructured Friday night next fall, which the network has reworked several

times this season in an attempt to loosen ABC's hold on the night.

The network's effort to produce more prime time programming in-house is reflected in the new schedule. NBC has an interest in two of the new programs joining the prime schedule—Friday night entries *Hardball* and *Mancuso, FBI*.

In addition, the network struck a deal with Disney to supply one of the series airing in next season's *Magical World of Disney*, Sundays at 7 p.m. Called *Brand New Life*, the show features Barbara Eden as a working mother who remarries.

NBC Productions also has at least two 1989-90 backup series in the wings, both produced in association with Grosso/Jacobson Productions—*Truck One*, about a police emergency unit, and *Family Man*, starring Robert Mitchum as a homeless man who poses as father to a bunch of orphans.

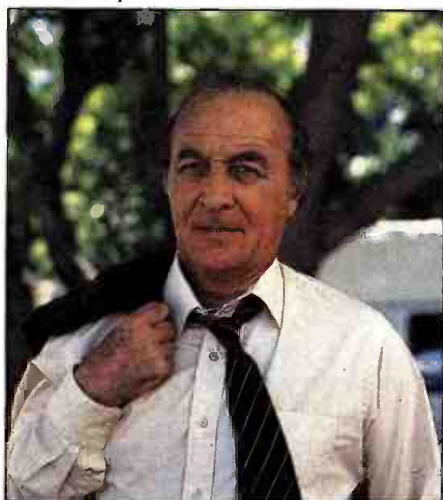
The network is putting the bulk of the new Friday night schedule in the hands of two former NBC executives, Grant Tinker and Steve Sohmer. Tinker's GTG Entertainment is producing *Baywatch*, an hour drama scheduled in the 8 p.m.-9 p.m. slot. Starring David Hasselhoff and Parker Stevenson, the series looks at the lives of a close-knit group of California lifeguards.

Sohmer, former head of advertising and promotion at the network and now president of Steve Sohmer Inc., is producing *Mancuso, FBI* in association with NBC Productions, for the 10 p.m.-11 p.m. time period. The series stars Robert Loggia, reprising his role from the NBC mini-series *Favorite Son*, which was penned and produced by Sohmer.

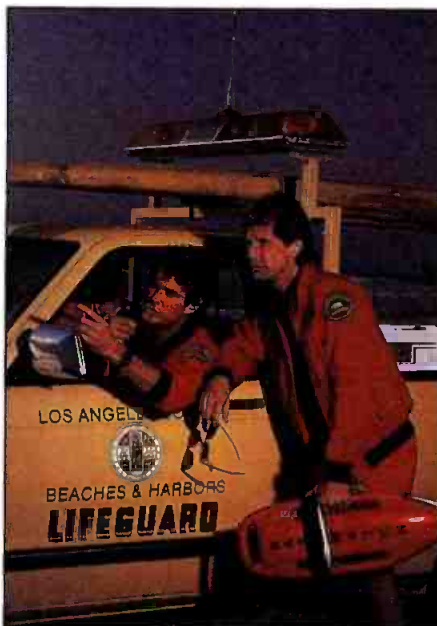
The other new Friday night entry, *Hardball*, also an hour drama and airing from 9 p.m. to 10 p.m., is produced by Columbia Pictures Television in association with NBC Productions. *Hardball*'s storyline focuses on the relationship between an older cop and his young partner.

The other two shows, both comedies, fill the network's remaining needs. *Nutt House*, with Mel Brooks and Alan Spencer serving as writers and executive producers through Disney's Touchstone Television, airs on Wednesday nights at 9:30 p.m.-10 p.m. Cloris Leachman stars as an over-sexed head of housekeeping at a family-owned, New York city hotel.

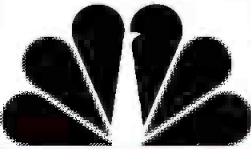
In the season just ended,



'Mancuso, FBI'



'Baywatch'

NBC		 NBC's new season at a glance					
		Monday	Tuesday	Wednesday	Thursday		Saturday
	The Magical World of Disney						
	Sister Kate**	ALF			The Cosby Show		227
	My Two Dads*	The Hogan Family	Matlock	Unsolved Mysteries	A Different World	Baywatch**	Amen
				Night Court	Cheers		The Golden Girls
			In the Heat of the Night	Nutt House**	Dear John	Hardball**	Empty Nest
	Sunday Night at the Movies	NBC Monday Night at the Movies					
			Midnight Caller	Quantum Leap	L.A. Law	Mancuso, FBI**	Hunter

* One star indicates new day and time. ** Two stars indicates new program.

NBC used several series in that time slot, including *My Two Dads*, which moves back to 8:30 p.m. on Sundays next fall, as well as the now-canceled *Nick & Hillary*, to replace the short-lived *Baby Boom*, which premiered last fall.

Sister Kate joins the schedule in the 8 p.m.-8:30 p.m. time slot on Sunday nights. The show, which features Stephanie Beacham as a hard-edged nurse in charge of a group of unruly orphans, replaces *Family Ties*, which ends its seven-year run on the network this season. *Kate* is produced by Lazy "B"/F.O.B. Productions in association with 20th Century Fox.

NBC's reworking of Friday night continues a years-long effort to get that night on track, the only night last fall where the network was not competitive.

The network began this season with *Sony Spoon* at 8 p.m., *Something is Out There* at 9, and *Miami Vice* at 10. Replacement shows that came and went on Friday included *Father Dowling Mysteries*, *Unsub* and *The Jim Henson Hour*. ABC has consistently and handily won the night with a two-hour block of comedies from 8-10, with *20/20* scheduled at 10-11.

The network limited its restructuring of the prime time schedule by returning three low-rated shows rather than go further into their development slate. *The Magical World of Disney* ranked 75th for the season, *My Two Dads* ranked 42nd, and *Quantum Leap* ranked 82nd for three telecasts; all return next season.

At the network's schedule unveiling in New York last week, NBC Entertainment

Brandon Tartikoff said the Disney program, with its proposed multiple series, movies and specials, "was the show that was hit hardest by the writer's strike. . . We promise to deliver the show we didn't last season."

One development project that did not make the network's fall schedule but will be given serious consideration as a mid-season replacement is *Yesterday, Today and Tomorrow*. Produced by NBC News, the newsmagazine show will be given a trial run in August to determine its strength. The series is the network's latest attempt to produce a newsmagazine show in the mold of CBS's *60 Minutes* and ABC's *20/20*.

Canceled by the network was Aaron Spelling's *Nightingales*, which was criticized for too often depicting nurses in lingerie and not enough in nurses' uniforms.

Forty-seven is magic number for NBC in prime time

Week four of the summer season ended May 15 with NBC setting a new record for consecutive weekly ratings wins by capturing its 47th straight weekly prime time crown. NBC broke the 26-year-old record held by CBS (for the 1962-1963 season). NBC broke another record during week four—this one held by ABC's 1979 mini-series, *Roots: the Second Generation*—by claiming the top 11 shows in the weekly rankings (see chart below).

The final installment of *Family Ties* took the top spot, pulling in a 20.8/35, 3.2 rating points above the show's best numbers during the 1988-89 season (17.6/26, week 11), and almost double this summer's week-three rating for the show of 10.5/17. Filling out the top five rankings were *The Golden Girls* (20.5/38); *The Cosby Show* (20.4/36); the Monday movie "Top Gun" (20.2/32), and the *Jackee* special (19.8/33).

ABC's *Wonder Years* came in 12th for the week with a 17.3/27. CBS's top show for the week, *Knots Landing*, ranked 17th with a 16.3/27. *Married...With Children* came in 55th for the week as Fox's top show, with an 8.5/14.

For the prime time week overall, NBC posted a 15.7 rating and 27 share. ABC was second with an 11.8/19, and CBS third with

an 11.3/19. NBC won every night except Friday, which was taken by CBS's 11.7/22.1 evening average. On that night, ABC finished with an 11.6/22 and NBC had a 7.9/15. NBC's special movie offering "Amityville: The Evil Escapes" pulled in an 8.6/16 and ranked 54th for the week. The other close-fought win for NBC was Sunday night, taken with a 15.6/27 over CBS's 15.1/25. NBC's Sunday movie, the theatrical "Ferris Bueller's Day Off," earned a 17.6/29, over ABC's conclusion to the "maxi-series" *War and Remembrance*, which averaged a 15.9/26. CBS's movie offering, *Out on the Edge*, grabbed a 14.6/23, ranking 27th for the week.

ABC's *War and Remembrance* culminated 29 hours of mini-series drama with its Sunday finale. The mini-series's climax capped 11½ hours, the second part of an epic which began during the November sweeps. Overall, *War* averaged a 14.8/23 during its May run and earned an 18.6/29 average for the installments broadcast during the November sweeps.

In the evening news race, ABC's *World News Tonight* pulled into first place with a 10.2/21. CBS followed with a 9.4/19. NBC closed out the news week with a 9.0/19.

Nielsen	Net	Show
1.	20.8/35 N	Family Ties
2.	20.5/38 N	Golden Girls
3.	20.4/36 N	Cosby Show
4.	20.2/32 N	NBC Monday Movie
5.	19.8/33 N	Jackee special
6.	19.6/31 N	Cheers
7.	18.6/28 N	In the Heat of the Night
8.	18.0/30 N	Unsolved Mysteries
9.	17.8/29 N	L.A. Law
10.	17.7/34 N	Hunter
11.	17.6/29 N	NBC Sunday Movie
12.	17.3/27 A	Wonder Years
13.	16.9/26 N	Cheers special
14.	16.9/26 N	Dear John
15.	16.5/27 A	Who's the Boss?
16.	16.4/26 N	Matlock
17.	16.3/27 C	Knots Landing
18.	15.9/26 A	War and Remembrance, part 12
19.	15.9/33 C	60 Minutes
20.	15.8/24 N	Night Court
21.	15.7/25 A	War and Remembrance, part 11
22.	15.7/27 N	ALF
23.	15.4/25 N	Hogan Family
24.	15.3/26 C	Murder, She Wrote
25.	15.3/25 N	Midnight Caller
26.	15.1/24 A	War and Remembrance, part 10
27.	14.6/23 C	CBS Sunday Movie
28.	14.4/22 A	War and Remembrance, part 9
29.	14.3/21 C	Designing Women
30.	14.2/23 A	Head of the Class
31.	13.9/24 A	Growing Pains
32.	13.9/23 A	MacGyver
33.	13.9/21 C	Newhart
34.	13.3/24 C	Dallas
35.	13.3/20 C	Murphy Brown
36.	13.3/22 N	Quantum Leap

Nielsen	Net	Show
37.	12.7/26 N	One of the Boys
38.	12.6/19 C	Jake and the Fatman
39.	12.5/24 A	Full House
40.	12.4/23 A	20/20
41.	12.3/20 C	Kate and Allie
42.	11.8/22 C	Falcon Crest
43.	11.6/25 N	227
44.	11.2/18 C	Equalizer
45.	11.0/23 A	Perfect Strangers
46.	10.9/18 C	Wiseguy
47.	10.8/17 A	Dynasty
48.	10.8/20 A	Mr. Belvedere
49.	10.8/17 C	Rescue: 911 special
50.	10.5/19 A	Just the Ten of Us
51.	9.9/20 C	Beauty and the Beast
52.	9.8/17 C	48 Hours
53.	8.9/14 C	Heartland
54.	8.6/16 N	NBC Friday Movie
55.	8.5/14 F	Married...With Children
56.	8.4/14 A	ABC News Special
57.	8.2/14 C	Live-In
58.	8.2/17 C	Paradise
59.	7.9/14 A	Unclaimed Fortunes
60.	7.9/14 F	America's Most Wanted
61.	7.7/12 C	CBS Tuesday Movie
62.	7.7/14 C	Jesse Hawkes
63.	7.6/14 C	West 57th
64.	7.0/13 A	North and South Book II, part 1
65.	7.0/12 C	Hard Time on Planet Earth
66.	6.4/13 N	All Star Tribute
67.	6.0/11 F	Cops
68.	6.0/13 F	21 Jump Street
69.	5.8/12 A	Incredible Sunday
70.	5.7/10 A	Moonlighting
71.	5.4/11 A	Man Called Hawk
72.	5.2/11 N	Jim Henson Hour special

Nielsen	Net	Show
73.	4.6/9 F	Reporters
74.	4.0/6 F	Garry Shandling Show
75.	3.8/7 F	Beyond Tomorrow
76.	3.2/5 F	Tracey Ullman Show
77.	2.6/4 F	Duet

Syndication Scorecard *			
(Week ending May 7)			
Rtg.	Show	Stns.	Covg.
1	14.1 Wheel of Fortune, syn.	230	99
2	12.5 Jeopardy	213	98
3	9.9 Cosby Show	198	97
4	9.2 Wheel of Fortune, wknd.	200	92
5	9.1 Oprah Winfrey Show	217	99
6	9.1 Star Trek	232	97
7	7.2 Current Affair	149	91
8	7.2 Entertainment Tonight	166	93
9	6.5 Hunt-War Treasures...Live special	118	92
10	6.1 Donahue	226	98
11	5.8 Star Search	151	95
12	5.6 People's Court	188	94
13	5.5 Geraldo	200	99
14	5. Mama's Family, syn.	189	92
15	4.9 This Week in Baseball	114	88
	9.4 World Wrestling Federation	247	97

* Nielsen syndicated weekly pocketpiece

The program did win its time period on Wednesday at 10 p.m., however. In its place will go the mid-season *Quantum Leap*, which tried out on Friday before moving to Wednesday. Tartikoff cited the program's growth on Wednesday, including beating the season finale of *Wiseguy*, as one reason for its renewal.

Other programs being canceled include, *Nearly Departed*, *Dream Street*, *Day by Day*, and *One of the Boys*. The network had earlier announced that both *Miami Vice* and *Family Ties* would not be returning to the schedule. □

Fox shows its fall colors

'Jump Street' jumps to Monday to anchor new night of programming

Fox Broadcasting Co. has announced its new schedule for the 1989-90 season, including an expansion to a third night, Monday.

Fox Entertainment Group president Peter Chernin, at the network's new schedule presentation in New York last week, said that *21 Jump Street*, the network's Sunday night hit, will move to Monday at 8 p.m. to launch the new night. *Jump Street* will lead into the new *Alien Nation*, based on the movie of the same name, with Ken Johnson (*V*, *Incredible Hulk*) as executive producer.

On Sunday nights, which expands to three hours, FBC has added three new programs, including a complete makeover of the comedy *Duet*, the name of which has been changed to *Open House*. Only half the old *Duet* cast is returning to the new show, with several new characters coming on board, including Jon Cypher (*Hill Street Blues*) and Philip Charles McKenzie (*Brothers*).

Leading off Sunday at 7 p.m. in place of *Jump Street* will be a spinoff from the program, *Booker*, based on a character who joined the show this year (from Stephen J. Cannell Productions). *Booker* will be followed by *America's Most Wanted*. At 8:30 p.m., the new *Hidden Video* will debut, a *Candid Camera* remake from Robert Pittman's Quantum Media. Sources last week indicated that *Hidden Video* is being scheduled in that time period only until FBC takes delivery of a new animation show, *The Simpsons*, from Jim Brooks's Gracie Films in association with 20th Century Fox, based on the cartoon short featured in *The Tracey Ullman Show*. *The Simpsons* should be ready by October, FBC officials believe, and will go on the air when it becomes available in the Sunday 8:30 p.m. slot. At that point, *Hidden Video* would leave the schedule or perhaps, if it performs well, replace a weaker show (such as *Beyond Tomorrow*, sources suggest, if that show does not improve).

Married...With Children moves back a half hour to 9 p.m., Sunday nights, followed by *Open House* at 9:30. *Tracey Ullman* follows at 10, and *It's Garry Shandling's Show* at 10:30. The three current Saturday night programs are scheduled to

Nick & Hillary, NBC's revamped half-hour version of the low-rated *Tattlingers*, has been pulled from the schedule after two airings. The show averaged a 12.6 rating and a 21 share for both episodes. The network will use repeats of *Cheers* and *Night Court* for the next two weeks in the vacated 9:30-10 p.m. slot on Wednesdays, with *My Two Dads* returning to the schedule May 24.

ABC's *Just the Ten of Us* has been renewed for a third season. The show airs on Friday nights from 9:30-10 p.m. and averaged 12.7/21 for the season.

return, Chernin said. *Cops* will move to 8 p.m., and next season may focus on police officers beyond Miami, including Los Angeles, Portland, Ore., and Honolulu. *The Reporters* will move back to 8:30 p.m., followed by *Beyond Tomorrow* at 9:30. Meanwhile, FBC's monthly movie night launched May 15 with "The Fly," and will most likely move to Tuesday nights in the fall.

"The catchwords at Fox are continuous growth and expansion," said FBC President Jamie Kellner. He said the network's demographic ratings are up an average 50% over the past year, and that monthly cumulative viewership for Fox affiliates is up an average 22% in the same period. □

ABC names new presidents of comedy and drama divisions

ABC Entertainment announced the promotion of two entertainment programming executives—Kim Fleary and Gary Levine—to head the network's comedy and drama divisions, respectively. Fleary, formerly director of comedy series development, has been named vice president, comedy series development. Levine assumes the post of president, dramatic series development, having been director of dramatic series development. Both executives will report to Stuart Bloomberg, executive vice president, prime time, ABC Entertainment.

Levine succeeds Chad Hoffman. A spokesman for ABC said Hoffman would make an announcement in a few days regarding his future. It is possible that he will work with Brandon Stoddard, former ABC Entertainment president who is moving to head ABC Circle Films. Levine will be responsible for the creation and development of all dramatic series. Fleary assumes the post that Bloomberg filled before his move to the top prime time programming spot. Fleary will oversee the creation and development of all comedy series.

Levine joined ABC in January 1988 after serving as vice president, current programs, for Columbia Pictures Television. He was responsible for the overall supervision of Columbia's prime time series, including *Designing Women*, *Starman* and *Mike Hammer*. Fleary joined ABC in 1983 and was named manager, comedy series development, in January 1985. She was named director, comedy series development, in July 1986. Among the programs that Fleary has worked on during her tenure at ABC are

Growing Pains, *Head of the Class*, *The Wonder Years*, *Roseanne*, *The Robert Guillaume Show* and *Coach*. □

Discovery sections off educational block

Cable service readies one-hour, copyright-free block of educational programming for use in schools

The Discovery Channel has joined cable's latest pitch to the educational community, announcing a one-hour, copyright-free block that will be carried at 9 a.m. each weekday for teachers to videotape and to use within their curriculums.

Assignment Discovery will premiere Sept. 18 and will include two educational segments between 20 and 25 minutes, carried commercial-free. The hour block ends with a 10-minute bulletin board, which provides teachers with more information on upcoming Discovery programming.

"We're approaching this as a public service opportunity," said Discovery Chairman John Hendricks. Although the service will cost money, Hendricks said: "We don't expect to incur high losses." Discovery hopes that companies and foundations will financially support the project by becoming institutional advertisers.

The block will have avails for both Discovery, which will carry only institutional messages (no specific brand or product information), and two minutes for local cable operators. All avails will appear between the educational segments, not within them. Discovery hopes operators will follow its lead and carry only institutional messages in their avails, but they acknowledge it is something over which they have no control.

Advertising has been the crucial stumbling block in the various proposals now being pitched to schools. Whittle Communications is testing a roughly 12-minute, satellite-delivered, daily news service for classroom use. Whittle plans to furnish the necessary equipment for the schools, but in turn is selling advertising within the programs.

Educators who balked at that found Ted Turner's idea of sending a 15-minute news program to schools beginning next September (BROADCASTING, May 1) more acceptable, especially after Turner dropped plans to include corporate underwriters.

Discovery said its plans were unrelated to Whittle's and Turner's. Said Ruth Otte, Discovery president: "We've been building toward this for a very long time," beginning with the publication of a teacher's guide in 1986. The interest has always been

there, she said; the problem has been teaching concerns about unauthorized use of programming.

Representatives of the American Association of School Administrators, the National Association of Secondary School Principals and the National School Boards Association have all backed Discovery's proposal and will serve on the advisory board to oversee Assignment Discovery.

Discovery's service will run each week-day throughout the entire year, totaling some 250 hours of programming. The week itself has been divided into five topics, science and technology, social studies, natural sciences, arts and humanities and world events. The material will be in character with other Discovery programming, and is targeted to middle and secondary schools, although officials said it will also have appeal to elementary school students. Teachers can use any or all of the material presented.

Otte said Discovery will continue to negotiate for copyright to be extended for educational use. The latter calls for a separate fee structure and is more expensive, but calculating to what degree was difficult, said Otte.

Hendricks said about 65% of the nation's schools can receive Discovery, and the service will urge operators at this week's NCTA show to wire remaining schools in the name of good local politics. □

How to survive the 'N.Y. bottleneck'

All American TV's George Back says 'to be successful' in syndication business, 'you have to have New York'

The syndication marketplace has shifted significantly during the past five years, and according to George Back, president of All American Television Inc., one of the newer obstacles affecting distribution is what he referred to as the "New York bottleneck." The players in New York now have a greater effect than they did in the past, and to be successful you have to have New York."

Back spoke last week at a New York Television Academy luncheon on the topic of "Independent Production and Distribution—How To Survive in the Land of the Giants." He said that the six VHF stations now operating in New York are increasingly powerful, particularly Fox's WNYW(TV) (ch. 5), MCA's WWOR-TV (Secaucus, N.J., ch. 9) and Tribune's WPIX(TV) (ch. 11), which Back described as "the fastest growing company in the history of syndication." Due to the bottleneck, Back said, "you have to buy your way in or shape the show for New York."

Back also talked about the increasing importance of the European television marketplace for producers and distributors. This

was reflected at the MIP convention, he said, where he witnessed more program deals being made than any similar event he'd attended. In the early 1990's, said Back, the combined pan-European television marketplace will encompass 125 million homes, exceeding the U.S.'s 91 million TV households, bringing about a "revolutionary" shift in the way business is done. Back would also like to see advertisers bring the concept of barter to the European market.

NBC, CBS and ABC should also be given the right to participate in the ownership and backend of programs, according to Back. "The financial interest rule was right in 1970, but wrong in 1990," he said.

Back predicted there also will be more so-called "trash" TV in the future. He discussed what he considers the "hypocritical nature" of sensational subjects being accepted within a news context, but not in general programming.

Back also said there is the danger of "censorship by minority" unless communities speak out against the activities of the Rev. Donald Wildmon of the American Family Association and others who threaten boycotts. The atmosphere created by such pressures is "reminiscent of blacklisting."

Syndication Marketplace

Republic Pictures Domestic Television has cleared its *Home of the Cowboys* package in 30 markets, corraling five new stations with its lineup of western film features. The package is currently seen in four of the top 10 markets, featuring 22 western films. Among the features are "Ramrod," starring Joel McCrea and Veronica Lake; "A Man Alone," with Ray Milland, Raymond Burr and Ward Bond; and "Maverick Queen," with Barbara Stanwyck and Barry Sullivan. The *Home of the Cowboys* is being sold on a cash basis. □

Advertiser-generated "tabloid turmoil" may have claimed its latest victim with syndicator **Casablanca IV's** discontinuing distribution of *Crimes of the Century*. The distributor announced that it will discontinue carrying the Mike Connors-hosted tabloid show effective July 23. Ohlmeyer Communications Co., producers of the series, will produce and distribute new episodes of the show. Casablanca IV will retain exclusive domestic and international distribution rights to the original 12 half-hour episodes which have either aired or are scheduled to air, as well as two one-hour, off-network specials. Explaining the turn of events, Casablanca IV president Jack Allen said: "While we were pleased with the initial rating performance of *Crimes of the Century*, the decision [not to renew] was made due to the lack of support from the advertising community, who, we feel, wrongfully placed the show in the tabloid category." □

Blair Entertainment has given the nationally syndicated *Divorce Court* a firm go for the 1989-90 television season. The show has cleared 75 markets, including all of the top 10, representing 65% coverage nationwide. *Divorce Court* enters its sixth season with top clearances in New York (WNYW-TV), Los Angeles (KOP-TV), Chicago (WBBM-TV), Philadelphia (WTXF-TV) and San Francisco (KPIX-TV). □

Warner Bros. Domestic Television Distribution has

stopped production of *Superior Court* after three seasons. Ralph Edwards/Stu Billelt Production starred actor Raymond St. Jacques as Judge Clayton Thomas. Half-hour show featured him presiding over actual court cases adapted to dramatic format. □

Paramount Pictures' Domestic Television Division has given the green light for 22 new episodes of the syndicated barter series *Friday The 13th: The Series* for the 1989-90 season. The action/adventure series marks its third season by clearing 194 stations, representing 98% of the viewing households. As part of the series launch, Paramount has also slated a two-hour special *Friday The 13th* to air the week of Sept. 25. Originally scheduled for late night, the series now airs in prime time on 25% of the stations carrying it. *Friday The 13th* is one of three science fiction/horror entries from Paramount, the others being *Star Trek: The Next Generation* and *War Of The Worlds*. *Friday* Executive Producer Frank Mancuso Jr. (series co-creator) is also taking over top producing billing for *War Of The Worlds*, since series creators Greg and Sam Strangis have left the show. □

King World Productions Inc. has cleared approximately 75% of the country, including nine of the top 10 markets for *Leonard-Hearns II: The War!*, airing in local markets June 5-12. The show, a documentary-style look at the rematch between Sugar Ray Leonard and Thomas Hearns, is a Davideo production in cooperation with Top Rank Inc., distributed by King World. □

To date, 32 stations have upgraded **Entertainment Tonight** or will upgrade it for fall 1989. Of these, 18 stations in the top 100 markets will move the show to prime access time slots, with the remainder moving it adjacent to news. In addition to renewals for the 1989-90 season, the show has been renewed in more than 50% of the U.S. for 1990-91, its 10th season.

The growing radio-cable connection

Latest use of synergies between two media involves HSN simulcast of WMJI(FM) Cleveland

Home Shopping Network viewers in northern Ohio are now watching a lot more than cubic zirconium stickpins and Capodimonte statues thanks to this month's launch of a daily four-hour simulcast live from the studios of WMJI(FM) Cleveland. The 13-week experiment is the latest effort by the basic cable service to use radio simulcasts as a promotional tie-in, and one of the latest in a series of examples of televised radio studio activity.

"This is purely a marketing tool for us," said Richard L. Wexler, vice president, sales, Silver King Broadcasting Co., a wholly owned subsidiary of Home Shopping Network Inc. Absorbing a start up cost of about \$500,000, he said, HSN set up two cameras inside the radio station studio and began televising the lively morning show. The result, in Wexler's words, has been a low-budget cross between MTV and *Saturday Night Live*.

HSN's latest experiment with Jacor

Communications' AC-formatted WMJI(FM) Cleveland centers on the station's *Lanigan & Webster* morning show, which airs weekdays at 5:30-10 a.m. Viewers see the show being performed live on ch. 61, WQHS(TV) Cleveland, the HSN-owned UHF station that the network said is carried by about 45 cable systems and reaches more than 600,000 subscribers in the Cleveland ADI. Music videos are played in sync with songs played during the show; video footage of Cleveland is played for any music not available on video.

Wexler said the simulcast is valuable for HSN in the amount of publicity and exposure it generates for its Home Shopping Club. "We have gotten a whole new base of people," he said. "They learn that UHF is viewable, even if they can't get it on cable." The participating radio station has nothing to lose monetarily, he said, since its commitment is based on "good will, good time and the willingness to promote it." The radio station's promotion-oriented history, he pointed out, is an important consideration in HSN's selection process.

The monetary cost for WMJI(FM) in the



Video control room for Jones Intercable's 'QZootube'



WMJI's Webster (l) and Lanigan

WATCH THIS SPACE

For information on a new radio program your listeners and sponsors will love

It's free

It's saleable

It's consumer-oriented

It's easy to access via satellite or toll-free telephone

CHECK IT OUT NOW

1-800-221-6242 In DC (202)861-2970

Cleveland experiment has been limited to a revamp of the air conditioning system at its facilities, according to General Manager Phil Levine. Changes beyond that, he joked, have focused on making sure that morning personalities John Lanigan and John Webster wear WMJI(FM) T-shirts during the broadcast. The radio station promotes the simulcast at least once an hour throughout the day, he said, and the HSN station does likewise. Additional promotion has been provided by a direct mailing sent by HSN's Home Shopping Club to all area members.

Advertisements that would normally appear on the two broadcasting entities are kept separate during the simulcast. At the same time that the radio station's paid advertisements air during the morning show, HSN fills the screen with a self-promotion for the Home Shopping Club. Plans are under way to somehow promote products from the Home Shopping Club during the televised radio program, said Levine, but details on that arrangement still need to be settled.

The simulcasting arrangement is not exactly new to WMJI(FM)—even prior to the agreement with HSN, Levine said his radio station had provided background audio on

area cable program logs. Unlike some radio broadcasters who have complained about the competitive potential of cable and the possible loss of sales executives to the medium, Levine said that as a radio operator he welcomes cooperative ventures. "We have great relationships with the cable companies here," he said. "We've worked hard at it."

The simulcasting arrangement is also not exactly new to HSN; the service decided to target the Cleveland market after conducting similar experiments elsewhere in the country. And, if all goes according to plan, Wexler said the cable service "probably will continue down the road with some other markets." The network just completed a 13-week simulcast between its WHSW(TV) Baltimore and Scripps Howard Broadcasting's AC-formatted WBSB(FM) there, which provided a daily presentation of the Big Don O'Brien morning show under the title *BT*. Elsewhere in the country, the network took part in a 26-week Florida simulcast run between its WYHS(TV) Hollywood and Metroplex Communications' top 40-formatted WHYI(FM) Fort Lauderdale. The latter, which ended March 1, presented the daily Sonny Fox morning show under the title *YTV*.

HSN's initiated efforts in Florida were not the first; this month, a radio-television simulcast from the studios of Edens Broadcasting's WRBQ-FM Tampa is celebrating its second year of operation (Wexler noted that HSN's WBHS(TV) Tampa had at one time carried the simulcast). Jones Intercable Inc., which televises the radio station's daily morning drive "Zoo" with Cleveland Wheeler, feeds the program to Tampa Bay area cable companies as the *QZoo Tube*.

To provide the televised coverage, Jones Intercable designed an 8-by-10-foot video control room at the radio station and equipped the radio studio with the barest essentials: two permanent, remote-controlled cameras without tally lights, no special lighting and no television monitors. The unobtrusive nature of the cable equipment was to insure that "the delicate environment of the radio broadcast...not be disturbed," according to Ralph Beaver, director of legal and technical operations for WRBQ-FM.

Beaver said he recognized the potential difficulty of cable companies and radio companies working side by side, but said the pairing has not created any problems in their relationship. "Jones Intercable is an entrepreneurial company that will try something like this, and so is Edens Broadcasting," he said. "Neither of these entities is used to each other," he said. "I would suggest it, but it's not without effort."

Start up costs for Jones Intercable were approximately \$500,000, said Beaver, and both sides have provided staff in the areas of engineering, production and programming. The radio and television versions of the zoo maintain separate advertising, he said, but the companies are considering the possibility of some form of joint advertising. To date, however, he



—Dan Patrick
Owner/
General Manager
KSEY-AM
Houston

"The anchors at BRN are extremely professional, immediate & INCISIVE"

Houston radio listeners are enthusiastic about BRN's 24 hours-a-day, business news/talk format. Station owner Dan Patrick observes that his typical listener is 24-45, college educated and earns a middle-upper income.

From Cleveland to Los Angeles and Buffalo to Phoenix, BRN is attracting a unique, upscale audience—people who want to stay informed about the business events which affect their futures.

Executives tune in and stay tuned to our talented news anchors and talk-show hosts. Regular programming includes informative interviews with the nation's most respected business authorities.

As Dan Patrick adds, "BRN is habit forming... you can't turn it off." And that's a typical reaction. We hear compliments daily from listeners who span strategic markets throughout the United States.

In just seven months, 26 stations have joined together to create a new force in radio. Isn't it time for you to learn more about how we're building a new advertising medium?

1 (719) 528-7046

(Listen Line)

1 (800) 321-2349

(Inquiry)

Radio's Business Solution™

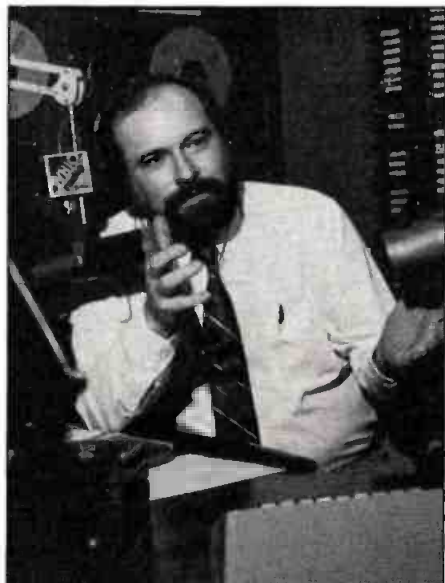


Business Radio Network

said the televised radio studio concept has been considered "just another promotion" by the radio station.

Beaver said it is difficult to gauge how much the simulcast has increased the radio station's audience, since cable system audiences are not measured by Arbitron Radio or Birch Radio. "We figure it doesn't hurt," he said, adding that a cable subscriber bill-stuffer survey indicated that 20% of cable households that were able to watch the *QZoo Tube* said they did so on a daily basis.

Simulcasting also appears to be working



Radio talk show of Mike Scinto, WHIO-TV Dayton, is televised live every morning

at Cox Broadcasting's MOR-formatted WHIO(AM) Dayton, where the daily Mike Scinto radio talk show is televised live on the company's WHIO-TV Dayton from 9:30-10 a.m. as *Mike Scinto Live*. The simulcast began as a three-week experiment during September 1988 and became a daily program last March, according to a WHIO(AM) spokesman.

Another proponent of televised radio station activity is the C-SPAN basic cable service, which has approached the concept in its own way. Within the past two months, the service has provided two live telecasts of radio call-in programs from the studios of noncommercial WAMU(FM) Washington. Last year, during the Democratic convention in Atlanta, C-SPAN provided a live broadcast from the WSB(AM) Atlanta morning show. And C-SPAN Chairman Brian Lamb, described by his colleagues as an aficionado of radio call-in programs, appeared with Arizona Senator John McCain on a radio/cable talk show recorded last month at the studios of news/talk KTAR(AM) Phoenix and replayed on Dimension Cable Services (the cable company labeled the project as "the first of more to come").

"We like to show people what goes on behind different media," said a C-SPAN spokesman. "The audiences generally respond favorably because they don't often get to see it." □

Riding Gain

April showers

The Radio Network Association reported that network advertising revenue for April 1989 was \$32,539,837, a 10.2% increase over the same period last year. The year-to-date figure as of April 1989 was \$123,172,072, an 11.8% rise over \$110,126,519 for year-to-date April 1988. RNA bases its results on financial information collected each month from network companies by the accounting firm of Ernst & Whinney.

From Nashville

The Nashville Network Radio has debuted a new series, *Country America*, based on the magazine of the same name that will be launched by The Nashville Network cable service next October. The Monday-Sunday call-in radio program, hosted by Charlie Douglas, airs 10 p.m.-2 a.m. ET. Listeners nationally are given the opportunity to make song dedications and speak with in-studio country artists via a toll-free telephone number.

Getting rhythm

The National Black Network said that it has set today (May 22) as the launch date for *The Rhythm of America—African-American Music*, a series of vignettes focusing on black music. NBN said the

program, set for satellite distribution to its network affiliates, is sponsored by AT&T.

Olympia growth

Publicly held Olympia Broadcasting has announced the company's definitive agreement to acquire Jim Long Companies for \$7 million and the appointment of Rick Dames to the newly created position of radio division president. Olympia's purchase of the companies, through \$5 million cash and \$2 million convertible preferred stock of Olympia, strengthens the company's position in the areas of sales and promotion services and production libraries for radio and television. Dames most recently served as managing partner of Clayton Communications.

Circus time

CBS Radio has announced the launch of "Morning Circus," a comedy service geared to AOR and CHR morning drive that will be available to CBS RadioRadio network affiliates beginning June 12. The announcement came one week after the company announced that it would be providing CBS Radio Network and RadioRadio affiliates with CBS/Time Inc. advances.

With "Morning Circus," participating stations each week will receive a digitally mastered compact disk with 15 comedy



Radio awards. Attending the second annual Emerson Radio Hall of Fame awards in New York City were (l-r): Joan Benny, accepting the comedy award on behalf of her father, Jack Benny; Mel Allen, who was inducted in the sportscaster category; radio personality Don Imus, WFAN(AM) New York, accepting the talk radio award; Beatrice Welles, receiving the mystery/suspense award on behalf of her father, Orson Welles, for his work in "The Shadow," and Ed Ryan, Emerson vice president of sales and marketing.

bits that include phony commercials, song parodies, drop-ins and interactive routines. Breaking news will also be available to stations via satellite delivery.

The morning comedy service is being offered free to CBS RadioRadio affiliates, according to CBS Radio Networks' Vice President and General Manager Robert Kipperman, who noted that the network "could use this as a vehicle for upgrading in some markets." The network's almost 150 affiliates already reach more than 40 of the top 50 markets, he said, and a council of more than 25 of those affiliates has helped mold the content of the new service. CBS has not yet looked into the possibility of offering "Morning Circus" to non-network stations in markets where its affiliates may not want the service, said Kipperman, but he added that such a scenario would be an option.

A team of 12 comedic talents and four singers will present the all-original material heard on the service, which is being produced by Cutler Productions and a team of CBS Radio executives. More than \$100,000 has been invested in the project since work began in July 1988, said Executive Producer Ron Cutler.

The latest offering from CBS Radio continues expansion of an audio services package that two weeks ago was broadened by the addition of CBS/Time Inc. Advances. The advances, reportedly fed to 600 affiliates, provide the stations with radio scripts that include stories, surveys, features and brief items from pre-published issues of *Time*, *People*, *Sports Illustrated*, *Fortune*, *Money* and *Life*. More than three dozen stories are reworked for broadcast and distributed weekly to affiliates via CBS InfoLink, the Networks' hard copy service.

Top of the spots

Sears, Roebuck & Co. topped the list of network radio advertisers in 1988, according to information just released by the Radio Network Association. Rounding out the top-10 list, in descending order, were General Motors, Warner Lambert, Procter & Gamble, Ford Motor Co., Campbell's, Cotter & Co. (Tru-Value Hardware), Anheuser Busch, AT&T and K mart. New to the list of top-25 advertisers using network radio was Motel 6, which placed 11th with its well-publicized series featuring humorist Tom Bodett. Other newcomers to the top-25 list included Hershey's, Black & Decker, General Mills and J.C. Penney.

The accounting firm of Ernst & Whinney, which supplied the list to RNA, did not release dollar figures for individual network accounts.

Station challenge

WPix-TV New York is facing a license challenge from a group of five New Jersey business and broadcast professionals, Challengers of NJ Inc. The group claims "vital public interests are being blatantly ignored by WPix-TV." The station has also had petitions to deny filed against it by the Newspaper Guild of New York and Downtown Brooklyn Development Association (BROADCASTING, May 8).

Erie Coast Communications, Inc. Flint, Michigan

has acquired

WDZZ-FM and WFDF-AM Flint, Michigan

**\$5,500,000
SENIOR DEBT FINANCING**

was provided by



BARCLAYS

BARCLAYS BUSINESS CREDIT COMMUNICATIONS GROUP

111 Founders Plaza

P.O. Box 118

Hartford, Connecticut 06141

1-800-BARCLAY

Funded: February 1989

Satellite Footprints

Journalistic red phone. Turner Broadcasting's Cable News Network has requested that the FCC expand CNN's authority to directly access Soviet domestic satellites as part of a "reciprocal news exchange with Soviet news authorities." CNN also asked, in the same May 15 modification request, that it be allowed to also bypass Intelsat to downlink its own news backhauls from the region. Already authorized by the FCC and Intelsat to access one Soviet bird, CNN said the main distribution feeds of Soviet news have been moved to two other co-located Soviet birds. CNN, therefore, wishes to access those satellites for the purpose of selecting segments of Soviet television news to incorporate into its own services.

Noting a "dearth of Intelsat-compatible earth stations" in the USSR and eastern Europe, as well as its own intention to undertake "a major expansion of its Moscow news bureau," the filing argues that competition with other programmers for access to the only two Moscow area uplinks to Intelsat has been "so heavy that CNN is limited to...on average, five minutes every two weeks"—insufficient to handle burgeoning traffic out of the region. According to CNN, the demands on it "to provide timely reports from Eastern Europe have increased with the explosion of news stories emanating from that region as a result of Glasnost and other policy changes."

It is in the public interest, said the filing, that the commission also remove conditions—six-month renewable terms and potential cancellation without hearing—on CNN's previous Soviet access authorization. "Removal of the conditions...is warranted in light of the remarkable improvement in U.S.-Soviet reciprocal media access," said CNN, noting that its programming is already aired within Soviet and Polish TV on a daily basis. Turner has also negotiated revenue-sharing use of open UHF frequencies to broadcast its services terrestrially in the USSR ("Distant Signals," April 10).

Another cable satellite puzzle piece. USA Network is close to completing a buy, rather than lease, of two transponders on two next-generation Hughes Communications satellites, said Stephen Brenner, senior vice president, business affairs and operations, USA Network. Although "things can fall out of bed," the major basic cable channel intends to move its separate eastern and western time zone feeds from GE Americom's Satcom III-R and Hughes's Galaxy I to Galaxy V and Galaxy I-R when those birds are launched in early 1992 and mid-1993, respectively. Brenner said that a combination of price, some "oddities" of uplinking specific to USA and the timing of when new capacity will be needed led the network to a deal with Hughes.

One-by-one, other cable programmers are expected to announce within the next several weeks whether they will join HBO, Turner Broadcasting services and USA on the Galaxy system or join Viacom Networks, C-SPAN and The Weather Channel on GE Americom's Satcom C-3 and Satcom C-4 when those four satellites become the primary cable birds of the 1990's and early 2000's.

Home and abroad. IDB Communications last week provided satellite uplinking of radio, television and data-voice traffic for the European Broadcasting Union and Japan's state broadcaster NHK for their coverage of the Soviet-Peoples Republic of China summit, May 15-18. Uplinked to Intelsat 180 from two 1.8-meter flyaway earth stations in Beijing, the transmissions were downlinked in Hong Kong for the EBU and in Tokyo for NHK.

Meanwhile, GTE Spacenet and IDB have signed a memorandum of understanding outlining conditions for sharing facilities at The Teleport on Staten Island in New York. The marriage calls for GTE to provide space segment for occasional-use video on its Spacenet II and Spacenet III satellites and for IDB to provide uplinking and downlinking services. To carry out the partnership, the two will "build a cable bridge" between earth stations at The Teleport. Earlier this month, IDB announced the launch of Video Express, a co-venture with British Telecom Inc., which it describes as "the first occasional-use international video service

available to customers transmitting from Europe directly to both the East and West Coast," via Intelsat 307.

Still busy on the radio side, IDB said that it uplinked live remotes from the opening of the Disney-MGM studios in Orlando, Fla., for 70 radio stations—an operation so large that IDB coordinated the use of four C-band and three Ku-band uplinks and satellite capacity on six satellites: GTE Spacenet's GStar I, Hughes's Galaxy II, GE Americom's Satcom I-R and K-2 and Canadian satellite Anik D-1.

By any name. As of last week, no new name or management structure had yet been announced for the merged assets of syndicated television programmer Wold Communications and sports uplinker Bonneville Satellite (BROADCASTING, Jan. 30). But the new company did have in hand FCC authorization to operate international earth station facilities in Sylmar, Calif.—hardware key to what Wold President David Connell described as its intent to "launch an assault on the international market," particularly to distribute U.S. programming to the Pacific rim. The authorization is limited to provision of international television service but leaves open application for other uses in the future.

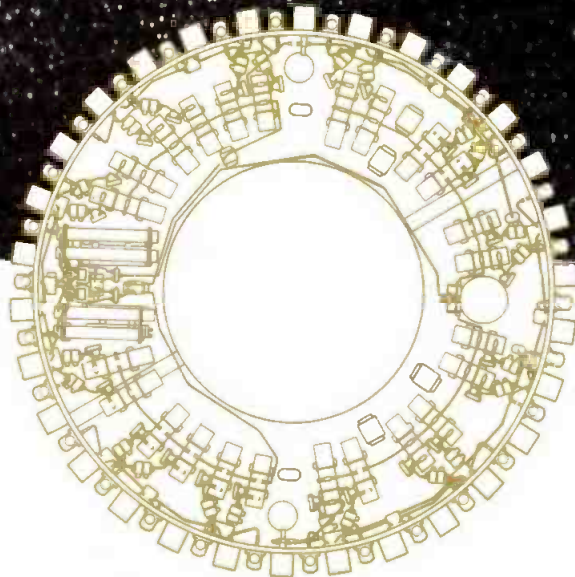
Single voice. The Satellite Broadcasting and Communications Association has committed itself to buying out current trade show partner Satellite Television Technology International for "approximately two times the 1988-89 fiscal year revenues, not to exceed \$2.4 million. STTI launched the twice annual home satellite television trade shows in 1980, and since 1985 has conducted them jointly with the SBCA. The purchase could be completed "shortly after" the Aug. 3-5 Nashville show, said the SBCA.

No-questions-asked pirate amnesty. In its latest effort to reduce the number of illegally altered Videocipher II descrambling units, manufacturer General Instrument has joined the Satellite Broadcasting and Communications Association in kicking off a month-long Module Conversion Program that will "allow consumers to return working pirate descramblers and purchase a replacement, legal descrambler module at prices set by participating retailers." GI said "it will pledge not to seek civil litigation against participants."

The more than 300 dealers enrolled in the program, said GI, will be offered a wholesale price of \$239 and will have the opportunity to qualify for up to \$100 in rebates. "A \$40 rebate will be given for the return of a working module, with a second rebate of \$50 being issued if the 'converted' consumer has purchased subscriptions to TVRO programming. A third rebate of \$10 will be given," said the company, "if the identity and locations of the person, business location or the pirate who supplied the consumer with the pirate descrambler are also provided." General Instrument, which said it will cover all administrative, handling and return shipping costs of the program, will also contribute \$5 to the SBCA Anti-Piracy Task Force for every pirate descrambler module returned.

Pacific news exchange. On June 5, WGBH-TV Boston and nine other noncommercial stations in Los Angeles, New York, Washington, Miami and other major cities will begin to carry *Today's Japan*, a 25-minute weekday news program from Japan's state broadcaster NHK. Initially produced in English and aimed at foreigners and students of the English language in Japan, said NHK America General Manager Norio Shimamura, the program was designed "to promote better understanding" between citizens of Japan and English-speaking nations. Part of what Shimamura described as WGBH-TV's "ambitious" Overseas Overnight project—which seeks to include news programming from multiple nations—*Today's Japan* will be transmitted over the Pacific Ocean via Intelsat and to PBS's Westar IV satellite. Japanese computer and communications company NEC agreed to cover transmission costs in exchange for underwriting credits in the U.S.

SPACE MAY BE INFINITE, BUT OUR NEW GALAXY IS FILLING FAST



© 1989 Hughes Communications

CNN • HEADLINE NEWS

Photograph courtesy of National Optical Astronomy Observatories.

TNT • TBS • HBO • Cinemax

The space available on Hughes Communications' next generation of Galaxy satellites is filling fast. Galaxy I-R, Galaxy V, Galaxy III-R and the fleet backup, Galaxy VI, will serve the most prestigious names in cable. The industry leaders above are being joined by many others who are deciding that the future in cable delivery lies with these Hughes satellites.

Companies like these realize Hughes' C-band plans for the future are firm and the most ambitious in the business. Our satellite replacement program and state-of-the-art technology offer our clients the opportunity to be ideally positioned well into the 21st century.

So if you plan to use satellite services in the years to come, call Hughes Communications today. Sign on now for your space in our Galaxy. For further information contact Jerry Farrell at 213-607-4128.

WE MAKE IDEAS HAPPEN®

HUGHES
COMMUNICATIONS

HUGHES
AIRCRAFT COMPANY

Subsidiary of GM Hughes Electronics

cific time zone, eliminated their early newscasts.

As is the case at ABC, compensation is expected to be one of the main topics of discussion at the CBS meeting. Ben Tucker, vice president, KJEO(TV) Fresno, Calif., and head of the CBS affiliates board, said there is "definite interest in compensation, and much of what happens at our meeting will be determined by what happens at the NBC meeting. The network is dealing with compensation as we asked, on a market-by-market basis, and as far as I know, the board is satisfied that

that's where it should be."

Neil Kuvin, president and general manager, WHAS-TV Louisville, Ky., said: "If it works for NBC, the others will fall in line," referring to the performance-based compensation formula. If that becomes the case at CBS, Kuvin said, "the good guys will get more compensation and the bad guys will get less." What isn't known now he said, "is what the criteria will be in determining who gets what. Cages have been rattled."

As happened last year, many CBS affiliates are coming to Los Angeles with questions and concerns about the lack of strong prime time shows and, in particular, 8 p.m. comedies.

"I certainly think that prime time pro-

gramming is the biggest problem," said Sy Yanoff, president, WNEV-TV Boston. "Eight to 9 p.m. has been a problem for us both in the past and in the present. I don't know how you resurrect a whole prime time schedule. We've really only had one winner," he said, referring to *Murphy Brown*.

"The performance of CBS at 8 p.m. has been dreadful," said Kuvin. "They just don't seem to have a formula, and it certainly isn't *Live-In*. We're in dire straits at 8. They seem to have manufactured a lot of 9 p.m. shows without anything at 8 p.m. to support them," he said. "We need to hear and see a lot more from CBS, and not just about 1990," he said, referring to the network's sports lineup, which will include Major League Baseball, the Super Bowl and the Olympics.

Despite the concerns about compensation and the weak performance of CBS's prime time schedule, many affiliates gave the network high marks in promotion and communication between the network and the affiliates, two areas that were the source of much criticism last year prior to their meeting. The dissatisfaction with the advertising and promotion efforts last year led to the ouster of Warren Spellman just prior to last year's meeting and the naming of Michael Mischler to oversee that area.

"I don't think there's anybody that is displeased with where promotion is going," said Tucker. "If there's a concern, it's whether the product is there to promote."

"Both George Schweitzer and Mike Mischler have done a good job," said Chuck McKeever, president and general manager, WDBJ(TV) Roanoke, Va. "They've put the 'business' back into the promotion business, by dealing with CBS strengths with facts and common sense," he said.

Last year, many affiliates going into the meeting complained about the lack of communication between the network and its affiliates, saying that their concerns, suggestions and problems fell on deaf ears. A year later, many affiliates are praising the network's attentiveness to their needs and concerns, with many citing Howard Stringer, president of the CBS/Broadcast Group, as the reason for the change in management's attitude.

"I think affiliates have a great positive feeling about Stringer," said Kuvin. "He's such a good communicator."

"There's been a lot more positive feeling about CBS hierarchy than there was," said Ron Mires, vice president and general manager, KERO-TV Bakersfield, Calif. "[The hierarchy] is more gutsy and willing to take off the gloves and get into the fray. They've dropped much of that holier-than-thou attitude that they had, and are more open and ready to listen to affiliate concerns," he said.

"In the past," said Mires, "many of the network people looked down at local television. Now they're looking at it as a partnership. I think they've realized that many of the battles we fight on a local level, they're fighting on a national level—like cable, for instance." □



And you thought the Greyhound was just on buses.

When you say Greyhound, most people just think buses. But did you know that for 25 years Greyhound has been a major business finance company?

Today, Greyhound Financial helps broadcasters and cable operators acquire and refinance their properties. Our Communication Finance team, lead by industry veteran Matt Breyne, offers:

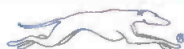
- quick decision making
- loan structuring expertise
- access to a wide range of financing options

So now, when you want to buy a new property or restructure an existing one, think Greyhound—the communications finance people.

Call Matt Breyne at 602-248-2808 or Chris Webster at 602-248-6955, Communication Finance Group.

Greyhound Financial Corporation

A Greyhound Company



Following the :15's

Two new studies show use of shorter commercials increasing; how much growth will continue is subject of disagreement

Fifteen-second commercials are a growing but still relatively small percentage of advertising units at the station level, both according to recently released data by the Television Bureau of Advertising and to a just-released study by Bozell Inc. Advertising.

For the first two months of 1989, "non-network" stand-alone :15's and split-:30's accounted for 6% of total advertising units, up from 4.3% in the same period two years ago, said TVB. In the Bozell survey, three-quarters of stations surveyed said :15's accounted for 1%-5% of all commercials, while one-fifth said the units made up 6%-10%. How much the percentage of :15's will continue to grow is a matter of disagreement among agency and station executives; the comparable network percentage is currently almost 40%.

The Bozell survey shows that 48% of stations surveyed indicated using more :15's than two years ago; 40% indicated no change, while only 12% said :15's declined as a percentage of their stations' ad units. At least some of this gain has come at the expense of 10-second commercials, which according to TVB had been 5.1% of the total but now account for 4.2%.

The premium that stations charge for 15-second spots, relative to 30-second spots, is falling, according to Bozell. The agency said that in 1987 only 3% of :15's were priced between 50% and 59% of the price of a :30, whereas more recently, 13% of the shorter units were priced in that range. Conversely, in 1987 12% of 15-second units were priced at the much higher premium of 80%-89% of the price of a :30. More recently the percentage of units at that price dropped to one percent. The number of units priced 60%-69% increased, while those in the 70%-79% range fell. Paula Bolouri, senior vice president, national director of regional buying for Bozell, said the survey consisted of 473 responses to a survey mailed last November.

Stations seem to be of two minds on the 15-second commercial, one that sees them as contributing to clutter and inventory inflation, another that considers them additional sources of revenue. Ron Longinotti, general sales manager, KCRA-TV Sacramento, Calif., said: "Our station...has definitive concerns about clutter which :15's contribute to. So far we haven't had to take steps to deter :15's, which are priced at a hard and fast 75%" of a 30-second spot. Stan Byars, general sales manager, KGGM-TV Albuquerque, N.M., said that station tried to be flexible to allow the shorter-

length commercial: "I agree that they can be used creatively to bring in dollars...we have had some 10-second spots in prime time that we have expanded to :15's."

The Bozell survey indicated that at the station level, 60% of 15-second commercials were stand-alones, while the remainder were part of split-20's. Eighty-six percent were placed by national advertisers, while only 14% came from local advertisers.

Those commenting expressed uncertainty as to whether there would be much additional growth of :15's as a percentage of the station advertising mix. TVB President Bill Moll noted that :15's are heavily used at the national level because they are "reminders for already established brands" and may not serve as well to impart pricing information, which characterizes much of local advertising. Sharon Lalik, senior vice president, director of broadcasting, DMB&B, said the increase in the shorter unit among stations could be due to their greater willingness to accept them in the currently soft spot marketplace. "I see them growing slowly in spot, but not much more and never even close to the level on the networks," she said.

Disagreeing was Betty Coumbe, vice president, associate media director, Grey Advertising: "If network usage of :15's has increased, it is because advertisers can tell their creative story in a shorter time, and I don't see why that couldn't work also in spot television." Coumbe said much will depend on station pricing of :15's, which in turn will depend on supply and demand in the spot marketplace.

If the networks are successful in their attempt to charge a premium for :15's, as the stations currently do, advertisers might be discouraged from creating as many. That may, in turn, reduce their use in spot as well. However, network premiums would also improve the relative efficiency of placing the :15's in spot, as opposed to network. □

British WPP to buy Ogilvy Group

Merger deal, valued at \$864 million, will create world's largest ad agency

London-based WPP Group reached a definitive agreement to acquire all of the outstanding stock of The Ogilvy Group in a transaction valued at \$864 million. The agreement, approved by the boards of both companies, opens the way for WPP to initiate a \$54 per share cash tender offer for all of Ogilvy's common shares.

The merger announcement, made last Tuesday (May 16), came on the heels of an

A
New
Leader^{has}
Emerging^{ed}

A discreet, intelligent brokerage service with over \$525,000,000 in radio/television mergers and acquisitions.

CHARLES E. GIDDENS
BRIAN E. COBB
202-785-4333
RANDALL E. JEFFERY
407-295-2572
ELLIOT B. EVERS
415-391-4877

**RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS**



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

initially cool reception of WPP's proposal made late last month to acquire Ogilvy Group (BROADCASTING, May 8). At the time that WPP Group chief executive Martin Sorrell's takeover proposal was announced, Ogilvy Chairman and Chief Executive Officer Kenneth Roman emphasized that the company's board had long preferred that Ogilvy remain independent. Ogilvy founder David Ogilvy expressed sadness in the press that Sorrell, whom he pictured as a businessman, not an advertising man, might take over the company bearing his name. Sorrell's WPP made a hostile acquisition of J. Walter Thompson in 1987.

In a statement issued by Ogilvy last week, Roman said: "While we would have preferred to remain independent, and pursued many options to that end, we became convinced that a combination with WPP represented the most attractive course for the future of our organization."

In announcing the merger, the companies took pains to stress the Ogilvy Group's planned operating independence within the WPP Group and its continuity with current management and tradition. Under the agreement, the Ogilvy group will continue to operate as an autonomous entity, reporting to Roman. David Ogilvy will become chairman of WPP, while current WPP Chairman John Symonds will become deputy chairman.

The new WPP Group is expected to be the largest advertising-based company in the world, with revenues near \$2 billion. Operating 645 offices in more than 50 countries, the new WPP would have as

clients more than half of the *Fortune* 500 companies, according to Ogilvy.

To finance the tender offer, WPP plans to raise \$350 million through a rights issue of convertible preference shares, with the rest of the money coming from loan facilities ar-

ranged by Samuel Montagu & Co. and committed by Midland Bank and Citibank NA.

The tender offer is subject to regulatory and WPP shareholder approvals, and the tender of at least two-thirds of Ogilvy's outstanding shares. □

Growth problems for children's barter

After several years of growth, children's barter syndication is flat and may get flatter, according to some advertisers familiar with the market.

Advertising and media buying firms accounting for large portions of the spending in children's barter programs, which totaled about \$110 million in 1988, are predicting a decline of between 15% and 30% in the 1989-90 season.

The best-case scenario, according to the Advertiser Syndicated Television Association, the trade group representing barter sales companies, has the children's barter market flat. ASTA executive director Tim Duncan declined to speculate on what the worst case might be.

This year's developments appear to be a continuation of a trend that started last season, when only the top tier of programs, such as Disney's *Duck Tales*, Lorimar's (now Warner's) *Alvin and Funhouse*, Viacom's *Double Dare*, and a handful of others, saw mid-single-digit growth, while the remaining two dozen or so programs were flat on the revenue side.

At the same time, the network upfront

children's television market, just completed, has rebounded from several soft years, up almost 15% to \$156 million, according to Jon Mandel, vice president, national broadcast, Grey Advertising. Others put the network total even higher, at between \$160 million and \$170 million.

Mandel's estimate for the children's barter market is that it may be off 15%, with the top-rated programs showing modest gains and the rest experiencing significant revenue shortfalls. From the media buyer's standpoint, said Mandel, "barter and network are almost interchangeable. There may be a slight shift back toward barter during the scatter market," when network children's programs are priced less efficiently.

Still, Mandel believes that overall, children's barter will total \$90 million plus-for the 1989-90 season. He cited the children's cable program market as a major contributor to barter's downturn. "They [cable channels] ate off an extra \$27 million" of children's advertising in 1988-89, bringing cable's share of the children's advertising pie to \$40 million, said Mandel. He believes cable will maintain that level in the 1989-90 season as well.

Agency executives last week said many advertisers have become disillusioned with the children's barter market, citing frustration with the medium's practice of "spinning" pre-sold spots into programs and time periods that the advertisers did not originally buy.

Allen Bohbot, president, Bohbot Communications, a leading buyer of children's barter advertising, said his company bought \$28 million of such advertising last season, and will cut that back to perhaps \$5 million for the upcoming season. "Syndication is not a truly national medium," he said. "You're never sure where the advertising is going to run."

ASTA's Duncan acknowledged advertiser frustrations in tracking where their spots air. "To some degree, spinning spots will always be there. It's the nature of the beast," said Duncan, due to station program preemptions and cancellations. But he also cited Nielsen's inability to track with great accuracy where spots eventually air.

He said ASTA is currently working with one company, AirTrax in Van Nuys, Calif., which has demonstrated a system that, he says, appears to be more accurate than Nielsen in tracking advertising spots on the air. He stopped short of giving the AirTrax system an endorsement, saying it was premature. "But we know we can get the tracking accuracy higher" than Nielsen's current 55% to 60%, he said. Duncan said he's trying to get Airtrax and Nielsen to work together on the problem.

Bohbot said his company, for the first time, bought a major piece of children's

**ONE
THOUSAND
DAYS
ONE
BILLION
DOLLARS**

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

advertising—\$10 million—in the network upfront market. He also said he'd be shifting most of the remaining children's dollars he has to spend into national spot, going at least 100 markets deep, possibly deeper.

"We don't want to do this," Bohbot said. "It's a ton more work for us. But the medium no longer has the confidence of advertisers." Bohbot agreed, however, that the top handful of children's barter programs should continue to thrive. He cited Disney's two programs, *Duck Tales* and *Chip & Dale*, Claster's *Muppet Babies*, and Warner's *Alvin and Fun House*, as shows with advertiser demand. "Almost everything else, I think, will be in trouble," he said.

Some 33 programs were offered in the children's barter market last year, up from just five such programs two seasons before it. According to Grey's Mandel, there are probably "15 or 20 [programs] that shouldn't have been on the air in the first place." This season, the total dropped to 29 children's barter shows, and the total will probably decrease again next season.

Dawn Imber, media supervisor, Leo Burnett agency, added that the medium's basic problem is one of "segmentation—an increase in the number of programs fighting for the same time periods and the same pool of dollars." □

CBS and Time promote value of older demographics

CBS is continuing its effort against what it feels is age discrimination by advertisers in their allocation of media dollars. The network's marketing division teamed up with Time Inc.'s magazine division to extol the purchasing power and growing numbers of the older-skewing audience in which CBS is stronger.

"We have been singing this song for a long time," said Tom Leahy, president, CBS marketing division, and "realized along with Time Inc. that it would help our credibility if the message was presented by a third party." The two companies chose as their third party an Emeryville, Calif.-based consultant, Age Wave Inc., which produced a 105-page report, "The Shifting American Marketplace."

The Age Wave report and presentation discusses demographic changes that are resulting in an older population. It said that between 1990 and 2000, the number of those aged 18-24 will decrease 5%, to roughly 24 million; those 25-34 will decline 14% to roughly 36 million; those 35-44 will increase 16%, to just under 45 million; those 45-54 will jump 45% to roughly 36 million, and those 55-64 will increase 13% to roughly 23 million.

The report also suggests that those older viewers have higher income than younger viewers and also suggests that new industries may be created to cater to the aging population:

Leahy said the older viewers of the next 10 years will also be active consumers: "For some strange reason, the young plan-

ner and brand manager thinks that at 50 people are brain dead. But the newer older viewers are not people out of the depression who always considered themselves poor,

but rather they come out of the post-depression, and if they have two plastic cards which are not overdrawn they think they are in great shape." □

Changing Hands

WDBD-TV Jackson, Ms. □ Sold by trustee in bankruptcy for Media Central Inc. to D&K Broadcast Properties for \$9 million. **Seller** is C. Kenneth Still, trustee in bankruptcy for Media Central Inc., Chattanooga-based group owner that is bankrupt, owned by Morton Kent and family. **Buyer** is owned by Louis T. Donatelli, Douglas J. Donatelli, William M. Harvey and D&K Media Holdings Inc. Donatelli & Klein Inc., which is ultimate controlling entity through its 100% ownership of stock of sole general partner of applicant, is sole general partner of applicant and is sole general partner and controlling entity of WDSI LP, licensee of WDSI(TV) Chattanooga, TN. WDBD-TV Jackson, MS operates on ch. 40; 1492 kw visual; HAAT: ant. 1,040 ft.

WYMJ(FM) Beavercreek, Ohio □ Sold by Ohio Broadcast Associates to Dayton Radio Inc. for \$3 million. **Seller** is owned by Arnold Malken who also owns KEYS(AM)-KZFM(FM) Corpus Christi, Tex. **Buyer** is owned by Jose M. Lopez, Alan D. Gray, Loyal W. Wilson, and Primus Capital Fund II. Alan Gray owns interest in Stoner Broadcasting System Inc. (less than 1%) and Jacor Communications (less than 1%). WYMJ operates on 103.9 mhz with 3 kw and antenna 528 feet.

WBuv-TV Holly Springs, Miss. □ Sold by Relcom Corp. to Sonlight Broadcasting System Inc. for \$2 million. **Seller** is owned by Doyle Brunson, who has no other broadcast interests. **Buyer** is headed by Paul F. Crouch and has no other broadcast interests. WBuv operates on ch 40 with 5,000 kw visual, 500 kw aural and antenna 1,082 feet above average terrain.

KRLT-FM South Lake Tahoe, Calif. □ Sold by Fuller-Jeffrey Broadcasting Corp. to Regency Communications LP for \$1.25 million plus \$250,000 noncompete agreement. **Seller** is Sacramento, Calif.-based group headed by Robert Fuller and J.J. Jeffrey. It also owns KFME(FM) Chico, KREO(FM) Healdsburg, KHOP(FM) Modesto, KRXX(AM)-KRXX(FM) Roseville, KLSR-AM-FM Santa Cruz, KSRO(AM) Santa Rosa and KRLT(FM) South Lake Tahoe, KREO(FM) Healdsburg and KSRO(AM) Santa Rosa, all California; KJJY-FM Ankeny and KJJY(AM) Des Moines, both Iowa; WBLM(FM) Lewiston, Me.; and WOKQ(FM) Dover, N.H. **Buyer** is owned by Michael P. Cefaratti, Richard D. Singer, and David H. Isenberg, all general partners, and CGS Communications of Kingman Inc. and Desert Sands

West-Land Communicators, Inc.

has completed the acquisition of the assets of

WZFM-FM

White Plains, NY

from

Sage Broadcasting

*The undersigned initiated this transaction
and assisted both parties in the negotiations*

**THE
TED HEPBURN
COMPANY**

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

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

Communications, both limited partners. CGS Communications of Kingman Inc., is licensee of KAAA(AM)-KZZZ(FM) Kingman, Ariz. Michael P. Cefaratti, is president, director, and 26.4% shareholder of CGS Communications of Kingman Inc. Richard D. Singer, is vice president, secretary, director, and shareholder of CGS Communications. David H. Isenberg, is president, secretary, director, and shareholder of Isenberg Media Corporation (dba KOWL RADIO), current licensee of KOWL(AM) South Lake Tahoe, Calif. KRLT-FM operates on 93.9 mhz with 6 kw and antenna 58 feet below average terrain.

KVEE-AM-FM Grand Junction, Colo. □ Sold by Western Slope Broadcasting Co. to MBC Grand Broadcasting Inc. for \$520,000. **Seller** is owned by Barry Turner. Western Slope Broadcasting also owns WPFM(FM) Panama City, Fla. **Buyer** is headed by Richard C. Dean, and also owns WFMZ(FM) Allentown, Pa., and holds CP for WKJE(FM) Hertford, N.C., and CP for KJYE(FM) Grand Junction, Colo. KVEE is fulltimer on 1100 khz with 50 kw-D, 10 kw-N, and KVEE-FM operates on 92.3 mhz with 30 kw and antenna 1,385 feet above average terrain.

KWBG(AM) Boone, Iowa □ Sold by KZBA Inc. to G.O. Radio Ltd. for \$400,000. **Seller** is owned by Ben Doud who also owns 100 of KGWY(FM) Gillette, Wyo. and 51% of KPIN(AM)-KBBT(FM) Casa Grande, Az. **Buyer** is owned by Glen R. Olson, who owns controlling interest in KQWC-AM-FM Webster City, KSIB(AM)-KJTR-FM Creston, KQIS-FM Clarinda, all Iowa, and KDOM-AM-FM Windom, Minn. KWBG is fulltimer on 1590 khz with 1 kw, day, 500 w, night.

WILK(AM) Wilkes-Barre, Pa. □ Sold by Wyo-

ming Valley Broadcasting Co. to Keymarket of New Orleans Inc. for \$350,000 plus \$300,000 noncomplete agreement. **Seller** is owned by Roy E. Morgan and has no other broadcast interests. **Buyer** is owned by Kerby E. Confer and Donald J. Alt. Donald Alt owns WRUS(AM)-WBVR(FM) Russellville, Ky. Kerby Confer also owns WTCB-FM Orangeburg, S.C.; WNNK-FM Harrisburg, Pa.; KOKE(AM)-KKMJ(FM) Austin, Tex.; WECZ(AM) Hickory, N.C.; WVRV-AM-FM Memphis; WYOM(AM)-WKRZ-FM Wilkes-Barre, Pa. Wilk is fulltimer on 980 khz with 5 kw, day, 1 kw, night.

WSEL-AM-FM Pontotoc, Miss. □ Sold by Northeast Mississippi Broadcasting Co. to Tupelo Communications Inc. for \$327,000. **Seller** is owned by Jim Powell and has no other broadcast interests. **Buyer** is headed by Rod A. Callahan and has no other broadcast interests. WSEL is daytimer on 1440 khz with 1 kw, and WSEL-FM 96.7 mhz with 3 kw and antenna 405 feet above average terrain.

CABLE

System serving Half Moon Bay and Fort Ord, both California □ Sold by Coastsides Cable Television Inc. to Weststar Communications. **Seller** is owned by Burnette Hazen, who has no other cable holdings. **Buyer** is Fair Oaks, Calif.-based MSO serving approximately 18,000 subscribers in California and Idaho. It is principally owned by Rodney Hansen and Eugene Iacopi. It is purchasing systems in Idaho (see below). System serves approximately 13,000 subscribers with 18,500 homes passed. **Broker: Daniels & Associates.**

System serving St. Maries and Kellogg, both Idaho □ Sold by Clear Water Commu-

nications Inc. to Weststar Communications Inc. **Seller** is Couer d'Alene, Idaho-based company principally owned by Ted Hughett. It has no other cable holdings. **Buyer** is purchasing systems in California (see above). System serves approximately 3,529 subscribers with 4,500 homes passed. **Broker: Daniels & Associates.**

System serving Spearman and Shamrock, both Texas □ Sold by Spearman and Shamrock Cable Television to Mission Cable Co. LP. **Seller** is affiliate of Cossette Investment Co., Shamrock-based investment firm with no other cable holdings. **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan, serving approximately 50,000 subscribers. System serves approximately 2,207 subscribers with 2,550 homes passed. **Broker: Daniels & Associates.**

System serving Osburn and Wallace, both Idaho □ Sold by Televue Antenna Inc. to Weststar Communications Inc. **Seller** is principally owned by William Zanetti and has no other cable holdings. **Buyer** is buying systems in California and Idaho (see above). System serves approximately 1,750 subscribers with 2,100 homes passed. **Broker: Daniels & Associates.**

System serving Foxfire Village and Moore County, both North Carolina □ Sold by CableVision of Foxfire to American Television & Communications. **Seller** is owned by Marsha and Russ Davis, and has no other cable holdings. **Buyer** is Stamford, Conn.-based MSO that serves approximately 3.7 million subscribers in 31 states. System has 200 subscribers and passes approximately 2,000 homes. **Broker: Daniels & Associates.**

System serving Culdesac, Craigmont, Nezponce, Cottonwood and Elk City, all Idaho □ Sold by Culdesac Cable TV, Video Communications Inc. and Grangeville TV Service to Weststar Communications Inc. **Sellers** have no other cable holdings. **Buyer** is purchasing systems in California and Idaho (see above). System serves 685 subscribers with 1,170 homes passed. **Broker: Daniels & Associates.**

SMATV systems serving apartment, condominium and cooperative complexes in Atlanta □ Sold by The Cable Club to MaxTel Cablevision. **Seller** is headed by Jeff Dorn, and also owns two SMATV systems in Chicago. **Buyer** is Bethesda, Md.-based MSO serving approximately 38,000 subscribers in 28 states. Systems pass approximately 4,200 units. **Broker: Frank Boyle & Co.**

Systems serving apartment complexes in Greensboro, Durham and Charlotte, all North Carolina □ Sold by Pegasus Communications Inc. to American Television & Communications Corp. **Seller** is owned by Craig Brubaker, Bloomington, Ind.-based SMATV operator with 18 SMATV systems in 14 states serving 3,000 subscribers. **Buyer** is purchasing other systems in North Carolina (see above). Systems serve approximately 335 subscribers with 735 homes passed. **Broker: National Satellite Equity Associates.**

System serving Sedan, Kan. □ Sold by Cable TV of Sedan to Mission Cable Company LP. **Seller** has no other cable holdings. **Buyer** is purchasing systems in Texas (see above). System serves about 600 subscribers with 700 homes passed. **Broker: Hardesty, Puckett & Co.**

For other proposed and approved sales see "For the Record," page 75.

—YOUR FINANCIAL CONCERNS— —ARE TOO IMPORTANT—

... too important to entrust to just any firm. With over 50 years of collective experience in valuation and appraisal matters, Harrison, Bond & Pecaro brings unequalled technical skills, market and station knowledge, and attention to detail to every project.

The most successful companies in the communications industry retain our services. For appraisals, expert testimony, and financial consulting, place your confidence in Harrison, Bond & Pecaro.

—HARRISON—
—BOND &—
—PECARO—

1815 H Street, NW • Suite 700 • Washington, DC 20006 • (202) 775-8870

PERSPECTIVE ON THE NEWS

Of cable and courts, franchising and the First

Rulings in 'Preferred' case may help determine whether there has been sea change in court's perception of cable as First Amendment speaker

Cities and members of the cable television industry are awaiting with varying degrees of hope and concern—depending on the special interests involved—the formal rulings of a U.S. district judge in Los Angeles on a number of summary judgment motions that had been filed in the latest round of *Preferred Communications v. City of Los Angeles*. For those formal rulings could help provide an answer to the question perplexing government, courts and the industry of the degree to which cable television is a First Amendment speaker.

It is too much to expect a definitive answer. As simply additional rulings from another trial court judge in another *cable television applicant v. city* case, they might be viewed only as additional increments in the growing body of court law on a question that defies easy answer. But the tentative rulings Judge Consuela Marshall issued on the motions two months ago—and the background of court law against which she issued them—indicate that a lawyer involved in the issue may be right when he says "a sea change" has occurred in the manner that judges are regarding cable's First Amendment rights, at least as they affect applications for franchises.

The courts seem less willing than some had been in the past to regard cable systems as electronic newspapers.

For a time, Oakland, Calif., attorney Harold Farrow had struck fear in the hearts of cities, not to mention the cable television establishment, when he argued—successfully—that cable television is entitled virtually to the same First Amendment rights as the print media and that, as a result, cable applicants could not be denied a franchise simply because a city was already receiving cable service. Essentially, he argues that access cannot be denied if there is room on the utility poles for the newcomer's wires.

U.S. judges in the California cities of Palo Alto and Santa Cruz accepted that argument. And a judge in Sacramento, acting on a jury's findings, held that the city had violated Farrow's client's First Amendment rights in denying it a franchise. If nothing else, the decisions shook the confidence of cities that the Cable Communications Policy Act of 1984 authorizing them to issue "one or more franchises" permits them to limit the number to one. At least as disturbing were the judges' decisions in Palo Alto and Santa Cruz holding that most



Miller and Holbrooke

franchise requirements—access channels, state-of-art equipment, wiring the entire city and the like—were unconstitutional.

But the Farrow wave may have reached its high-water mark earlier, in the first round of the *Preferred* case. In 1982 the U.S. District Court in Los Angeles had dismissed *Preferred*'s complaint against the city for denying it a franchise: *Preferred* had refused to participate in the "auction" process the city uses to select franchisees

from among competing applicants. But a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit overturned that decision in language that echoed Farrow's argument as to the purity of cable television's First Amendment rights (*BROADCASTING*, March 4, 1985). Farrow had prevailed. Or so it seemed.

It was the Supreme Court, finally, in June 1986, that made the point that the issue was not a simple one. In sending *Preferred* back to the district court for trial, the high court agreed that cable television's activities "implicate First Amendment interests." But it also said that where a cable system's "speech and conduct are joined in a single course of action," those First Amendment values "must be balanced against societal interests." And Justice Harry A. Blackmun, in a concurring opinion in which Justices Thurgood Marshall and Sandra Day O'Connor joined, stressed that the court's opinion leaves open the question of "the proper standard for judg-

April, 1989

\$2,500,000

SENIOR SECURED DEBT

has been arranged with

GLENFED FINANCIAL CORP.

to acquire certain radio assets of
WDAD/WQMU-FM in Indiana, Pennsylvania for

RMS MEDIA MANAGEMENT

Dick and Nancy Sherry, principals

The undersigned represented the borrower in this transaction.
This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

101 E. Kennedy Blvd.
Suite 3300
Tampa, FL 33602
813/222-8844

CEA, Inc., 375 Park Ave.
Suite 3808
New York, NY 10152
212/319-1968

1133 20th Street, N.W.
Suite 260
Washington, DC 20036
202/778-1400

1235 Westlakes Drive
Suite 140
Berwyn, PA 19312
215/251-0650

Presidential thank-you

President Bush has accepted Dennis Patrick's resignation as chairman of the FCC with a letter praising him for his policies of "open entry" and "well-defined intellectual property rights" and for his "commitment to protecting the First Amendment rights of broadcasters."

Patrick delivered his resignation to the White House last month (BROADCASTING, April 10). It takes effect upon the swearing in of his successor, who has yet to be named.

The full text of Bush's letter, dated May 2, follows:

Dear Dennis: Thank you for your letter of April 4, 1989. I accept, with much regret, your resignation as a member and chairman of the Federal Communications Commission, effective upon appointment and qualification of your successor. You will be missed.

As you return to the private sector, you can take great pride in your many accomplishments. During your tenure as associate director of Presidential Personnel at the White House, you served with distinction. More recently, as a member and chairman of the FCC, you have made significant contributions toward our policy objectives regarding broadcasting and telecommunications.

In the advent of the "information age," it is vital that our nation's telecommunications be marked by efficiency, innovation and sophisticated technology. You have helped to promote this goal by ensuring that government regulation is effective, not excessive.

In the area of mass media regulation, you have given emphasis to policies of open entry competition and well-defined intellectual property rights. I commend you for your commitment to protecting the First Amendment rights of broadcasters. Your capable leadership at the Federal Communications Commission has advanced considerably our goal of a free, diversified and vigorously competitive mass media marketplace.

I salute and thank you for your service to our nation during this administration and that of my distinguished predecessor, President Reagan. You have made lasting contributions to the public good.

Sincerely,
George Bush

ing First Amendment challenges" to a municipality's cable franchising process. "Different communications media," Blackmun noted, "are treated differently for First Amendment purposes."

Then, over the past year and a half, courts around the country began dealing with the issue by avoiding it. Applicants for second franchises in Detroit and St. Paul, for instance, had claimed their First Amendment rights were violated when those cities rejected their proposals. But in each case, the court held that the would-be overbuilder lacked standing to make that claim—in Detroit, because City Communications Inc. had not filed for a second franchise, and in St. Paul, because a jury found that Nor-West Cable Communications did not have the capability to build a second system. (However, the court in that case approached, at least, the First Amendment issue in a jury finding that a second franchise would have an adverse impact on the city, and that as a result the city would have been entitled to deny access even if Nor-West had standing.)

There has been at least one case in which a court considered and rejected the First Amendment argument that served as the basis of a suit against a franchise authority. Chicago Cable Communications contended that a franchise requirement that it produce locally originated programming—and do so within the city limits—was an unconstitutional, content-based regulation. But the court disagreed; it said the franchise authority did not dictate content of the programming, and added that the qualities embodied in the term "localism," such as community pride, justified the requirement of local production. The decision has been appealed.

It is not only the courts that appear to be drawing back from the notion that a purist view of the First Amendment is viable in the development of cable television policy. In January, a communications attorney known for what seemed single-minded devotion to the concept of cable television's First Amendment rights—he had challenged, on constitutional grounds, both versions of the FCC rules requiring cable systems to carry the signals of local stations, and won—raised some eyebrows with a speech on cable television and the First Amendment. "Any constitutional assessment of cable television franchise issues based on the analogy of cable and newspapers," said Jack Cole, "will not withstand scrutiny in the Supreme Court."

Cole still contends that efforts to regulate the content of cable television systems would be unconstitutional. But, as he said in his speech to the Colorado Cable Television Association, while city streets have been characterized as "public forums," where a citizen's right to speak are protected, the cable operator is a more complicated piece of work than an ordinary citizen: "The cable operator comprehends a permanent, physical installation of a complex of wires and associated electronics over and under the public domain." The distinction between the two kinds of use, Cole said, will ultimately lead the Supreme Court to "a modified, more limited First Amendment status or protection for cable television in this complex area of franchising

SANDLER CAPITAL MANAGEMENT

is pleased to announce that

MICHAEL J. MAROCCO

formerly with Morgan Stanley & Co. Incorporated, has joined the firm as President of

SANDLER MEDIA GROUP, INC.

an entity that will specialize in private investment and advisory activities for the media and entertainment industry.

**SANDLER
MEDIA GROUP
INC.**

1114 AVENUE OF THE AMERICAS 38TH FLOOR NEW YORK, NY 10036 (212) 391-8200

relationships."

And it could be the federal judge in Los Angeles, in her formal rulings on some of the summary judgment motions in the new round of the *Preferred* case, who points the way to such a "modified" First Amendment status. In one of her tentative rulings, Marshall rejected Farrow's contention, in behalf of *Preferred*, that the court should follow the First Amendment standard laid down by the Ninth Circuit. But she also rejected the city's argument that the court should follow the public forum doctrine, under which a governmental entity can deny speech on property it owns without violating the First Amendment.

Instead, Marshall said in March she would employ the *O'Brien* test (BROADCASTING, March 27). That requires a determination of whether a government regulation impinging on speech furthers an important government interest unrelated to the suppression of free expression, and whether the regulation is no broader than reasonably necessary to further that interest.

It was Marshall's tentative rulings—another one would deny *Preferred*'s claim for damages of \$32 million—coming on top of court decisions favoring the cities in their franchising battles that led Nick Miller, of Miller & Holbrooke, one of the communications firms most active in representing cities in franchising matters, to speak of a "sea change" in the courts' attitude toward cable television's First Amendment rights in the franchising area.

Miller & Holbrooke represents the City of Los Angeles in its court battle with *Preferred*, a point Farrow notes in dismissing Miller's analysis with an expletive. He contends the decisions in the Ninth Circuit, Palo Alto, Santa Cruz and Sacramento cases remain "the most widely read" among cable television legal literature. As for Marshall's tentative rulings, those are "just conversation," he huffed. "They [Miller & Holbrooke] are trying to make the world believe the case is over, but the judge hasn't ruled on a thing." His only concession was that Marshall "has not been a sympathetic judge." Still, he said, "We damn sure haven't lost yet, and I don't expect to lose. I may have to go to the circuit court [on appeal], but I'll win."

(Despite such apparent confidence in the validity of his arguments in court, Farrow seems to be developing fallback positions. He talks of Congress and state attorneys general—with state courts as *their* arenas—taking the lead in breaking up what he sees as cable television monopolies as a means of "advancing the goals of the First Amendment." He talks, too, of the cable television industry yielding on political issues. "Cable was freed up from the dead hand of local government so it could report on local government," Farrow said, in an apparent reference to the Cable Act. "But it will have to give up the monopolies it maintains with the aid of the local city council.")

George Shapiro is a communications lawyer who represents cable interests and who agrees "the jury is still out" on cable television's First Amendment right to serve a city. But he is sympathetic to Farrow's



Cole



Shapiro

arguments; he is concerned about a scenario in which municipalities have the power to grant access to their streets to only one cable system. For then, he said, "you have cities rather than the marketplace determining which system provides better communications service." In most instances, he added, the First Amendment is designed to deny the government the power to make such choices. When government makes such a choice, he said, it has the power to impose a variety of obligations on a system. And he noted there is a rising tide of efforts at renewed regulation of the industry—of reinstating rate regulation, for instance, and must carry. He sees cable operators facing the same kind of political and moral "turmoil" he says broadcasters are confronting in connection with the fairness doctrine: Accept the doctrine and the regulations that will accord security; reject it and face the denial of that security.

An interested but relatively passive observer of the court fights that will have a major impact on cable policy is the Nation-

al Cable Television Association. As an organization devoted to the well being of its members, it is not interested in pressing hard for multiple franchising and the competition that could generate for incumbent systems. But it is interested in its members' First Amendment rights. So there is a nice tension between the two interests, a tension that requires watchfulness and care to preserve. And NCTA seems confident it can manage that, with the aid of the Cable Act. "The Cable Act recognizes that the First Amendment applies to [cable] content but allows cities to impose legitimate business regulations on systems," says NCTA spokesman John Wolfe. "We think a city has the right to award as many—or as few—franchises as it wants, but on equal terms," a reference to Farrow's position that the First Amendment protects applicants seeking to become second systems from most of the requirements being borne by incumbents. But the feeling at NCTA headquarters seems to be that things are going its way.

Whether NCTA's laid-back attitude remains justified when cable television law becomes more fully formed remains to be seen. If nothing else, cable television has a dynamism all its own, one with which the law sometimes has trouble keeping up. Of course, it may be that Shapiro's, and Farrow's, concerns about cable operators making Faustian deals with cities are misplaced. But it may be that Marshall, the U.S. judge in Los Angeles will call the game to be played *O'Brien*. And in that one, there are no sure winners. □



We know where the money is; We know who is ready to buy; We know who is ready to sell; And we know how to get them together.



Thoben-Van Huss & Associates, Inc.

107 N. Pennsylvania Street, Suite 503, Indianapolis, IN 46204
(317) 636-1016 • FAX: (317) 637-2209

High definition gets more Hill time

House and Senate subcommittees hear testimony on bills to strengthen U.S. hand in HDTV with changes to antitrust laws

The United States' competitive standing with Japan and Europe in the race for high-definition television was a hot topic on Capitol Hill again last week as the subject of hearings in both houses of Congress.

The Senate's first hearing specifically examining HDTV was held last Tuesday (May 16) by the Senate Science, Technology and Space Subcommittee, chaired by Albert Gore (D-Tenn.). The following morning on the House side, where HDTV has been the subject of hearings for a year and a half, the Judiciary Committee's Economic and Commercial Law Subcommittee, chaired by Jack Brooks (D-Texas), was involved in the more routine business of discussing bills that have been introduced to strengthen U.S. competitiveness in HDTV and other high-technology industries through reform of the current antitrust laws.

A common event to both hearings was criticism of Commerce Secretary Robert Mosbacher. The chairmen of both committees complained that Mosbacher or a representative from the Commerce Department were invited to appear at both hearings, but declined. "It is a keen source of disappointment that the Department of Commerce has elected to remain away from this hearing, since the department will presumably be the focal point of any action the United States Government may take," Gore said.

Mosbacher has recently given interviews to the *New York Times* and other publications indicating that he is in favor of some form of change in the antitrust law to aid U.S. HDTV manufacturing. Brooks said at his antitrust hearing that Mosbacher would be invited to other hearings in the future. "He will have the opportunity to express his views, whatever they are," Brooks



Subcommittee Chairman Gore makes a point

said.

"We must have some idea of how to proceed. In what stages? With what kinds of support from the government? With what kinds of divisions of tasks within the government and with what levels of cooperation in industry?," Gore said. In order to address what he considered Mosbacher's inaction, Gore introduced a bill that would require the Commerce Department to complete a report to the President and Congress on strategies for establishing an HDTV set manufacturing industry in the United States. The report would be due 90 days after the passing of the bill. (Commerce had indicated previously that it plans to complete such a report by this summer.)

Craig Fields, director of the Defense Department's Defense Advanced Research Projects Agency (DARPA), however, had praise for the Commerce Department. He said that communication between DARPA and the Commerce Department has im-

proved since Mosbacher arrived. He said that Congressional involvement in HDTV has been high. "What I'm concerned about is industry. Who can speak for the industry?"

There was news to report on the progress toward deciding which companies will receive shares of the \$30 million DARPA has set aside to fund research and development of HDTV displays and video processing systems. At Congressional hearings the week before, Fields reported that DARPA has narrowed the field to 49 proponents and that announcements on who will receive contracts should be made later this month (BROADCASTING, May 15). Only three or four candidates are expected to be awarded contracts. A DARPA spokeswoman said last week that the announcement will likely be made following the Memorial Day holiday (May 29).

Fields used his appearance at the Senate hearing last week to list and prioritize the steps he feels government and industry must take in order to establish a viable HDTV manufacturing industry in the U.S. Among the highest priorities he listed: improvements in display and other HDTV technologies through American R&D efforts; the building of new U.S.-owned manufacturing facilities in the U.S., and new trade policies that will insure that American goods can compete in both domestic and foreign markets without resorting to protectionist measures.

To the surprise of some, Fields placed the selection of an HDTV transmission standard by the FCC as a "medium priority... We have to choose standards that are flexible to accommodate rapid technological change. Whatever standards we choose, they are not going to last 30 years like the

Expert television, radio, cable, mobile radio
appraisals, purchase price allocations and due diligence reviews.
Contact Anthony P. Kern, Vice President, Financial Services.

MALARKEY-TAYLOR APPRAISALS
A DIVISION OF MALARKEY-TAYLOR ASSOCIATES, INC.

1130 CONNECTICUT AVENUE, NW WASHINGTON, DC 20036 (202) 835-7800 FACSIMILE (202) 835-7811

Spelling Entertainment Inc.

has been formed to effect the combination of

Aaron Spelling Productions, Inc.

and

Worldvision Enterprises, Inc.

We acted as financial advisor to the **Independent Committee of the Board of Directors of Aaron Spelling Productions, Inc.**

Donaldson, Lufkin & Jenrette

May 1989

last standards."

Some, such as John Abel, executive vice president, National Association of Broadcasters, who later appeared on a panel before the Senate Committee, disagreed with Fields, saying that choosing a transmission standard should be the first priority. "Once the standard is set, the receiver manufacturers will know to what standard they should build their receivers. A single standard is absolutely required if consumers are to have access to advanced television receivers at the lowest possible price," Abel said.

He also said that the U.S. is not lagging behind Europe and Japan in development of HDTV terrestrial transmission systems and pointed to the progress that broadcasters are making toward recommending a standard to the FCC through the work of the FCC's industry-led advisory committee and the Advanced Television Test Center. "We plan to do this without government subsidies, government loans or antitrust exemptions," he said.

James Carnes, vice president of consumer electronics and information sciences for the David Sarnoff Research Center, also stressed the importance of a transmission standard over other considerations. "Free local television with local information content has been the bedrock of our broadcast and television policy, and the public has come to expect it. It is key to our way of life in America and our HDTV transmission system must reflect this," he said.

But most of the witnesses before the committee were more concerned with American trade policy. Many of them claimed that the U.S. share of the semiconductor industry is at stake. Japanese and European companies that build the high-tech TV sets of the future, which will resemble computer terminals in construction, will tend to use their own chips rather than American built ones, it was argued. William Connolly, president of Sony Advanced Systems, Teaneck, N.J., disputed that claim. "There's a myth that Japanese companies buy only from themselves. When high-quality, reasonable cost components are available from U.S. firms, they buy them," he said.

At the core of the discussion was a question often repeated by Gore: "Who is us?" What characteristics, he asked, determine whether a company is American or foreign, since although some may be foreign-owned, they might have substantial amounts invested in manufacturing facilities in this country, while U.S.-owned countries might do much of their manufacturing abroad. Gore said that he tended to agree with a list of criteria developed by DARPA, which Fields said, includes the amount of U.S.-based manufacturing; the location of R&D facilities; the nationality of the R&D scientists; the nationality of the employees; the nationalities of those who own voting stock; where dividends of the company are disbursed, and where components for the sets are purchased.

Both Connolly and Donald F. Johnstone, president and CEO of European-owned Philips Consumer Electronics, both claimed large manufacturing and R&D facilities and large U.S. work forces. Johnstone said that Philips employs 52,000 Americans at 96

different facilities and holds \$3 billion in assets in the U.S. Sony employs over 14,000 at 10 facilities and holds \$2.2 billion in assets, Connolly said.

In answer to a question by Gore, Jerry Pearlman, president and CEO of Zenith Corp., the only U.S.-owned manufacturer of TV sets, said that the concentration of American-made components in a Zenith and Philips TV set are about the same. He added: "North American Philips meets the

in current antitrust law to encourage joint manufacturing ventures. Among the main goals of the bills is to stimulate U.S. production of high-definition television equipment and other high-tech products. Sponsors of bills who appeared before the Economic and Commercial Law Subcommittee: Representatives J.J. Pickle (D-Tex.), Rick Boucher (D-Va.), Tom Campbell (R-Calif.) and Ron Wyden (D-Ore.). Members of the subcommittee present who



DARPA Director Craig Fields

test that Dr. Fields laid out for receivers. I suspect that they wouldn't meet the test for picture tubes, which are going to be 50% of the content." He said that he felt the criteria for R&D facilities in this country are not met by Sony. Connolly replied: "We have about the same 8,000 employees in consumer electronics" as are employed by Philips.

Pearlman turned heads by proposing that the federal government pay for its funding of extensive HDTV research through an excise tax of \$5 on every color TV set sold for three or four years. The money would be used to establish an "HDTV trust fund" that would be administered jointly by the Commerce Department and DARPA. Pearlman estimated that the tax would accumulate \$100 million a year. "Not too many industries ever say: 'Tax us to help pay for what we need.' But that's exactly what Zenith proposes," Pearlman said.

But there was little evidence that the rest of the consumer electronics industry was prepared to accept the Zenith proposal. Thomas P. Friel, group vice president of the Electronics Industry Association's Consumer Electronics Group, which represents U.S. and foreign-owned companies, said that an excise tax "is a tempting but unfair solution to aid Congress in its quest to fund research for HDTV. Such a tax will be passed along to the consumer.... We at EIA heard the President loud and clear when he said 'no new taxes.' We hope the Congress will read his lips as well."

□

At the House hearing, congressmen reviewed several bills proposing adjustments

are also sponsors of antitrust reform legislation were Don Edwards (D-Calif.) and Hamilton Fish (R-N.Y.).

The lone dissenter to the general consensus that some antitrust reform is needed was Mike Synar (D-Okla.). "I am not yet convinced that the changes proposed are necessary. For some reason, there is a growing belief that removal of antitrust protections in various areas of business is the panacea to all of America's real or imaginary industrial and manufacturing problems," Synar said. He said that under current law, several joint ventures already exist and that the Justice Department has never charged a joint venture with breaking the antitrust laws.

Campbell agreed that under current law, most joint ventures are not in danger of violation. But the code is not always explicit and companies cannot always be sure of how a court will rule on antitrust cases. Boucher, who is co-sponsoring the "National Cooperative Innovation and Commercialization Act of 1989" with Campbell, added that a prudent corporate counsel would be justified in advising against many joint ventures under today's laws.

Boucher agreed with Synar's statement that joint ventures do not have much to fear from the Justice Department. However, suits will always be a high risk, he said. Campbell also said that while many joint ventures are not in violation of federal laws, state antitrust laws stifle the creation of joint ventures in some parts of the country. The Boucher-Campbell bill would provide for federal and state exemptions, he said. □

For the Record

As compiled by BROADCASTING from May 11 through May 17 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

■ KWHN(AM)-KMAG-FM Fort Smith, AR (AM: BAL890504EB; 1320 khz, 5 kw-U, DA-2; FM: BAL890504EC; 99.1 mhz, 100 kw; HAAT: ant. 2,000 ft.)—Seeks assignment of license from Johnson Communications Inc. to Fort Smith FM Inc. for \$1.2 million. Seller principally owned by Dewey Johnson and James Cybert, who have no other broadcast interests. Buyer is owned by Alan M. Germond, 85%; Donald A. Lynch, 10%, and James David Baugher, 5%. Main principal of Fort Smith FM Inc.

is owner of Columbia FM Inc., licensee of KARO(FM) Columbia, MO. Filed May 4.

■ KRLT-FM South Lake Tahoe, CA (BALH890428EJ; 93.9 mhz; 6 kw; HAAT: ant. minus 58 ft.)—Seeks assignment of license from Fuller-Jeffrey Broadcasting Corp. to Regency Communications LP for \$1.25 million plus \$250,000 noncompete agreement. Seller is Sacramento, Calif.-based group headed by Robert Fuller and J.J. Jeffrey. It also owns KFME(FM) Chico, KREQ(FM) Healdsburg, KHOP(FM) Modesto, KRCX(AM)-KRXQ(FM) Roseville, KLRN-AM-FM Santa Cruz, KSRO(AM) Santa Rosa and KRLT(FM) South Lake Tahoe. KREQ(FM) Healdsburg and KSRO(AM) Santa Rosa, all California; KJJY-FM Ankeny and KJJY(AM) Des Moines, both Iowa; WBLM(FM) Lewiston, ME, and WOKQ(FM) Dover, NH. Buyer is owned by Michael P. Cefaratti, Richard D. Singer and David H. Isenberg, all general partners, and CGS Communications of Kingman Inc., and Desert Sands Communications, both limited partners. CGS Communications of Kingman Inc. is licensee of KAAA(AM)-KZZZ(FM) Kingman, AZ. Michael P. Cefaratti is president, director, and 26.4% shareholder of CGS Communications of Kingman Inc. Richard D. Singer is vice president, secretary, director and shareholder of CGS Communications. David H. Isenberg is president, secretary, director and shareholder of Isenberg Media Corp., dba KOWL Radio, current licensee of KOWL(AM) South Lake Tahoe, CA. Filed April 28.

■ KSUE-AM-FM Susanville, CA (AM: BAL890505EA; 1240 khz; 1 kw-U; FM: BALH890505EB; 93.3 mhz; 100 kw; HAAT: ant. 1,155 ft.)—Seeks assignment of license from Radio Lassen to Sierra Broadcasting Corp. for \$950,000 ("Changing Hands," May 8). Seller is principally owned by Cecil and Dayne Webb, who have no other broadcast interests. Buyer is new California-based corporation headed by Rodney Chambers, president, and George Carl, chairman. Both principals are part of management

team of KVON(AM)-KVYN(FM) Napa, CA. Carl will remain in Napa, and Chambers will relocate to Susanville to manage properties. Filed May 5.

■ KVEE-AM-FM Grand Junction, CO (AM: BAL890428EH; 1100 khz; 50 kw-D, 10 kw-N, DA-2; FM: BALH890428EJ; 92.3 mhz; 30 kw; HAAT: ant. 1,385 ft.)—Seeks assignment of license from Western Slope Broadcasting Co. to MBC Grand Broadcasting Inc. for \$520,000. Seller is owned by Barry Dean who also owns WPFM(FM) Panama City, Fla. Buyer is headed by Richard C. Dean and also owns WFMZ(FM) Allentown, PA, and holds CP for WKJE(FM) Hertford, NC, and CP for KJYE(FM) Grand Junction, CO. Filed April 28.

■ KSGM(AM) Chester, IL (BAL890503EC; 980 khz; 1 kw-D, 500W-N, DA-N)—Seeks assignment of license from Channel One Communications Inc. to Donze Communications Inc. for \$200,000. Seller is owned by Lester Elias, who also owns KSTZ(FM) Ste. Genevieve, Mo. Buyer is headed by Elmo L. Donze, president, and has no other broadcast interests. Filed May 3.

■ New FM, South Whitley, IN (BAPH890427GN; 101.1 mhz; 3 kw; HAAT: ant. 100 ft.)—Seeks assignment of license from Gary A. Salach to Larko Communications Inc. for \$1,000. Seller has no other broadcast interests. Buyer is owned by Philip Larko and has no other broadcast interests. Filed April 27.

■ KWBG(AM) Boone, IA (BAL890427EB; 1590 khz; 1 kw-D, 500 w-N, DA-N)—Seeks assignment of license from KZBA Inc. to G.O. Radio Ltd. for \$400,000. Seller is owned by Ben Doud, who also owns 100% of KGWY(FM) Gillette, Wyo. and 51% of KPIN(AM)-KBBT(FM) Casa Grande, Az. Buyer is owned by Glen R. Olson, who owns controlling interest in KQWC-AM-FM Webster City, KSIB(AM)-KITR-FM Creston, KQIS-FM Clarinda, all Iowa, and KDOM-AM-FM Windom, MN. Filed April 27.

Ceder Raleigh Ltd. Partnership

has acquired

WAKS/WAZZ

Fuquay-Varina, North Carolina

from

Meca Broadcasting Co., Inc.

for

\$1,430,000

We are pleased to have brokered this transaction.

Nationwide Media Brokers
Chapman
Associates

Corporate Offices • Washington, DC • 202/822-1700

BOSTON

617/330-7880
Kevin Cox • Bob Maccini

WASHINGTON

202/822-1700
Mitt Younts • Kent Replogle
Bill Cate

ATLANTA

404/698-9100
Ernie Pearce • Ed Shaffer

JACKSONVILLE

904/730-2522
Jim Brewer • George Reed

DALLAS

214/788-2525
Bill Whitley

LOS ANGELES

818/893-3199
Jim Mergen • Ray Stanfield

SAN FRANCISCO

415/937-9088
David LaFrance

KANSAS CITY

816/932-5314
Bill Lytle

SALT LAKE CITY

801/753-8090
Greg Merrill



■ **WBUY-TV** Holly Springs, MS (ch. 40; 5,000 kw visual; HAAT: 1,082 ft.)—Seeks assignment of license from Relcom Corp. to Sonlight Broadcasting System Inc. for \$2 million. Seller is owned by Doyle Brunson, who has no other broadcast interests. Buyer is headed by Paul F. Crouch and has no other broadcast interests. Filed May 3.

■ **WSEL-AM-FM** Pontotoc, MS (AM: BAL890501GK; 1440 khz; 1 kw-D, DA; FM: BALH890501GL; 96.7 mhz; 3 kw; HAAT: 405 ft.)—Seeks assignment of license from Northeast Mississippi Broadcasting Co. to Tupelo Communications Inc. for \$327,000. Seller is owned by Jim Powell, who has no other broadcast interests. Buyer is headed by Rod A. Callahan, who has no other broadcast interests. Filed May 1.

■ **WDBD-TV** Jackson, MS (ch. 40; 1492 kw visual; HAAT: 1,040 ft.)—Seeks assignment of license from C. Kenneth Still, trustee to D&K Broadcast Properties Ltd., for \$9 million. Seller is trustee in bankruptcy for Media Central Inc., Chattanooga-based group owner that is bankrupt, owned by Morton Kent and family. Buyer is owned by Louis T. Donatelli, Douglas J. Donatelli, William M. Harvey and D&K Media Holdings Inc. Donatelli & Klein Inc., which is ultimate controlling entity through its 100% ownership of stock of sole general partner of applicant, is sole general partner of applicant and is sole general partner and controlling entity of WDSI LP, licensee of WDSI(TV) Chattanooga, TN. Filed May 3.

■ **WYMJ(FM)** Beavercreek, OH (BALH890501GM; 103.9 mhz; 3 kw; HAAT: 528 ft.)—Seeks assignment of license from Ohio Broadcast Associates to Dayton Radio Inc. for \$3 million. Seller is owned by Arnold Malkan, who also owns KEYS(AM)-KZFM(FM) Corpus Christi. Buyer is owned by Jose M. Lopez, Alan D. Gray, Loyal W. Wilson and Primus Capital Fund II. Alan Gray owns interest in Stoner Broadcasting System Inc. (less than 1%) and Jacor Communications (less than 1%). Filed May 1.

■ **WILK(AM)** Wilkes-Barre, PA (BAL890428EK; 980 khz; 5 kw-D, 1 kw-N, DA-2)—Seeks assignment of license from Wyoming Valley Broadcasting Co. to Keymarket of New Orleans Inc. for \$350,000, plus \$300,000 noncomplete agreement. Seller is owned by Roy E. Morgan who has no other broadcast interests. Buyer is owned by Kerby E. Confer and Donald J. Alt. Latter owns WRUS(AM)-WBVR(FM) Russellville, KY. Kerby Confer also owns WTGB-FM Orangeburg, SC; WNNK-FM Harrisburg, PA; KOKE(AM)-KKMJ(FM) Austin, TX; WECZ(AM) Hickory, NC; WRVR-AM-FM Memphis, TN, and WYO-AM(AM)-WKRR-FM Wilkes-Barre, PA. Filed April 28.

■ **WKNL(AM)** Knoxville, TN (BAP890501EA; 760 khz; 1 kw-D, DA)—Seeks assignment of license from Family Stations Inc. to Tennessee Broadcasting Inc. for \$100,000. Seller is nonprofit corporation headed by Harold Camping. It owns WBF(FM) Birmingham, AL; KPHE(FM) Phoenix; KPJO(FM) Avalon, KECR(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KXFR(FM) Redding, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRA(FM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCTF(AM) Vernon, CT; WFDA(FM) Arcadia, WJFR(FM) Jacksonville and WWFR(FM)-WYFR (shortwave) Okeechobee, all Florida; WFRG(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both Iowa; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MS; WBYF(FM) Bay City, WGRF(FM) Rockford and WWMJ(FM) Sebawing, all Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WFBF(FM) Buffalo, WFRS(FM) Smithtown, WFNJ(FM) Syracuse and WFRW(FM) Webster, all New York; WAHD(FM) Wilson, NC; WCNF(FM) Cincinnati, WCUE(AM) Cuyahoga Falls, WOTL(FM) Toledo and WYTN(FM) Youngstown, Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WFRJ(FM) Johnstown and WFQA(AM) Nicholson, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont and new FM in Bridgeport, both Texas; KUFR(FM) Salt Lake City; KARR(AM) Kirkland and KJVH(FM) Longview, both Washington, and WMWK(FM) Milwaukee. Buyer is headed by Michael Ginter, president, and has no other broadcast interests. Filed May 1.

■ **KJUN(AM)** Puyallup, WA (BAPL890425ED; 1540 khz; 1 kw-U)—Seeks assignment of license from 777 Broadcasting Inc. to KLDY Inc. for \$500,000. Seller is owned by Ray E. Courtemanche and Cheri Patch, and has no other broadcast interests. Buyer is owned by Josephine Schilling-Baine and has no other broadcast interests. Filed April 25.

Actions

■ **WNYM(AM)** New York (BTC890309EC; 1330 khz; 5 kw-U, DA-1)—Granted app. of assignment of license from Salem Communications Corp. to Radio Vision Christiana

Management Corp. for \$13 million ("Changing Hands," April 3). Seller is Camarillo, Calif.-based group that also owns KGER(AM) Long Beach, KDAR(FM) Oxnard, KAVC(FM) Rosamond, KLFE(AM) San Bernardino and KPRZ(AM) San Marcos, all California; KHAA(FM) Port Sulphur, LA; WEZE(AM) Boston; WNYM(AM) New York; WRFD(AM) Columbus-Worthington, Ohio; KCFO(AM) Tulsa, OK; KPQD-AM-FM Portland, OR, and KGNW(AM) Burien-Seattle, WA. It is equally owned by Edward G. Atsinger III and Stuart W. Epperson. Atsinger also owns 50% of KKLA(FM) Los Angeles and KFAX(AM) San Francisco, and 35.05% of KKXX-FM Delano, Calif. Epperson also owns 50% of KFAX(AM) San Francisco and 35.05% of KKXX-FM Delano, Calif. Buyer is owned by Radio Vision Christiana Inc., headed by Luciano Padilla Jr., president. It has no other broadcast interests. Action April 25.

■ **WPSC(AM)** Pageland, SC (BAL881123ED; 1510 khz; 500 w-D)—Granted app. of assignment of license from Sandhill Broadcasting Co. to Michael B. Ginter for \$4,022. Seller is owned by Jack L. Nicholson. It has no other broadcast interests. Buyer owns WTNX(AM) Lynchburg, TN. Ginter is permittee of new AM stations in Atlantic Beach, SC; Gladstone, MO; Fairview, NC and Florence and Blythewood, both South Carolina. Action April 25.

■ **KKVU-AM-FM** Tremonton, UT (AM: BAL890306EA; 1470 khz; 5 kw-D, DA; FM: BAPLH890306EB; 104.9 mhz; 3 kw; ant. 150 ft.)—Granted app. of assignment of license from McAlester Broadcasting Systems of Utah Ltd. to Northern Utah Broadcasting Co. This assignment is pursuant to court order; consideration is partial resolution of pending lawsuit. KKVU is presently dark. Seller is headed by Bob McAlester. Buyer is owned by Glacus G. Merrill, Darla D. Clark and Marie B. Merrill. Action April 25.

■ **KSPO(AM)** Dishman, WA (BAP890213EA; 740 khz; 500 w-D)—Granted app. of assignment of license from Classical Music Broadcasters to KOL Radio Corp. for \$1,200. Seller is owned by Jim L. Key, who has no other broadcast interests. Buyer is headed by Thomas W. Read, who has interest in KTB(AM)-KGDN(FM) Ephrata, WA. He also owns eight FM translator stations in Washington. Action April 19.

■ **KTKL(FM)** Casper, WY (BALH890224GN; 106.9 mhz; 100 kw; ant. 1,833 ft.)—Granted app. of assignment of license from Wyoming Family Broadcasting Inc. to WEDR Inc. for \$375,000. Seller is owned by Karen Loucks who has no other broadcast interests. Buyer is owned by E.D. Rivers III, Rex B. Rivers, Kells R. Faulkner, Lucy R. McCartney and Georgia R. Salva. It also owns interest in WGUN(AM) Atlanta, WEAS-AM-FM Savannah and WGOV(AM)-WAAC-FM Valdosta, all Georgia; KWA-M(AM)-KRNH-FM Memphis; WCTH-FM Plantation Key and WSWN-AM-FM Belle Glade, both Florida. Action April 19.

New Stations

Applications FM's

■ **Conway, FL** (BPED890412MJ)—Bible Broadcasting Network Inc. seeks 88.3 mhz; 1.9 kw; 300 m. Address: P.O. Box 1818, Chesapeake, VA 23320. Principal is equally owned by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, H. Ron White, and Lindsay Poteat. It has no other broadcast interests. Filed April 12.

■ **Sylvester, GA** (BPH890413NJ)—Southwest Georgia Broadcasters seeks 106.1 mhz; 3 kw; 100 m. Address: 3333 Urban Ave., Columbus, GA 31907. Principal is headed by Albert E. Smith, general partner, and has no other broadcast interests. Filed April 13.

■ **Christopher, IL** (BPH890405ML)—Kenneth W. and Jane A. Anderson seek 103.5 mhz; 3 kw; 100 m. Address: Route 7, Box 385B, Marion, IL 62959. Principal has no other broadcast interests. Filed April 5.

■ **Henryville, IN** (BPED890418MA)—Henryville Community Radio Inc. seeks 88.3 mhz; 3.2 kw; 77 m. Address: 806 Tower Place, Louisville, KY 40223. Principal is equally owned by Jerry D. Cooper and Robert Stoll, and has no other broadcast interests. Filed April 18.

■ **Winchester, NV** (BP890501)—Winchester Broadcasting, LP seeks 620 khz. Address: 2340 Sawtelle Blvd. West, Los Angeles, CA 90064. Principal is headed by Clair Higgins, and has no other broadcast interests. Filed May 1.

■ **Stamford, TX** (BPED890413NE)—Perez-Lone Star Educational Foundation Inc. seeks 92.1 mhz; 3 kw; 100 m. Address: P.O. Box 90277, Long Beach, CA 90809. Principal is headed by Diane R. Perez, president, and has no

other broadcast interests. Filed April 13.

■ **Brandon, VT** (BPH890413NG)—Bach 'n Roll Radio of Brandon Inc. seeks 101.9 mhz; 3 kw; 100 m. Address: 5211 Wehawken Rd., Bethesda, MD 20816. Principal is owned by Joan M. Bader, 51%, and Michael H. Bader, 49%. Filed April 13.

■ **Brandon, VT** (BPH890413NI)—James G. Kirkpatrick seeks 101.9 mhz; 2.5 kw; 109 m. Address: Box 369, Brookfield, VT 05036. Principal has no other broadcast interests. Filed April 13.

■ **Vancouver, WA** (BPH890413NL)—Trans-Columbia Communications seeks 105.9 mhz; 9,084 kw; 343 m. Address: P.O. Box 61684, Vancouver, WA 98666. Principal is equally owned by Andrew L. Brown and Lester M. Friedman, and has no other broadcast interests. Filed April 13.

■ **Vancouver, WA** (BPH890413NH)—Columbia FM LP seeks 105.9 mhz; 7 kw; 384 m. Address: 7012 Sleret Ave., Vancouver, WA 98664. Principal is headed by Catherine C. Edmiston, general partner, and has no other broadcast interests. Filed April 13.

■ **West Liberty, WV** (BPED890418MC)—West Liberty State College seeks 91.5 mhz; 150 w; 65 m. Address: Media Resources Center, West Liberty, WV 26074. Principal has no other broadcast interests. Filed April 18.

■ **Burns, WY** (BPH890407MH)—William L. Moir seeks 101.9 mhz; 50 kw; 150 m. Address: 11920 Gay Glen, St. Louis, MO 63043. Principal has no other broadcast interests. Filed April 7.

TV

■ **Newark, NJ** (BPCT890501)—Arthur S. Liu seeks ch. 68; 2667 kw visual; 436 m. Address: 449 Broadway, New York, 10013. Principal has no other broadcast interests. Filed May 1.

Actions

AM's

■ **Union City, IN** (BP821122AG)—Granted app. of Union City Radio for 1030 khz. Address: 400 Alleghany Street, Blacksburg, VA 24060. Principal has no other broadcast interests. Action March 23.

■ **Sartell, MN** (BP840502AP)—Granted app. of Hercules Broadcasting Company for 1010 khz. Address: 47325 Blossom Lane, Utica, MI 48087. Principal has no other broadcast interests. Action May 3.

■ **Berlin, VT** (BP871130AG)—Granted app. of Harvest Broadcasting for 870 khz. Address: P.O. Box 105, Hinsdale, NH 03451. Principal is owned by Brian Dodge, who also owns WTJJ(AM) Roxbury, NH, and 49% interest in KTJJ Elk City, and KTTL Alva, both Oklahoma. Action May 4.

■ **Camas, WA** (BP871230AD)—Dismissed app. of Family Stations Inc. for 700 khz. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonstock corporation owned by Harold Camping, Scott L. Smith, and Richard Van Dyk. It also owns WBF(FM) Birmingham, AL; KPHE(FM) Phoenix; KPJO(FM) Avalon, KECR(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KXFR(FM) Redding, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRA(FM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCTF(AM) Vernon, CT; WFDA(FM) Arcadia, WJFR(FM) Jacksonville and WWFR(FM)-WYFR (shortwave) Okeechobee, all Florida; WFRG(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both Iowa; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MS; WBYF(FM) Bay City, WGRF(FM) Rockford and WWMJ(FM) Sebawing, all Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WFBF(FM) Buffalo, WFRS(FM) Smithtown, WFNJ(FM) Syracuse and WFRW(FM) Webster, all New York; WAHD(FM) Wilson, NC; WCNF(FM) Cincinnati, WCUE(AM) Cuyahoga Falls, WOTL(FM) Toledo and WYTN(FM) Youngstown, Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WFRJ(FM) Johnstown and WFQA(AM) Nicholson, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont and New FM Bridgeport, both Texas; KUFR(FM) Salt Lake City; KARR(AM) Kirkland and KJVH(FM) Longview, both Washington, and WMWK(FM) Milwaukee. Action May 9.

FM's

■ **Tucson, AZ** (BPH870515MB)—Dismissed app. of Klecic Broadcasting Inc. for 104.1 mhz; 3 kw H&V. m. Address: 10905 Wintergreen Hill, Austin, TX 78750. Principal is owned by Johnny Klecic, and has no other broadcast interests. Action April 26.

■ Tucson, AZ (BPH870515MX)—Dismissed app. of FM Tucson LP for 104.1 mhz; 3 kw H&V; m. Address: 7525 E. 33rd. Tucson, AZ 85710. Principal is owned by Charles Ford, and has no other broadcast interests. Action April 26.

■ Laurel, DE (BPH870914MA)—Granted app. of Dennis N. O'Neal for 95.3 mhz; 3 kw H&V; 100 m. Address: 109 Central Ave., Laurel, DE 19956. Principal has no other broadcast interests. Action April 25.

■ Springfield, FL (BPH870629MT)—Granted app. of Randall R. Wahlberg for 101.9 mhz; 3 kw H&V; 100 m. Address: 4324 W. 20th St., E-232. Panama City, FL 32405. Principal has no other broadcast interests. Action April 19.

■ Lakeland, GA (BPH870910NV)—Granted app. of Hanson R. Carter for 105.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 711, 808 River Rd., Nashville, GA 31639. Principal also owns WNGA(AM) Nashville, GA. Action April 20.

■ Carrier Mills, IL (BPH880825MW)—Granted app. of Kenneth W. and Jane A. Anderson for 104.5 mhz; 3 kw H&V; 100 m. Address: Rte. 7, Box 385-B, Marion, IL 62959. Principals have no other broadcast interests. Action April 21.

■ Dekalb, IL (BPH870817MG)—Granted app. of Tana S. Knetsch for 94.9 mhz; 3.0 kw H&V; 100 m. Address: 1018 Dekalb Ave., Sycamore, IL 60178. Principal has no other broadcast interests. Action April 28.

■ Washington, IN (BPH880825MM)—Granted app. of Greene Electronics for 107.9 mhz; 3 kw H&V; 100 m. Address: 104 East Main, Washington, IN 47501. Principal is owned by William A. Greene, who has no other broadcast interests. Action April 26.

■ Salyersville, KY (BPH880816MS)—Granted app. of Licking Valley Radio Corp. for 97.3 mhz; 2.55 kw H&V; 107 m. Address: Box 550, Salyersville, KY 41465. Principal is owned by Charles K. Belhaven, 50%; Luther G. Carpenter, 25%, and Kenny Dingus, 25%. It also owns WRLV(AM) Salyersville, KY. Action April 21.

■ Utica, MS (BPH880621MB)—Granted app. of Hollingsworth Broadcasting Co. for 92.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box AJ, Utica, MS 39175. Principal is equally owned by Joseph K. Hollingsworth and Mary Hollingsworth. Joseph K. Hollingsworth and Mary Hollingsworth are 51% and 34% shareholders, respectively, of Chautauqua Broadcasting Co., licensee of WCST(AM) Crystal Springs, MS. Action April 25.

■ Vicksburg, MS (BPH851216NH)—Granted app. of Bishop Broadcasting Inc. for 101.1 mhz; 3.0 kw; 89 m. Address: Route 1, Box 159-A, Vicksburg, MS 39180. Principal is headed by Bobby F. Bishop, and has no other broadcast interests. Action April 25.

■ Ada, OH (BPH880616MH)—Returned app. of Clear River Communications Inc. for 94.9 mhz; 3 kw; 100 m. Address: 1990 Hamrock Dr., Powell, OH 43065. Principal is equally owned by Robert Casagrande and Mark S. Litton, and has no other broadcast interests. Action May 2.

■ Alamogordo, NM (BPH870820MC)—Returned app. of American Indian Broadcast Group for 103.7 mhz; 100 kw H&V; 981 m. Address: Suite 2, Country Village Shopping Center, Smyrna, TN 37167. Principal is equally owned by Jack Bursack, Lynwood Eaton, and Fritz Niggeler. It has no other broadcast interests. Action May 3.

■ Gallup, NM (BPH880603MP)—Granted app. of MBC Communications Southwest Inc. for 106.1 mhz; 50 kw H&V; 43 m. Address: East Rock Rd., Allentown, PA 18103. Principal is owned by Richard C. Dean, 90%; David G. Hinson, 5%, and Barry N. Fisher, 5%. It also owns KKJY(FM) Albuquerque, NM, and WFMZ-FM-TV Allentown, PA. Action April 19.

■ Erwin, NC (BPED880412MA)—Granted app. of Central Carolina Community College for 88.3 mhz; 3 kw H&V; 61 m. Address: 1105 Kelly Drive, Sanford, NC 27330. Principal is headed by Charles J. Alexander, and has no other broadcast interests. Action April 24.

■ Wagoner, OK (BPH880711MP)—Granted app. of Embody Broadcasting Co. for 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 329, Muskogee, OK 74402. Principal is equally owned by Richard S. Embody, and Patricia B. Embody. It also owns KBIX(AM) Muskogee, OK. Action April 19.

■ Erie, PA (BPED840302CC)—Granted app. of Family Stations Inc. for 88.1 mhz; 10 kw; 658 m. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonstock corporation owned by Harold Camping, Scott L. Smith and Richard Van Dyk. It also owns WBFR(FM) Birmingham, AL; KPHF(FM) Phoenix; KPJO(FM) Avalon, KECC(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KXFR(FM) Redding, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRA(FM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCTF(AM) Ver-

non, CT; WFDA(FM) Arcadia, WJFR(FM) Jacksonville and WWFR(FM) WYFR (shortwave) Okeechobee, all Florida; WFRG(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both Iowa; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MA; WBYY(FM) Bay City, WGRF(FM) Rockford and WWMJ(FM) Sebewaing, all Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WFBF(FM) Buffalo, WFRS(FM) Smithtown, WFNW(FM) Syracuse and WFRW(FM) Webster, all New York; WAHD(FM) Wilson, NC; WCNF(FM) Cincinnati, WCUE(AM) Cuyahoga Falls, WOTL(FM) Toledo and WYTN(FM) Youngstown, Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WFRJ(FM) Johnstown and WFQA(AM) Nicholson, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont, and New FM Bridgeport, both Texas; KUFR(FM) Salt Lake City; KARR(AM) Kirkland and KJVH(FM) Longview, both Washington; and WMWK(FM) Milwaukee. Action April 24.

■ Rapid City, SD (BPH850712SW)—Granted app. of Tom-Tom Communications Inc. for 104.3 mhz; 100 kw H&V; 985 m. Address: P.O. Box 1680, Rapid City, SD 57709. Principal is owned by Thomas J. Brokaw, and J. Thomas Kearns, Meredith A. Brokaw, and Sandra M. Kearns. It is licensee of KTOQ(AM) Rapid City, SD. Meredith A. Brokaw is director of Gannett Co., which is licensee of KISS-AM-FM Los Angeles, KSDO-AM-FM San Diego, both California; WDAE(AM)-WQIQ(FM) Tampa, FL; WGCI-AM-FM Chicago, IL; WLQU(AM)-WCZY(FM) Detroit, MI; KOSA(AM)-KSD-FM St. Louis, MO; WWWE(AM)-WDOK(FM) Cleveland, OH; KKBQ(AM) Houston, KKBQ(FM) Pasadena, both Texas; KPNX-TV Mesa, AZ; KUSA-TV Denver, CO; WXIA-TV Atlanta, GA; WLVI-TV Cambridge, MA; WTCN-TV Minneapolis, MN; and KOCO-TV Oklahoma City, OK. Brokaw owns less than 1% of common stock of Gannett Co., whose shares are traded on the NYSE. Action April 26.

■ Winters, TX (BPH881209MK)—Returned app. of AFM Associates, General Partnership for 95.9 mhz; 3 kw; 100 m. Address: P.O. Box 736, Myrtle Beach, SC 29577. Principal is owned by Albert D. Ervin, 30%; David A. Rawley Jr., 35%, and P.A. Thomas Sr., 35%. Action May 5.

■ Kelso, WA (BPH881215ME)—Returned app. of Washington Interstate Broadcasting Co. for 94.5 mhz; 3 kw; 100 m. Address: P.O. Box 90, Kelso, WA 98626. Principal is owned by Stephen Hanson, and has no other broadcast interests. Action May 2.

TV

■ Hartford, CT (BPET890301KG)—Dismissed app. of Connecticut Public Broadcasting Inc. for ch. 18. Address: 240 New Britain Ave., Hartford, CT 06106. Principal is headed by David Carson, chairman, has no other broadcast interests. Action May 2.

Facilities Changes

Applications

AM's

■ El Paso, TX, KELP 1590 khz—May 2-Application (BP890123AB) granted for CP to change TL to El Paso, TX; changes in antenna system and from Non-DA to DA; 31 44 38N 106 23 45W.

■ South Hill, VA, WJWS 1370 khz—March 29-Application (BP881129AG) granted for CP to change antenna system (by increasing tower height) and radiation efficiency.

FM's

■ Demopolis, AL, WZNJ 106.3 mhz—April 13-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; FREQ: 106.5 mhz; class: C2; TL: 1.4 km SE of Dayton, AL; 32 20 40N 87 37 43W; per docket 87-451.

■ Phoenix, AZ, KPHF 88.3 mhz—April 13-Application for Mod of CP (BPH840629IL) to change ERP: 25 kw H&V; HAAT: 306.8 m H&V; TL: Top of Shaw Butte, Phoenix, AZ.

■ Little Rock, AR, KUAR 89.1 mhz—April 26-Application (BPED881026ID) granted for CP to change HAAT: 269 m H&V; TL: Shinnal Mountain antenna farm 3 mi W of Little Rock, AR.

■ Paradise, CA, KRIJ 92.7 mhz—April 12-Application for CP to change ERP: 3 kw H&V; HAAT: 59 m H&V; class: B1; per docket 86-488.

■ Placerville, CA, KHTN 92.1 mhz—April 12-Application

for CP to change ERP: 1.41 kw H&V; HAAT: 144 m H&V.

■ Santa Cruz, CA, KLRN-FM 99.1 mhz—April 07-Application for CP to change HAAT: 803 m H&V; correct antenna and tower heights of present license.

■ Pueblo, CO, KATM-FM 100.7 mhz—April 14-Application (BPH890130IB) granted for CP to change ERP: 13 kw H&V; HAAT: 647 m H&V.

■ Punta Gorda, FL, WQLM-FM 92.7 mhz—April 18-Application (BMPH881114II) granted for Mod of CP (BPH880316IB) to change HAAT: 150 m H&V.

■ Venice, FL, WCTQ 92.1 mhz—April 28-Application (BMPH881202ID) granted for Mod of CP (BPH870331IP) to change ERP: 3 kw H&V; HAAT: 90 m H&V; coordinates: 27 06 20N 82 24 01W.

■ Vero Beach, FL, WAVW 105.5 mhz—April 26-Application (BPH880718IA) granted for CP to change FREQ: 103.7 mhz; ERP: 50 kw H&V; HAAT: 145 m H&V; TL: East side of Rte. 505, 1.5 km S of Wabasso Rd. near Wabasso, FL; class: C2; per docket 86-284.

■ Chicago, IL, WNIA 95.5 mhz—April 14-Application for CP to change ERP: 4.2 kw H&V; HAAT: 474 m H&V; TL: Sears Tower, Chicago, IL; 41 52 44N 87 38 10W.

■ Iowa City, IA, KRNA 93.9 mhz—April 12-Application for CP to change HAAT: 222 m H&V; TL: about 1.7 km N of Oxford, IA, .5 km N of intersection of U.S. Hwy. 6 and State Hwy. 109.

■ Sioux Center, IA, KVDB-FM 94.3 mhz—April 18-Application (BPH881205IF) granted for CP to change FREQ: 93.9 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 10.5 km W of Sioux Center, IA; class: C2; per docket 88-165.

■ Ann Arbor, MI, WAMX 107.1 mhz—April 10-Application for CP to change ERP: 2.1 kw H&V; HAAT: 116 m H&V; TL: Tower Plaza Bldg., 555 E. William St. at Maynard Street, Ann Arbor, MI; 42 16 41N 83 44 32W.

■ Vicksburg, MS, CP FM 101.1 mhz—April 25-Application (BMPH890123II) granted for Mod of CP (BPH851216NH) to change ERP: 1.325 kw H&V; HAAT: 146 m H&V; TL: Old WKYU-FM tower, 4.5 km ENE of Vicksburg, MS.

■ Red Lodge, MT, KAFM 99.3 mhz—April 11-Application for CP to change ERP: 3 kw H&V; FREQ: 99.5 mhz; class: C1; TL: Grizzly Peak Electronic Site, Custer Nat'l. Forest, 4.6 mi W of Red Lodge, MT.

■ Socorro, NM, KMXX 92.7 mhz—April 06-Application for CP to change FREQ: 104.7 mhz; ERP: 100 kw H&V; HAAT: 574 m H&V; TL: 50 km NW of Socorro, NM; class: C; per docket 87-308.

■ Cobleskill, NY, WACS-FM 103.5 mhz—April 14-Application for CP to install directional antenna.

■ Valhalla, NY, WARY 88.5 mhz—April 18-Application for Mod of CP (BPED850816MB as Mod) to change ERP: .05 kw HH and .046 kw V.

■ Ketchum, OK, KGND 107.5 mhz—April 20-Application (BMPH890103IA) granted for Mod of CP (BPH870304MB) to change HAAT: 150 m H&V; from 4-bay to 6-bay antenna.

■ Stillwater, OK, KKND 105.5 mhz—April 20-Application (BPH870618IA) granted for CP to change TL: 5304 N Richmond Hill Drive, Stillwater, OK; HAAT: 52 m H&V; change main studio; 36 10 40N 97 03 15W.

■ Eugene, OR, KLCC 89.7 mhz—April 12-Application for Mod of CP (BPH860829IA) to change ERP: 81 kw H&V and 54 kw V; HAAT: 354 m H&V; antenna power split.

■ Eugene, OR, KZEL-FM 96.1 mhz—April 12-Application for Mod of CP (BPH860703IB) to change HAAT: 525.24 m H&V.

■ Bethlehem, PA, WZZO 95.1 mhz—April 11-Application for Mod of CP (BPH870722IB) to change directional antenna pattern in elevation plane.

■ Alamo, TX, KJAV 104.9 mhz—May 2-Application (BPH890209IB) returned for CP to change HAAT: 79.6 m H&V; TL: 2 mi N of Alamo, TX.

■ Bay City, TX, KMKS 92.1 mhz—April 25-Application (BPH880721IB) granted for CP to change FREQ: 102.5 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: .9 km N of farm to Market Rd. 2853, in Matagorda County, TX; class: C2; per docket 87-208.

■ Kilgore, TX, KKTZ-FM 95.9 mhz—April 18-Application (BPH881114IK) granted for CP to change FREQ: 96.1 mhz; ERP: 31.7 kw H&V; HAAT: 189 m H&V; TL: .6 km NE of junction of Lee Road and County Road 2276, Rusk County, TX; class: C2; per docket 87-73.

■ Livingston, TX, KETX-FM 92.1 mhz—April 27-Application (BPH880613IA) granted for CP to change ERP: 50 kw H&V; FREQ: 92.3 mhz; class: C2.

Services

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

**UNUSED
CALL LETTERS**
CALL
dataworld®
1-800-368-5754

**MAILING LABELS
AM, FM & TV**
CALL
dataworld®
1-800-368-5754

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

AV
Ann Vogt
1200 18th St., N.W.
Suite 706
Washington, D.C. 20036
(202) 457-0994
FCC Research

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 - FAX 251-8080

FCC ON-LINE DATABASE
dataworld®
Allocation Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave Suite 200
Bethesda MD 20814
(301) 652-8822 1-800 368-5754

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jeffry Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mch Ave
(313) 567-6873 Dearborn MI 48124

SOFTWARE
FM CHANNEL SEARCH
FM Database, modern updates by B D S
MSDOS - EGA-Graphics - Color
V Doug Vernier
Broadcast Consultant
1600 Picturesque Drive
Cedar Falls, Iowa 50613
319 266-7435

Franklyn R. Beemish & Co.
Engineering for Television & Radio
FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
ANALOG & DIGITAL VIDEO, AUDIO, HDV
ARCHITECTURAL ENGINEERING
ELECTRICAL, HVAC, ACOUSTICAL
574 Sunrise Highway, Baldwin, NY 11510 516/867-8510

COST EFFECTIVE
• FACILITIES PLANNING AND CONSTRUCTION
• RF OR STUDIO
• EFFICIENT FLOOR PLAN LAYOUT
• EQUIPMENT APPRAISALS
• 35 YEARS IN TV OPERATIONS,
DESIGN/CONSTRUCTION, SALES
DON FORBES COMPANY
(512) 346-4112 (512) 837-1937

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

Space Segment
• Turn Arounds
Fixed and Remote
Uplinking
**Pittsburgh
International Teleport**
800-634-6530

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

■ Merkel, TX, KFOQ-FM 102.3 mhz—April 17-Application (BMPH890109IG) granted for Mod of CP (BPH870817IB) to change ERP: 66 kw H&V; HAAT: 350 m H&V.

■ Tyler, TX, KTYL-FM 93.1 mhz—April 12-Application for Mod of CP (BPH870302MR) to change HAAT: 389 m H&V.

■ Wichita Falls, TX, KKQV 103.3 mhz—April 21-Application (BPH861222ID) granted for CP to change TL: 3.4 km E of Texas Hwy. 26 on Hwy. 240, Haynesville, TX; HAAT: 309.6 m H&V; 34 05 35N 98 52 44W.

■ Bridgeport, WV, WDC1 104.1 mhz—April 18-Application (BMPH8902081A) granted for Mod of CP (BPH870403OD) to change TL: 1.1 km W of I-79, 1.4 km SW of the Country Club.

■ Milwaukee, WI, WMYX-FM 99.1 mhz—April 26-Application (BPH890202IB) dismissed for CP to change ERP: 26 kw H&V; HAAT: 205 m H&V; TL: .8 km N of East Capital Drive on North Humboldt Ave., Milwaukee, WI.

■ Watertown, WI, WTFX 94.1 mhz—April 17-Application (BPH880801IE) granted for CP to change HAAT: 150 m; TL: from intersection of Hwys. 73 and 1218, 3.5 km N, then due E .93 km, site is 1.4 km NE of Deerfield Village, WI.

TV's

■ Washington, DC, WETA-TV ch. 26—April 28-Application (BPET890111KE) granted for CP to change ERP: 2296 kw (V(v); HAAT: 766'; ANT: RCA Dielectric TFU-25G (h)—PolarizerOmni (v); TL: 5202 River Rd., Bethesda, MD; 38 57 49N 77 06 18W.

■ Pensacola, FL, WHBR ch. 33—April 28-Application (BMPCT881031KE) granted for Mod of CP (BPET820209KE) to change ERP: 3500 kw (v).

■ Kansas City, MO, KMBC-TV ch. 9—April 28-Application (BPCT890222KL) granted for CP to change ERP: 316 kw (vis); HAAT: 257 m; TL: 5701 E. 22nd St., Kansas City, MO; ANT: Dielectric/ TCL-12A9; 39 05 01N 94 30 57W.

■ Huntington, WV, WPBY-TV ch. 33—April 28-Application (BPET881130KE) granted for CP to change HAAT: 378 m; TL: 38 29 41N 82 12 03W.

Actions

FM's

■ Aspen, CO, KAJX 91.5 mhz—May 02-Application (BPED890111MG) returned for CP to change HAAT: 300.7 m H&V; TL: 1.7 km ENE of Aspen, CO.

■ Ouray, CO, KURA 104.9 mhz—May 05-Application (BPH890113IG) dismissed for CP to change HAAT: .5 m H&V; ERP: 3.1 kw H&V; TL: 3.5 km-NNW of Ridgway, CO; FREQ: 105.7 mhz; class: C2; per docket 88-73.

■ Rock Harbor, FL, WKLG 102.3 mhz—Feb. 15-Application (BPH870327MM) granted for CP to change ERP: 50 kw H&V; HAAT: 71 m H&V; FREQ: 102.1 mhz; class: C2.

■ Buffalo, MO, KBFL 90.3 mhz—May 01-Application (BPH881027IB) granted for CP to change TL: 8.6 km at 96.33 degrees from Buffalo, MO.

■ Wilson, NC, WAHD 90.5 mhz—May 02-Application (BMPED890303ID) dismissed for Mod of CP (BPED840229CC) to change ERP: 3.8 kw H&V; HAAT: 30 m H&V; TL: 2351 Gordon and Pulley Rd.

■ Philadelphia, PA, WMMR 93.3 mhz—May 01-Application (BPH871015ID) granted for CP to change TL: 1650 Market St., Philadelphia, PA; HAAT: 271 m H&V; 39 57 09N 75 10 05W.

■ Crockett, TX, KBHT 93.5 mhz—May 01-Application (BPH890130IA) granted for CP to change TL: Crockett, TX.

■ Winchester, VA, WINC-FM 92.5 mhz—May 03-Application (BPH890206IG) granted for CP to change TL: on Appalachian Trail, atop mountain peak, 27.4 km SE of Winchester, VA.

■ Parkersburg, WV, WMGP 99.3 mhz—May 04-Application (BPH881007IF) granted for CP to change FREQ: 99.1 mhz; ERP: 11.4 kw H&V; HAAT: 148 m H&V; TL: 91 m E of State Rte. 339, .24 km N of U.S. 50, Belpe Township, OH; class: B1; per docket 87-444).

TV's

■ Fort Bragg, CA, KDKJ ch. 8—May 5-Application (BMPCT880819KI) granted for Mod of CP (BPCT851018KP) to change ERP: 225 kw (vis); HAAT: 746 m; TL: Cahto Peak Communication facility; ANT: BognerB6VG; 39 41 38N 123 34 43W.

■ Las Vegas, NV, KFBT ch. 33—May 5-Application (BMPCT890130KL) granted for Mod of CP (BPCT850725KI) to change ERP: 1349 kw (vis); HAAT:

Professional Cards

du Treil Lundin, & Rackley, Inc.
A Subsidiary of A. D. Ring, P.C.
1019 19th Street, N.W.
Third Floor
Washington, D.C. 20036
Telephone: 202/223-6700
Facsimile: 202/466-2042
Member AFCCE

SAC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
1901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER
Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 298-2722
 Since 1944 Member AFCCE

**COHEN, DIPPELL
and EVERIST, P.C.**
CONSULTING ENGINEERS
1015 15th Street N.W., Suite 703
Washington, D.C. 20005
(202) 783-0111
Member AFCCE

SILLIMAN AND SILLIMAN
8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-0288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904
 301 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCCE

**JULES COHEN
& ASSOCIATES, P.C.**
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

**VIR JAMES
CONSULTING ENGINEERS**
Applications and Field Engineering
Computerized Frequency Surveys
3137-W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING**
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCE

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

**CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.**
BROADCAST ENGINEERING CONSULTANTS
P.O. BOX 1130
MARLTON, N.J. 08053
(609) 986-0077

 **LAWRENCE L. MORTON
ASSOCIATES**
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
(714) 859-6015
MEMBER AFCCE

SELLMEYER ENGINEERING
Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCE

WILLOUGHBY & VOSS
BROADCAST TECHNICAL CONSULTANTS
SUITE 100-A
15102 JONES - MALTSBERGER
SAN ANTONIO, TEXAS 78232
(512) 525-1111 OR 490-2778
APPLICATIONS • FIELD SERVICES
Member NAB

• FCC Data Bases
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• AM-FM-CATV-ITFS-LPTV
 **OWL ENGINEERING, INC.**
Consulting Communications Engineers
1306 W. County Road F, St. Paul, MN 55112
(612) 631-1338 "Member AFCCE"

**George Jacobs
& Associates, Inc.**
Consulting Broadcast Engineers
Domestic & International
Member AFCCE
Suite 410 8701 Georgie Ave.
(301) 587-8800 Silver Spring, MD
20910

DON'T BE A STRANGER
To Broadcasting's 116,427* Readers.
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers.
* 1986 Readership Survey showing 3.5
readers per copy

JOHN E. HIDLE, P.E.
Broadcast and Telecommunications
Consulting Engineer
P.O. BOX 126
NEW PALTZ, NEW YORK 12561
(914) 255-0449
Member AFCCE

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(202) 659-3707

Actions

■ **FCC Grants Waiver Request for WNZK(AM)** Westland, MI, to Operate on Split Frequency (Report MM-395, Mass Media Action). Commission has granted request by Birch Broadcasting Corporation, licensee of WNZK-AM at Westland, MI, for waiver of Commission's rules. Waiver will permit Birch to file application for authorization to provide AM broadcast service on frequency 690 kHz at increased power during day, and on frequency 680 kHz at night. Action by Commission May 9 by Direction Letter (FCC 89-147).

■ **Arlington, TX.** Granted application of channel 68, North Texas Television Limited Partnership, for new commercial television station on UHF channel 68 at Arlington; and denied competing applications of Charisma Broadcasting Corporation, Arlington 68 TV, Inc., United Broadcast Group, Ltd., Southwest Communications Ltd., Johnson Television, Ltd., Briscoe Broadcasting Ltd., LouRay Corporation, Metroplex Communications Inc., Sammy A. Thornton, and Native American Broadcasting Company, Limited Partnership. (MM docket 85-234 by Initial Decision [FCC 89D-16] issued May 2 by ALJ Joseph P. Gonzalez).

■ **Geostar Authorized to Provide Radiodetermination Satellite Service** (Report CC-316, Common Carrier Action). Authorized Geostar Positioning Corp. to operate transmission link in 4/6 GHz bands, using facilities leased from GTE Spacenet Corp., to provide radiodetermination satellite service (RDSS) to Geostar's receive-only user terminals. Action by Commission May 8 by O&A (FCC 89-142).

■ **Maryland PSC.** Denied review of staff order that declared that FCC had properly preempted states from regulating billing and collection services offered by local exchange carriers to interstate carriers. (By MO&O [FCC 89-120] adopted April 14 by Commission).

■ **Commission Grants Settlement Agreement for RKO'S KRTH-AM-FM** Los Angeles, CA. - MM dockets 84-1184, et al. (Report DC-1411, Action in docket case). Granted RKO General Inc.'s settlement agreement for KRTH-AM-FM Los Angeles, under which Beasley AM Acquisition Corp. and Beasley FM Acquisition Corp. will pay RKO \$86,600,000. RKO will pay \$30,350,000 to other applicants. Action by Commission May 9 by MO&O (FCC 89-144).

■ **FCC Approves Settlement Agreement in Chicago RKO Proceeding** - MM dockets 84-1085, et al. (Report DC-1405, Action in docket case). Approved settlement agreement allowing RKO General Inc., to sell its station WFYR-FM, Chicago, to Summit-Chicago Broadcasting Corp. for \$21 million. As approved, RKO would receive 65.4 percent of proceeds of sale, with remainder going to other competing applicants. Action by Commission May 9 by MO&O (FCC 89-145).

■ **Settlement Reached in St. Simons Island, GA, FM proceeding** - BC dockets 81-307, 81-309 (Report DC-1404, Action in docket case). Approved settlement agreement granting application of Dale Bell. Action by Commission May 9 by MO&O (FCC 89-146).

■ **FCC Reallocates Local TV Transmission Service to 14.2-14.4 GHz Band** - gen. docket 87-136 (Report DC-1410, Action in docket case). Amended rules to reallocate frequencies for local television transmission service (LTTs) from 11.7-12.2 GHz to 14.2-14.4 GHz band. Existing LTTs operations in 11.7-12.2 GHz band are being grandfathered. Action by Commission May 9, by R&O (FCC 89-148).

■ **Las Vegas, NV, et al.** Granted Larry L. Cummings appeal and reinstated his application on condition that he select Sun City or Youngstown, AZ, as his community of license; otherwise ALJ is authorized to dismiss his application for new standard broadcast station. (MM docket 88-562 by MO&O [FCC 89R-30] adopted May 2 by Review Board).

■ **FCC Upholds Grant of Sherburn Wright Educational Technology Corp.'s Application for ITFS channels in Buffalo, MN** (Report MM-394, Mass Media Action). Commission has upheld Mass Media Bureau action granting application of Sherburn Wright Educational Technology Corporation for Instructional Television Fixed Service channels, G1, G2, G3 and G4 in Buffalo, MN, over objection of Twin Cities Schools Telecommunications Group, Inc. Action by Commission May 4 by MO&O (FCC 89-140).

■ **Swanton, OH.** Denied appeal of dismissal of motion for protective order filed by Nunn Corporation in matter of new

FM station on channel 297A (107.3 MHz) at Swanton. (MM Docket 88-432 by MO&O [FCC 89R-29] adopted May 1 by Review Board)

■ **Open Network Architecture.** Commission commenced rulemaking examining methods for tariffing Open Network Architecture (ONA) elements in existing federal access tariffs. Commission also considered alternative means of affording enhanced service providers an exemption from federal access charges but tentatively concluded that present exemption should be retained. Finally, it proposed eliminating certain ONA pricing requirements. Comments are due June 26, replies July 26. (CC Docket 89-79 by NPRM [FCC 89-105] adopted March 30 by Commission).

■ **Myrtle Creek, OR.** Revoked license of KRGL(AM), licensed to Jack E. Ondracek, for violating rules by going off air in 1986 without notifying FCC. (MM Docket 88-561 by Order [DA 88-489] adopted April 27 by Acting Chief, Mass Media Bureau).

■ **Conroe, TX.** Remand to presiding ALJ to determine whether Jo Ann Garcia lied to, misrepresented facts to, or lacked candor with FCC in Blanco, TX comparative TV (channel 52) proceeding; and if so, effect thereof on basic qualifications of G-A Communications, Inc. to be Commission licensee. (MM Docket 85-331 by MO&O [FCC 89R-27] adopted April 26 by Review Board).

Allocations

■ **Sonora, CA.** At request of H. Group Inc., proposed amending FM table by substituting channel 224B1 (92.7 mhz) for channel 224A at Sonora, and modifying license of KZSQ-FM to specify operation on B1 channel. Comments are due July 6, replies July 21. (MM docket 89-108 by NPRM [DA 89-510] adopted May 3 by chief, Allocations Branch, Mass Media Bureau).

■ **Dahlonega, GA, and Murphy, NC.** Effective June 29, amended FM table by allotting channel 282A (104.3 mhz) to Dahlonega; and by substituting channel 274A (102.7 mhz) for channel 282A at Murphy, and conditionally modifying construction permit of WCNG(FM). Filing window opens June 30, closes July 31. (MM docket 88-356 by R&O [DA 89-512] adopted May 3 by chief, Allocations Branch).

■ **Harlem, GA.** At request of TM Broadcasting, proposed amending FM table by allotting channel 236A (95.1 mhz) to Harlem as its first local broadcast service. Comments are due July 6, replies July 21. (MM docket 89-110 by NPRM [DA 89-513] adopted May 3 by chief, Allocations Branch).

■ **Pearson, GA.** Effective June 29, amended FM table by allotting channel 270A (101.9 mhz) to Pearson. Filing window opens June 30, closes July 31. (MM docket 88-416 by R&O [DA 89-515] adopted May 3 by chief, Allocations Branch).

■ **Valdosta, GA.** Effective June 29, amended FM table by substituting channel 244C2 (96.7 mhz) for channel 244A, and conditionally modifying license of WZLS(FM) to specifying operation on C2 channel. (MM docket 88-436 by R&O [DA 89-514] adopted May 3 by chief, Allocations Branch).

■ **Sun Valley, ID.** At request of Sun Valley Television, proposed amending TV table by allotting VHF channel 5 to Sun Valley as its first local commercial service. Comments are due July 6, replies July 21. (MM docket 89-109 by NPRM [DA 89-511] adopted May 3 by chief, Allocations Branch).

■ **Jefferson City and Vandalia, MO.** Effective June 29, amended FM table by substituting channel 261C2 (100.1 mhz) for channel 261A at Jefferson City, and conditionally modifying license of KJMO-FM to specify operation on C2 channel; and by substituting channel 282A (104.3 mhz) for channel 261A and conditionally modifying license of KLRK at Vandalia to specify operation on channel 282A. (MM docket 87-294 by R&O [DA 89-509] adopted May 3 by chief, Allocations Branch).

■ **Big Pine, CA.** At request of Janice D. Levin, proposed allotting channel 227B (93.3 mhz) to Big Pine as its first local broadcast service. Comments due June 29, replies July 14. (MM docket 89-104, by NPRM [DA 89-493] adopted April 24 by chief, Allocations Branch, Mass Media Bureau).

■ **Coos Bay, OR.** At request of California Oregon Broadcasting Inc., proposed allotting channel 41 as its second local TV service. Comments due June 29, replies July 14. (MM docket 89-105 by NPRM [DA 89-494] adopted April 27 by chief, Allocations Branch).

■ **Coalmont, TN.** At request of Cumberland Communications Corporation, proposed allotting channel 284A (104.7 Has) to Coalmont as its first local FM service. Comments

due June 29, replies July 14. (MM docket 89-107 by NPRM [DA 89-496] adopted April 27 by chief, Allocations Branch).

■ **Weston, WV.** At request of Stonewall Broadcasting Corporation, proposed substituting channel 272A (102.3 mhz) for 272B1 and modifying license for WSSN(FM) accordingly. Comments due June 29, replies July 14. (MM docket 89-106 by NPRM [DA 89-495] adopted April 27 by chief, Allocations Branch).

■ **Freedom and Morgan Hill, CA.** Denied petitions for reconsideration of action allotting channel 241A (96.1 mhz) to Morgan Hill and substituting channel 298A (107.5 mhz) for channel 240A (95.9 mhz) at Freedom. (MM docket 86-100, by MO&O [DA 89-456] adopted April 19 by chief, Policy and Rules Division, Mass Media Bureau).

■ **Vidalia, LA.** Effective June 19, amended rules to allot channel 284A (104.7 mhz); filing window June 20-July 20. (MM docket 88-267, by R&O [DA 89-471] adopted April 24 by chief, Allocations Branch, Policy and Rules Division).

■ **Sargent, NE.** On request of E. Eugene McCoy Jr., proposed amending FM table by allotting channel 221C1 (92.1 mhz); comments June 26, replies July 11. (MM docket 89-100, by NPRM [DA 89-473] adopted April 24 by chief, Allocations Branch).

■ **Chateaugay, NY.** On request of Four Seasons Communications Inc., proposed amending FM table by allotting channel 234A (101.3 mhz); comments June 26, replies July 11. (MM docket 89-101, by NPRM [DA 89-474] adopted April 24 by chief, Allocations Branch).

■ **Burnham, PA.** On request of DB Communications, proposed amending FM table by allotting channel 262A (100.3 mhz); comments June 26, replies July 11. (MM docket 89-102, by NPRM [DA 89-475] adopted April 24 by chief, Allocations Branch).

■ **Henderson, TN.** Effective June 19, amended FM table by allotting channel 299A (107.7 mhz); filing window June 20-July 20. (MM docket 88-286, by R&O [DA 89-470] adopted April 24 by chief, Allocations Branch).

■ **Farmville, VA.** Effective June 19, amended FM table by allotting channel 267A (101.3 mhz); filing window June 20-July 20. (MM docket 88-271, by R&O [DA 89-472] adopted April 24 by chief, Allocations Branch).

■ **North Crossett, AR.** At request of Contemporary Communications, proposed substituting channel 274C2 (102.7 mhz) for 274A at North Crossett, and modifying permit of KWLIT(FM) accordingly. Comments due June 26, replies July 11. (MM docket 8999 by NPRM [DA 89-468] adopted April 24 by chief, Allocations Branch, Mass Media Bureau).

■ **Davis and Winters, CA.** At request of Hilding Communications, proposed allotting channel 288A (105.5 mhz) to Winters as its first local broadcast service, and substituting channel 282A (104.3 mhz) for 288A at Davis. Comments due June 26, replies July 11. (MM docket 89-98 by NPRM [DA 89-467] adopted April 24 by chief, Allocations Branch).

■ **Woodbury, TN.** Effective June 19, allotted channel 285A (104.9 mhz) as its first local FM service. Filing window opens June 20, closes July 20. (MM docket 88-164 by R&O [DA 89-469] adopted April 24 by chief, Allocations Branch).

**CLASSIFIED
ADVERTISING
IS YOUR
BEST BUY**

**FOR FAST ACTION
USE
BROADCASTING
CLASSIFIED
ADVERTISING**

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Colorado mountain AM/FM. small market, needs turnaround. Covers 2 ski resorts. Need sales oriented general manager who can purchase 49% ownership with \$25,000 down. Rush resume and financial qualifications to: Bill Kitchen, P.O. Box 160, Louisville, CO 80027. EOE.

Sales manager: Develop and implement effective sales strategies for new FM radio station. Supervise three to five part time sales people. Base salary and commission with override on total station sales. Send resume to WCRI, 103 North Major St., Eureka, IL 61530. EOE.

General manager with entrepreneurial spirit needed to launch brand new Class A FM "start up" in north central Indiana, scheduled to sign on late summer. Strong sales background is a must. This is a golden opportunity for a goal oriented, success minded individual. Your success will be rewarded with a piece of the station. If you've gone as far as you can in your current situation send your resume in confidence to John A. Bulmer, President, Bulmer Communications Group, c/o WZOO-FM, P.O. Box 102, Ashtabula, OH 44004. No calls please. Equal opportunity employer.

Station manager for AM/FM station in northern New England. Good opportunity for a person with a strong sales and management background. Salary plus bonus. Please respond to Box D-55. EOE.

Northeast. Aggressive medium market AMFM combo seeks general sales manager to recruit, train, motivate, and manage for currently successful full-service AM and contemp Country FM. Salary. Override. More. Box D-68. EOE.

Sales manager for WDEW AM/FM, Middle Georgia's 100,000 watt Country FM, rated #1 in Macon. Responsible for managing 5-person sales department and handling local agency list. Prefer college educated, RAB trained individual with 5+ years experience who is able to maintain on going sales training, motivation, education and idea support to already successful sales staff. This is a major financial opportunity for the right person to join an acquisition oriented group operator. Send resume to: WDEW, Box 46, Macon, GA 31297. Attn: Doug Grimm. EOE.

General manager for Class C-2 in midwest Texas market of 200,000 on July 1, 1989. Successful management and sales background absolute. Send resume: WSVT, Country Village, Smyrna, TN 37167. EOE.

Sales manager wanted. Do you enjoy challenges? Can you move salespeople to commitment? Can you build a sales team to be the best? Do you strive to meet goals? Do you build meaningful relationships with your salespeople? If so, we may have an outstanding opportunity for you! NewCity Communications is an innovative, growth-oriented company, seeking a leader to manage the sales staff at our Orlando, Florida station. We offer: An innovative environment focused on success, cutting edge sales and management training, an opportunity to join a company with a record of success and a sense of purpose. If you feel you have the talent - act now! Send resume to: Raymond Cal, General Sales Manager, WDBO/K92FM, 4192 John Young Parkway, Orlando, FL 32804. EOE.

General manager: Top 30 market, revenue driven with programming sensitivity, good people skills, great company with lots of performance incentives. Box D-76. EOE.

Medium market AM station has opening for a sales manager to build and train sales team. Must be strong in sales presentations, organization, and be able to motivate. Send resume to General Manager, WRRO Radio, PO Box 1440, Warren, OH 44482. EOE.

HELP WANTED SALES

Imagine a fast-growing radio market, with over 2 million people, no local TV, no full-area newspaper and no format competition. Now, imagine yourself selling in southern California at Lite Hits KQLH-FM! If you're motivated, aggressive, enjoy direct retail and making lots of money, call Robin Abercrombie, LSM, now at 714-737-1370. Immediate opportunity! EOE, M/F.

Trumper Communications is seeking account executives for present and future openings. If you are a radio salesperson with a minimum 2 years experience with a successful track record, we want to hear from you. We are a growing broadcast group offering excellent opportunities and earnings potential. Send resume to: Trumper Communications, Inc., 900 Oakmont Lane, Suite 210, Westmont, IL 60559. EOE.

Start now. Heavy duty sales people. Must be motivated. 100,000 watts rated #1 25-54, 25-49, 18-49, 18-34, 12-24, 18+, 12+, 6am-12 mid, Mon/Sun. Resume to: KXGO FM, Personnel Director, P.O. Box 1131, Arcata, CA 95521. EOE.

Southwest major market group owner wants proven professional who can handle significant responsibility now and in the future. Translation: great list, great city, growing station, advancement opportunity. This is a highly competitive situation in which only the strong, creative, hard-working, innovative quick-thinkers survive. If you can meet the challenge, you will be amply rewarded. Reply with resume, references and last three year's billing history. EOE. M/F. Box D-47.

Excellent written and verbal communications skills are needed for this rare opening in our sales department. If you're creative, aggressive, presentable, and want to make money, call Mike Harris, WEOK/WPDH, Poughkeepsie, NY. 914-471-1500. EOE.

General sales manager. New Adult Contemporary FM in Palm Beaches. WTRU-FM, Box 848, Jupiter, FL 33458. 407-744-6398. EOE.

Sales manager for Florida superpower rocker. Supervise five person staff. Don't apply unless you're ready to carry list and sell! Call Ron Kight, 904-485-9549. EOE, M/F.

Attention, grads! Northern Ill FM looking for aggressive, motivated, creative person to add to our sales team. We have the people and experience to make you successful. Excellent benefits. Send resume to: Joe Locke, WRWC, PO Box 345, Rockton, IL 61072. EOE.

Radio sales: Stuck in small market, you can move up to a larger market with great potential. Send your resume to Joe Locke, WRWC, PO Box 345, Rockton, IL 61072 or call 815-624-2603. EOE.

KBIM AMFM Radio needs experienced sales manager. Generous remuneration plan including family benefits. Career oriented applicants sought. Send resume and references to John King, Box K, Roswell, NM 88201. EOE.

KBIM AMFM has immediate opening for bright, positive individual to join results oriented sales team. Experience preferred. Send resume and references to John King, Box K, Roswell, NM 88201. EOE.

Account executive: KFMN, Kauai wants an experienced small/mid-market consultant sales pro. Hawaii or resort area experience preferred. We're a NEW AC leader in a growing market. Send resume, copy samples, and date available to: General Manager, KFMN, Box 97, Lihue, HI 96766. EOE.

Peoria's #1 combo has rare sales openings - both AM & FM. Proven track record a must. Established high income list. Your chance to move up! Resume and billing history to WIRL/WSWT, Box 3335, Peoria, IL 61614. EOE, M/F.

Determined salesperson wanted to join aggressive radio team in north central Illinois. Full-time AM - Class A FM (move to 25k this summer). We have the people and the experience to help make you successful. Send resume today to: J. McCullough, WPLO/WAJK, P.O. Box 215, LaSalle, IL 61301. EOE.

HELP WANTED ANNOUNCERS

Moonlight with Davis DeeJays. If you live in the Baltimore/Washington area and do not have a Saturday air-shift, you can make good supplemental bucks doing weddings and private parties. Call 1-800-999-DAVIS. EOE.

WNNZ, New England's 50 KW Oldies station seeks professional, hardworking, team player for air shift, production. No beginners. Great opportunity. T & R to Jack Morrow, Box 30064, Springfield, MA 01103. EOE.

Afternoon drive position open. Good A/C communicator needed. T&R to WLBR, P.O. Box 1270, Lebanon, PA 17042. EOE.

Medium market AM station has opening for aggressive talk show host. Must have three to five years Talk format experience. Send tape and resume to General Manager, WRRO Radio, PO Box 1440, Warren, OH 44482. EOE.

Wanted: Talk-show host for high energy, morning-drive talk-block with heavy information, interview and telephone segments. Tape and resume to Bill Brady, WSPR, P.O. Box 1270, Springfield, MA 01102-1270. EOE.

HELP WANTED TECHNICAL

Unique position available for unique person. AM/FM group seeking broadcast technical type to work with group chief. Must be flexible, responsible and able to travel. Prefer at least 2 yrs experience. Headquarters in Mid-South. Attitude most important. EOE. Box D-33.

Chief engineer some part-time announcing and production. Automation experience a must. Excellent facilities. Top 100 market. Compensation commensurate with experience. Send tape and resume to M. Jones Fuquay, GM, WDEF AM/FM, 3300 S. Broad St., Chattanooga, TN 37408. EOE.

Keymarket Communications is looking for a chief engineer to handle its newest acquisition WWL, WLMG, New Orleans. High power directional AM, FM, and construction experience is required. Send your resume in confidence to Lynn A. Deppen, Keymarket Communications, 804 Carolina Ave., North Augusta, SC 29841. EOE.

Nationwide Communications Inc. has an immediate opening for an experienced chief engineer at WKZL-FM, in Winston-Salem, NC. A well equipped, 100kw facility with a possible 80-90 transmitter site move. Applicant should be competitive and communicate well. Call Jeff Gulick, Corporate Group Engineer. 614-224-9624. EOE, M/F.

HELP WANTED NEWS

Medium market NewsTalk station in sunny South looking for fulltime sports assistant. Must have excellent writing and reporting skills, strong on air delivery and thorough knowledge of sports. Pep and Talk show work a plus. Rush tape and resume to Jim Powell, WVOC Radio, 56 Radio Lane, Columbia, SC 29221. EOE.

Broadcast news director: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-campus work, knowledge of radio and management ability required. Salary competitive. Starting date: July 1. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. AAEEEO.

Major market, All News radio station seeks anchors. All News anchor experience required. EOE. Box D-71.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD and morning drive personality for hot Florida AC. Combo or separate positions. Top-flight salary and management. Send tape and/or resume in strict confidence to: Westwood Personalities, 6201 Sunset Blvd., #8, Hollywood, CA 90028. 818-848-1209. EOE.

SITUATIONS WANTED MANAGEMENT

General managership sought. Revenue-and-results focused major market operations manager willing to trade market size for positive, mutual growth opportunity. Start-up specialist with substantial, broadbased background. J. Young, 301-424-6061

13 year veteran, self-employed, returning to radio. Solid experience. Seeking small - medium GM or medium - large SM position. 305-770-6450.

General manager/general sales manager available now! Proven record of dramatic ratings and sales increases every FM radio station managed past several years. Aggressive. Mature. CRMC. My references and resume prove it all. Box D-42.

Sales boosting general manager/consultant. Deirre beautiful location on the ocean for base. 413-442-1283.

General manager available now. Proven leader with track record for permanent or interim/consulting position. John Wagner. 915-581-7208.

Graduating MBA, Stanford alumnus, seeks entry-level position. Hungry, aiming for long-term advancement. Bob Pettit, 213-820-9876.

Aggressive young CPA/broadcaster seeking financial position with young, growing broadcast group. Big 8, radio and television experience. 615-794-4571 evenings.

Programing/sales oriented G.M. Last 7 years my stations were #1. I'll do it for you. Florida & East Coast preferred. Bill James, 804-232-5197.

Seeking general managership, with stable, professional organization. Strong sales and management background. Experienced in a forty station market. Will consider smaller market, for other advantages. M. Korman, 305-961-4586.

General manager: Highly successful former VP, GM in a major market looking for new challenge, preferably in Southeast. Strong sales background during my 18 years in management with major broadcast ownership companies. Excellent profits in the high 50's, low 60's with solid references. Call Paul Nugent, 404-955-5389.

Veteran broadcaster, teacher seeks upper management, hands-on position small to medium market, radio or TV. If you want hard-working, honest, personable leader, I'm your man. Production, writing, sales, news, sports strengths. Will relocate, salary negotiable. Write Box D-72 today!

Business manager, 10 years management experience, experienced all phases of broadcast business management, computer literate, willing to relocate. salary 30K+. Reply Box D-77.

SITUATIONS WANTED SALES

Successful five year radio sales veteran seeks a new radio sales challenge in a large Southern market. Top biller. Abilities and experience include developing low billing existing accounts, adding new accounts and soft selling agencies. Box D-54.

I don't want a list. I expect to prove myself as your AE. Young, hungry, knowledgeable. Bob Pettit, 213-820-9876.

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.

27 years Easy Listening experience. Final career move. Bonneville or similar only! Neil Sher, 717-675-6982.

Experienced Oldies jock wants to go Country, Soft Rock. After five, Bill, 308-534-1211.

One of the best play by play announcers is available. Pro and college extensive experience. Four years in present position. Excellent studio skills with network experience in both. 40k plus. 314-441-3380 after 5 p.m. Central time.

8 year broadcasting vet, AC, CHR, seeks major or top medium market. Humor, phones, PM drive a specialty. Jeff, 614-389-2640.

Versatile announcer with 4 years experience in news and production. Broadcast graduate. Dave, 303-278-0106.

Easy listening music FM's only. Bonneville or similar only. Years of experience. Final move. 717-675-6982.

PBP pro Want major college football, basketball and/or baseball. 12 years. M.S. Communications. Owned company that originated football, basketball broadcasts. Someone who can make a difference. Box D-60.

College GM. Excellent voice, great writing and editing skills. The NFL drafts out of college, why not radio? Rob Morosca, Box 616, Lodi, NJ 07644. 201-470-8591.

Experienced, creative female broadcaster wished to relocate to New Jersey, north-eastern Pennsylvania, or northern Delaware. Multi-talented individual who can do it all: air-personality, news, producer, copy, production. Concentrating mainly on air talent and producer, but will consider any offer. Currently employed as co-host/producer of a morning magazine format. Salary negotiable. Call Casey, 304-788-2105.

LA pro, 29 years experience. seeks challenge LA or SD area: News, Soft Rock, Oldies, Easy, etc. Peter, 805-498-5191.

Experienced announcer, professional sound, looking to make a move. Call anytime, Bill, 308-534-1211.

15 year veteran recently returned to radio after one year absence. I've programed stations including AC, CHR and Gold. Also major on-air experience. Currently working small market Country format and now ready to return to larger market. Box D-73.

SITUATIONS WANTED TECHNICAL

AM FM TV transmitter maint, studio operations. Preferably Alaska. 215-743-1028.

SITUATIONS WANTED NEWS

Sportscaster, 14 yr. experience, 16 AP awards for sports-casts and PBP. Medium/major markets only. 303-241-6452.

Sportscaster: High-energy professional with talk show, PBP and color commentary experience in large media market. Knowledge of all sports as well as technical engineering aspects. Bruce Reicher, 264 Mountain Rd., Windsor, CT 06095. 203-683-1656. Will relocate.

Lost broadcast rights to exclusive packager. Top shelf sportscaster looking for college football and basketball. Big ten experience. Al at 608-755-9976 or 752-7895.

Talented young PBP/sports anchor looking for opportunity with college or minor league events. Also news reporter/anchor. 503-386-1511.

Sportscaster: High-energy professional with talk show, PBP and color commentary experience in large media market. Knowledge of all sports as well as technical engineering aspects. Bruce Reicher, 264 Mountain Rd., Windsor, CT 06095. 203-683-1656. Will relocate.

I need a break! Looking for an entry level position at a small market radio station as a newscaster, disc jockey, and staff announcer. I can write news very well. Willing to relocate, all I need is an opportunity. Contact Kevin at 314-867-9385.

Ohio and Pennsylvania. Time for me to return home. I'm 34, a college graduate and have won awards for news and sports reporting. Box D-72.

Ten years major market experience in sports. AM and PM drive reporting, sports, talk and major college play-by-play. Seeks stable position involving same at major or medium market level. Also news and sales experience. Call 404-482-4164.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Attention sports directors. Live updates, wrap-ups, and interviews available from all Detroit area major sports events, including NBA playoffs, by veteran sportscaster and network correspondent. 313-357-2000.

Spanish translations: broadcast quality. Scripts, voice-overs. Voice directing and coaching. 212-877-8880.

Dynamic sales-minded OM for small-medium contemporary. Department head experience in marketing, retail and agency sales, news, promotions, music, automation, talent development. Box D-67.

MISCELLANEOUS

It's working! Successful, experienced account executives can find rewarding opportunity in operating their own broadcasting business. Dealerships still available. Part time/minimal investment. Contact Audio Quest. 614-486-7700.

101 ways to increase billing: Free details. Don Sabatke, 1033 S.E. 19th Place, Cape Coral, FL 33990.

TELEVISION

HELP WANTED MANAGEMENT

Program/promotion director: Opportunity for seasoned manager with minimum of three years experience who knows movies and how to promote them. Group owned operation needs strong hands-on manager. Background in commercial and/or program production a plus. Send resume to General Manager, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE, M/F. No phone calls, please.

Top 20 VHF independent wants results-producing, hands-on marketing manager to direct development efforts involving vendor, promotional events and product usage research. Resumes to GSM, KCPO-TV, 100 South King, Seattle, WA 98104. EOE.

GM for small Sunbelt startup. Opportunity for comer who enjoys hands-on and has skills to do all aspects of startup. Must be ready to move quickly. Call Mr. Durst, 301-654-2250.

HELP WANTED SALES

Unlimited potential for sales manager with desire to succeed. We're the only TV station serving a beautiful area with over two billion dollars annual retail sales. Part of that is yours if you're right for this job in southern California. Call Ray Webb. 619-241-KVVT. EOE.

Marketing specialist: California's #1 Independent TV station seeks to fill the position of marketing specialist (Northern division). Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing accounts. Comprehension of Independent television helpful. Immediate reply essential. Send resume to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

Top list available for aggressive self-starting account executive. Fastest growing area southern California means good money where the living is great. Opportunity knocks. Call Brent Cox, KVVU, 619-241-5888. EOE.

No wimps! Immediate sales opportunities, broadcast services and products, for Northeast US company. Call or send resume to: Suite 209, 45 John St., New York, NY 10038, Attn: Ms. Hausman. 212-406-3925, 212-732-3443 FAX. EOE.

Account executive: Iowa's #1 television station is seeking a seasoned marketing professional. Qualified applicants must have years of experience in helping businesspeople effectively and efficiently advertise their products. Applicants must also have a proven ability to solicit new business. Send resume to Sales Manager, KCCI-TV, P.O. Box 10305, Des Moines, IA 50306. No phone calls. KCCI is an EOE.

46th market, ABC affiliate in central Pennsylvania, seeks aggressive, self-motivated account executive with 2-3 yrs. experience for local and regional sales. Well-rounded marketing background helpful, opportunity for advancement within a fast growing company. Send resume to LSM, c/o WHTM-TV, P.O. Box 5187, Harrisburg, PA 17110. EOE.

Small market NBC affiliate seeking aggressive, local/national sales manager. Must have excellent organizational and motivational skills, strong personal sales ability, a proven track record in small market sales management, and desire for future promotion to Station Manager. Box 1219, Great Falls, MT 59405. EOE.

Account executive: The successful candidate will have at least two years proven track record in television sales, the ability to communicate persuasively, demonstrated leadership, and a commitment to a career in broadcasting. Respond in writing to: Gil Fitts, Local Sales Manager, WTVD, Capital Cities/ABC, P.O. Box 1950, Raleigh, NC 27602. EOE.

HELP WANTED TECHNICAL

TV station maintenance engineer: Must have experience with Sony 3 1/4" VCR's, players and production equipment. RCA, Sony 1" and UHF transmitter experience a plus. Combined station/transmitter operation. Located 30 miles north of Indianapolis-opportunity for advancement. Call WMCC-TV 23, 317-552-0804. Equal opportunity employer.

Chief engineer: Fast growing CBS affiliate seeks leader with mobile KU/satellite truck experience. Proven supervisory, personnel and hands-on skills a must. Send resumes to Frank Imes, General Manager, WCBI-TV, Columbus, MS 39703. No calls. EOE.

Operational engineer: Oklahoma's #1 television station is looking for the best. Experienced SNG/ENG and master control operator needed for major facility. Competitive compensation and excellent benefits. Send resume to Box D-52. EOE, M/F.

Translator maintenance technician: KGSW-TV is seeking a maintenance technician to perform maintenance and installation on its translators, and assist others with studio and transmitter maintenance as required. Candidates should have five years combined transmitter and studio experience. Salary depends on experience. Send resume and salary requirements to: James Gonsky, Technical Operations Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. EOE.

Chief engineer: WLIG-TV, Long Island, NY, seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797, 516-364-1500. EOE.

No wimps! Wanted: SATCOM/video techs & operators. Experience in up/downlink, excitors, HPA's and RF repair and maintenance essential. Call or send resume to: Suite 209, 45 John St., New York, NY 10038, Attn: Ms. Hausman. 212-406-3925, 212-732-3443 FAX.

Graphic designer: With strong typography/design skills. BFA/graphics plus 1-2 years experience in print/TV. Knowledge of news necessary. Varied shifts. Salary based on experience. Send resume: Pat Costello, CNN Graphics, 100 International Blvd., Atlanta, GA 30348. EOE.

University television repair manager: Requires Bachelor's degree, or equivalent experience in video/electronics maintenance; two years experience. Pays \$24,800. Closes July 1. Submit resume, transcripts, and three letters of recommendation to Harvey Hughett, Media Center, University of Idaho, Moscow, ID 83843. Details on request. AA/EOE.

Production engineer for Public Television station. Assist in remote broadcasts, studio production and editing. Minimum two years education in electronics theory, three years experience in engineering production and broadcast equipment maintenance. Current FCC General license required. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Closing date June 2, 1989. EOE.

Fulltime position available in the engineering operations. Must have experience for master control: TCR-100, one-inch, two inch, and on-air switcher. Light equipment maintenance a plus. Looking for assertive type who works well with others. Hours may vary. Full company benefits. Salary DOE. Send resume to Charles Goode at P.O. Drawer X, Santa Barbara, CA 93102 by close of business May 19, 1989. No phone calls, please. KEYT-TV is an EEO employer.

Assistant chief: Established CBS affiliate in sunny Southwest seeks motivated self-thinker. Strong technical and management skills. 5+ years as broadcast studio engineer and SBE certification or FCC license required. Experience with Ampex 1", Sony 3 1/4", Ampex switcher, RCA TK-47 cameras desirable. Please include references and salary history. Box D-75. EOE.

Editor: Industry leader company in long form TV advertising seeks editor. Position requires creative attitude and some experience. Must have 1" and 3/4" videotape editing experience; computer editing capabilities preferred. State-of-the-art facility in Midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Dawn Bentley, Hawthorne Communications, Inc., 406 W. Depot, Fairfield, IA 52556. Calls welcome: 515-472-3800. EOE.

Chief engineer for small Southwestern VHF station. Must have extensive experience, preferably as assistant chief engineer. Send resume to Box D-74. EOE.

Technical director: Washington, DC government news operation. Motivated problem-solver with 3-4 years exp. live studio productions and ENG. Perform preventive maintenance, troubleshooting 3/4" equipment, studio and ENG cameras. Salary low 30's. Resume & salary history: Box SRC, Washington, DC 20510. EOE.

HELP WANTED NEWS

News producer: KCRA-TV needs a creative thinker to produce its weekend newscasts. Superior writing skills required. Experience in a computerized newsroom considered a plus. If you're good at working under time pressure deadlines and enjoy a heavy work load, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

Special feature reporter: Looking for a very special feature reporter... someone to travel the backroads of northern California and bring back interesting stories devoid of clichés or drivel. We want a story teller — someone who can weave words and pictures together in a memorable way. If you're good at telling interesting stories and don't mind living out of a suitcase now and then, send non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

Feature photographer: KCRA-TV is looking for someone to travel the backroads of northern California. We don't want "quick and dirty." We want beautiful, memorable pictures. NNPA award winners encouraged to apply. Interested? Rush non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

General assignment reporter: Seeking an aggressive, prolific, idea-generating general assignment reporter. This one's for serious folks only. If you're the best in your shop, we want to see your tape. We offer a great opportunity for a great reporter. If you're ready to become a part of one of the best news operations in the country, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

News producer: Industry leader in top thirty market needs a take charge hard news expert to produce fast-paced, well-written newscast. BA/BS and 2 years experience needed handling all the tools: Live, uplink, graphics. Send resume to Box D-53. EOE, M/F.

Play-by-play sportscaster. Exciting opportunity involving major college football/basketball for big-league professional! Box D-41. EOE.

Tropical paradise: Work in one of the most interesting places in the world. Dominant station does one hour, live newscast each night. Staff expansion continues. Need one investigative reporter and one general assignments reporter. Anchor work possible. Contact John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910 or 671-477-9484. EOE.

Weekend anchor/reporter: 2-3 years hard news experience including live. Will consider cut-ins or substitute anchors ready for own weekend shows. Non-returnable tapes resume/references to: News Director, WEAR-TV, 4990 Mobile Hwy., Pensacola, FL 32506. (UPS) or Box 12278, Pensacola, FL 32581. No calls. EOE, M/F.

Reporter/anchor: We're looking for a reporter who wants to lead the newscast every night. Should demonstrate ability to enterprise and produce hard news and features. Must have strong writing and production skills as well as anchor potential. Send tape and resume to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No phone calls! We'll call you. EOE, M/F.

News producer: Two years experience in blocking and writing news programs including live and newscaster segments, ability to lead and motivate a reporterial staff of number 1 rated 11:00PM broadcast. EOE. Box D-63.

Morning anchor/consumer reporter. Southwestern network affiliate seeks experienced consumer reporter to head new consumer unit. Solid anchor skills a must. Send resume to Box D-51. EOE.

Co-anchor: If you're the best anchor/reporter on the beat and your tape can back it up, let's talk. We need a dynamo right away. Mid-70's Midwestern market. Tapes and resumes only, no phone calls to News Director, WHBF-TV, 231 18th St., Rock Island, IL 61201. EOE.

Assignment editor. Run day-to-day news operations of top rated CBS affiliate in beautiful Big Sky Country. Coordinate coverage efforts and closed circuit feeds for four station state network. Two years commercial experience and Bachelor's degree or extensive additional experience required. Management position. Salary DOE. Tape, resume, references, statement of news philosophy by 6/19 to News Director, KTVQ-2, 3203 3rd Ave. North, Billings, MT 59101. No calls. EOE, M/F/H/V.

We are looking for a news photographer who can tell the story with pictures and natural sound. Send resume and tape to Steve Kenrick, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE.

Producers. CNN Headline News is looking for intelligent, creative people to produce half-hour news shows. Minimum two years experience producing local news. Must be able to work overnights. Send resume, tape of one show and five re-writes of recent national and international stories from the newspaper (including originals) to: Headline News, 1 CNN Center, Box 105366, Atlanta, GA 30348, Attn: Producers. Do not call. EOE.

KMOT-TV is currently accepting applications for news director. Individual must have an extensive news background, strong leadership abilities and an aggressive news attitude. Previous news management experience preferred. Send resume to: Wayne Sanders, KMOT-TV, Box 1120, Minot, ND 58702. KMOT-TV is an equal opportunity employer.

We're not just looking for another pretty face, we're looking for someone who's serious about being a journalist. Commitment to the highest standards and to the community a must. Jobs include anchor work and reporting. Send tape and resume to: News Director, KIFI TV-8, 1915 N. Yellowstone, Idaho Falls, ID 83403. No phone calls, please. EOE.

Producer needed for weekday late newscast. We are seeking a person with three years minimum producing experience and excellent writing skills. Must have the ability to successfully integrate SNG and live coverage into newscast. College degree required. Send resume to: Hope Brown, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

News photographer needed for Charlotte, NC NBC affiliate. Must have minimum 2 years experience in shooting and editing for television news. Send resume to: Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

SE Coastal market looking for a co-host of top rated early morning and noon news programs. Excellent opportunity with group-owned network affiliate. Send resume and salary requirements to Box D-40. We will ask for a tape later. EOE.

Director of production: Production director needed by multi-state consortium of public television state networks and state education agencies. Duties include working with advisory councils to set priorities for the development and production of satellite-delivered student and teacher courses, budget oversight and fundraising. Must have Bachelor's degree in Broadcasting, Communications, Instructional Technology or Instructional Design or related field. A minimum of ten years direct experience in instructional television programming, a minimum of five years direct experience supervising instructional production budgets required. Knowledge of and experience in public broadcasting also required. Job located in Columbia, South Carolina. Send resume by June 1, 1989 to: Production Director, SERC, P.O. Box 50,008, Columbia, SC 29250. EOE, M/F.

Host/hostess for daily Entertainment Magazine show in top 25 market. Experience in magazine format and field producing desired. EOE. Box D-56.

Videographer/editor wanted for award winning creative services department. Must have at least three years experience shooting and editing commercials, promos or programming. Must be able to direct and work well with talent, possess excellent lighting skills and be able to contribute to as well as execute creative. Will be able to participate in 35M film shoots. If you have a great reel, a desire to live in a top twenty market in the Southwest and want the opportunity to do breakthrough work, send a reel and resume to Creative Services Manager, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010. EOE.

ACE editor, full-blown Ampex post facility. Looking for strong commercial background using 2-ch ADO, AVC 33, Chyron, 4-ch Still Store. VIDEOGRAPHER/TECH, minimum of 4 yrs. prefer commercial background. Studio experience a must. Doug Furce, WATL 36, One Monroe Pl., Atlanta, GA 30324. EOE, M/F.

Instructional television manager: Requires Bachelor's degree, two years experience, ability to lift production equipment. Pays \$26,000. Closes July 15th. Submit resume, transcripts, and three letters of recommendation to Harvey Hughett, Media Center, University of Idaho, Moscow, ID 83843. Details on request. AA/EOE.

Production manager: WXXI-TV, Rochester, New York, a top notch PBS station, is looking for a strong leader to oversee every phase of production planning and implementation, integrating the creative process with support services. The successful candidate will coordinate resources, maintain quality, aesthetic and technical standards, select and train production staff, and develop long term strategies for growth. WXXI is a production center with a 6 camera remote truck, two full equipped studios, and a state-of-the-art 1" editing suite. Salary: 20's. Resume and cover letter to WXXI Personnel Department, P.O. Box 21, Rochester, NY 14601. EOE.

Exceptional producer/director wanted. A major Southeast production company with proven twenty-year track record seeks a producer/director with high end corporate communications experience. Only those with ten years production experience will be considered. Resume, references, salary history to: Box D-65. EOE.

Producer: We're looking for the best morning show producer. Our show is topical, but not tabloid. Tampa's #1 morning show. We like to do the unusual. If you're a producer and not a booker, have four years experience producing or associate producing a daily show and think you're great, send a demo tape and resume to: Larry Cazavan, Program Director, WTSP-TV, 11450 Gandy Blvd., St. Petersburg, FL 33702. EOE.

Director/producer: Telemation Productions, Inc./Seattle, a full service production company is seeking a director/producer with five years experience in corporate and commercial video and film. Send resume and sample reel to Kurt Horn, Telemation Productions, Inc., 1200 Stewart St., Seattle, WA 98101. No telephone calls, please. EOE.

Producer/writer: The South's premiere TV station has a dream job in local programming. We are seeking a person to produce and write documentaries, entertainment specials and other long form programs that communicate and get ratings. You must have long form news or programing writing experience. No calls, please. Send resume and tape to Mark Engel, WSB-TV, 1601 W. Peachtree St., Atlanta, GA 30309. EOE.

Seeking experienced tape librarian. Maintain and set-up tracking and traffic system for all air masters, production elements including camera masters, graphics, music, etc. Purchase tape stock and manage dubbing system. Computer skills helpful. Must be able to manage department. No phone calls. Send resume to The Travel Channel, 1370 6th Ave., New York, NY 10019. EOE.

SITUATIONS WANTED MANAGEMENT

Young, mid 30's, self-starting OM with mid 20's all phases experience desires another OM challenge. Proven bottom line oriented OM track record. Proven motivation, people and training skills. Proven innovative and integrated operations. Proven ratings builder. Three degree plus Lifetime General. Box D-32.

Hire a part-time sales manager with fulltime experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast, Al Wunder, 201-697-1414.

Aggressive, young CPA/broadcaster seeking financial position with young, growing broadcast group. Big 8, radio and television experience. Box D-66.

SITUATIONS WANTED TECHNICAL

Chief engineer: SBE Senior Television/FCC General. IKE 357's ADO, 1", 1/2", 2", 3/4", Grass & Ampex switchers, C & Ku band, etc. And can handle people and budgets. Ready to move. 504-733-3540.

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.

I want out of New York City! But, I won't leave news. Can shoot, write, and edit - seeking reporter position in cable/small/medium market. Tom: 201-984-5802.

Excellent sportscaster - 12 years experience - looking for a good station. 216-929-0131. Box D-48.

Meteorologist, completing weekend contract in Southeast 50's market. Seeking fulltime Northeast or cool climate. Greenhouse effect is for real. Get me out of this heat! Tom "Hurricane" Hauf, 301-235-0324.

Seek new opportunities: Outstanding TV-radio sportscaster—currently underutilized. Instant credibility. Attractive, excellent sources, competitive, energetic journalist. Well-known in 4 major markets. Innovative video storyteller and performer. Currently in TV-radio in Northeast. Extensive pro and college play-by-play experience. Vast sports knowledge. Clean living ex-athlete. Box D-58.

TV announcer. Currently MOYL radio - PBS TV. 27 years combined experience. Final career move. 717-675-6982.

Depth, insight, enthusiasm! Knowledgeable sportscaster seeking key radio/TV opportunity that includes PBP. Five year pro ready to make a major move. Bill. 914-620-1814.

Male, 29, seeks entry-level position in small market TV newsroom. Some TV. 2 years radio announcing. BS, highest GPA. Good presence. Strong writer. R.L. Slaughter, P.O. Box 367, Perry, FL 32347.

Give me a break! '88 grad with ENG and production experience, good visual sense, seeks photographer position. Brian Heath, 216-928-4010.

TV anchor/reporter: Experienced anchor/reporter/news director seeking small or medium market, nightly news or magazine anchor/reporter position. All markets considered. John: 508-778-0095.

Weather anchor: 5 of 9 years in TV. Now a member of the American Meteorological Society. Broadcaster since age 13 (1963) Gerald Brinkley, P.O. Box 13642, Tallahassee, FL 32317-3642.

Aggressive meteorologist, 2 years market experience seeking M-F small to medium market. Strong graphics background. Call Patrick at 404-438-8370.

Sports anchor/reporter. Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike 718-934-1434. Messages 212-545-5661. 9-5.

MISCELLANEOUS

Primo People: Hosts, interviewers, entertainment critics and reporters, we need you. Send 3/4 tape and resume to Steve Porcicelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 601-446-6347.

Clip this out for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

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.

Reporters & anchors: Are you growing? Get the specific feedback you need. Customized confidential service. Ron Tindiglia Enterprises. News talent coaching. 914-967-8472. Call now!

ALLIED FIELDS

HELP WANTED INSTRUCTION

R/T/V/F graduate assistantships: News, research, production, management, in a leading mass communication program. Stipend plus tuition. Undergraduate programs in management, production, performance, filmmaking, and broadcast news. Contact Dr. William R. Rabin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. EEO/AA.

Teaching assistantships: Earn a Master of Arts as a graduate assistant within an interdisciplinary program, School of Media and Arts. Competitive stipend and 9 credits a semester for assistance in TV, film, radio, electronic journalism, computer graphics labs. Contact: New York Institute of Technology, Old Westbury, NY 11568. Attn: Prof. A. F. Piazza. EOE.

Coffeyville Community College, Coffeyville, Kansas, has a vacancy for a telecommunications instructor/station supervisor. Masters degree preferred. Experience in Introduction to Mass Communications, Broadcast Writing, Television Production, Advertising, and supervision of station operations. Duties begin in August. This is a permanent, full-time position. Send letter of application, resume, transcripts and credentials ASAP to: Mr. Frank Thoendel, Dean of Instruction, Coffeyville Community College, Coffeyville, KS 67337, 316-251-7000, Ext. 2035. EOE.

Telecommunications instructor to teach television production utilizing broadcast facilities. Requirements: Masters degree in Telecommunications or related field, full time experience in commercial or public television, eligibility for California Community College Instructor Credential. Salary range \$25,758 to \$37,095 for 10 months. Applications must be postmarked no later than May 31, 1989. Contact Patricia A. Mollica, Director of Personnel Services, San Bernardino Community College District, 441 West Eighth St., San Bernardino, CA 92401-1007, 714-884-2573. An equal opportunity, affirmative action employer.

EMPLOYMENT SERVICES

Programing, news talent and air personalities. Westwood staffs for many of the most respected names in broadcasting and invites your tape and/or resume for immediate consideration. Westwood Personalities, 6201 Sunset Blvd., #8, Hollywood, CA 90028. 818-848-1209.

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.

Attention - hiring! Government jobs - your area. \$17,840 \$69,485. Call 1-602-838-8885. Ext. R8435.

EDUCATIONAL SERVICES

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).

On-camera presentation video instruction tape. This tape has benefited entry level to network reporters. Send \$49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

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.

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.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Or., El Paso, TX 79925. 915-772-2243.

LPTV equipment: Six month project requires ten, used 100K UHF transmitters and/or translators with related equipment. Call Astro, 301-961-6530.

FM antenna(s) - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM ** CCA-AM 50,000D (1976), excellent condition. ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitter ** CCA 27,000 (1980) ** RCA BTF20E1 (1976, 1976) ** 3.5kw McMartin (1985) ** 5kw Gates FM 5G (1967) ** RCA 5D (1967) ** CSI T-12-F (1980) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

AM transmitters ** CCA AM 10,000 (1970), ** Collins 820F (1978) ** Harris MW5A (1976/81) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60KW, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

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.

Rent our complete multi-camera mobile production truck for your next shoot. Competitive rates and reliable services - Call Media Concepts at 919-977-3600.

Wow! What an NAB! We've got so many new listings. If you're not on our mailing list, you need to be! Call now to receive info on some of the best for less. Media Concepts. 919-977-3600.

Complete basic TV station equipment for sale. Channel 22. RCA TTU-60D transmitter, antenna, microwave, studio plus more. Used only 2 years. FOB Washington state. Best offer takes all. Maze Broadcast, 205-956-2227.

RCA TTU-110D mid band UHF transmitter with solid state exciter. Only 8 years old. Available immediately. Best offer. Maze Broadcast 205-956-2227.

Sony BVU-800 3/4" VTR's. Several available in good operable condition. Only \$5995.00 each. Maze Broadcast. 205-956-2227.

Fidelipac audio cartridges, new, model 300, from 20 seconds to 10 minutes. \$2 each. Technichrome. 702-386-2844.

Kline tower 645 ft with two platforms, has been dismantled. 205-322-6666, WBRC-TV.

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205-322-6666, WBRC-TV.

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.

Used-new AM, FM, TV transmitters, LPTV, antennas, cable, connectors, STL equipment, etc. Save thousands. Broadcasting Systems, 602-582-6550.

Harris FM 20-K. 9 years old, \$29,000 like new. Collins 21-E, 5KW AM. \$7,000. Jerry, 315-673-9049.

RCA TTU-30C 30KW UHF TV transmitter, excellent, on-air. \$75,000. Jacques, 315-488-1269.

Best prices broadcast quality videotape - professionally evaluated - 100% guaranteed - all major brands! KCS20-\$4.00, 1" 60 min. - \$22.00. KCA60-\$8.00. Toll Free VSI. 1-800-346-4669.

For sale: 105 AM - FM transmitters - All powers - All manufacturers. All in stock - All inst. books - All spares. 50kw - 10kw - 5kw - 1kw AM's. 40kw - 20kw - 10kw - 5kw - 3kw - 2.5kw - 1kw FM's. Besco Internacional. Rob Malany, Sales Manager, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. FAX # 214-226-9416. World leader in AM-FM transmitters.

LPTV transmitter, TTC XL 1000 MU. 1 kilowatt, for UHF LPTV. Low hours. available immediately. Paul Bailon, 406-232-5626.

For parts and service on Townsend Transmitters! Call 417-451-1440, BMA, Inc.

Two Ampro-Scully model 280B reel-to-reel recorders. Very low usage. One rack mounted; one console, manuals, patch cords. Call Bill Wood, Tex. WATS 1-800-392-4390, National 1-800-231-6275.

RADIO

Help Wanted Management

OPERATIONS MANAGER

The Mutual Broadcasting System, Inc. has an immediate opening for an Operations Manager.

Individual responsible for direct on-duty supervision of technical staff in conjunction with Mutual & NBC Radio Networks on-air operations, including program distribution systems, program switching and automation systems and networks satellite delivery.

Position requires 3-5 years experience in operations of broadcast facility, with one year supervisory experience. Skills pertaining to technical operations essential. Ability to work all shifts, including nights, weekends etc. Must have valid driver's license.

Qualified candidates are invited to submit a resume with salary requirements to:



**MUTUAL
BROADCASTING SYSTEM**

1755 S. Jefferson Davis Highway
Arlington, Virginia 22202

EOE M/F

Help Wanted Management Continued

CONTROLLER - RADIO STATION NEW YORK CITY

Seeking an accountant to manage the business office of a New York City radio station of a major group owner. Responsible for general accounting, budgeting, forecasting, financial reporting and human resources coordination. CPA and/or MBA preferred. Competitive salary and comprehensive benefits package. EOE.

Reply Box D-71.

Capitol Broadcasting Corp.

is looking for a General Sales Manager in Raleigh, NC.

Only strong, well-experienced radio sales managers need apply. Send resume to Darrel Goodin, VP/GM

WTRG-FM,

3100 Smoketree Court, #709, Raleigh, NC 27604. 919-876-1007.

EOE.

Help Wanted Technical

BROADCAST ENGINEER

Knight Quality Station Group seeks individual to fill a broadcast engineering position at NH's largest radio station.

WGIR/WGIR-FM. Technical background required; broadcast experience helpful.

Send resumes to: Knight Quality Stations, P.O. Box 610, Manchester, NH 03105, Attention: Warren Small.

WGIR and WGIR-FM
are Equal Opportunity Employers

Situations Wanted Announcers

TALK HOST #1 DETROIT 18.7 SHARE #1 WASH. DC 14.1 SHARE

Would you like numbers like this for fall? 20 yr Maj Mkt Pro seeks new opportunity, talent/programming experience. Great record, great references.

For T&R: ART DINEEN (602) 846-9695

TALK SHOW HOST WHO'S STILL TALKING!

I'M LOOKING FOR ENVIRONS
WHERE I CAN
RAISE MY CAREER AND FAMILY.

YOU'RE AN
AM HERITAGE STATION THAT
NEEDS TALK TO COUNTER FM.
YOU NEED
TALENT/MANAGEMENT/DIRECTION.
I'VE ALWAYS BEEN THE BEST
FRIEND OF SALES TOO!

POP. 250,000+
CALL MEL YOUNG 602-963-9144

Situations Wanted Management

BOB BOLTON

IMMEDIATELY AVAILABLE FOR MANAGEMENT
PROGRAMING OR CONSULTING POSITION.
MY CAREER SPANS 29 YEARS AND
INCLUDES VAST BROADCAST EXPERIENCE.
CALL ME FOR DETAILED RESUME
205-626-7875

Help Wanted News

JOURNALISTS

Radio Free Europe/Radio Liberty, Inc. seeks experienced professionals to write, re-write, and edit news copy for our central newsroom in MUNICH, WEST GERMANY.

Applicants should have several years of newswriting and/or editing experience, preferably including wire-service work. A good knowledge of foreign affairs is essential.

We offer an excellent salary/benefits package, generally including COMPA-NY-PAID HOUSING, and the opportunity to live abroad and grow professionally in an exciting and demanding news environment.

To apply, please send a detailed resume, including salary history, and writing samples to:

RFE/RL, INC.

Personnel Division
1201 Connecticut Avenue, NW
Washington, DC 20036

EOE, M/F

TELEVISION

Help Wanted Technical



TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resumes to:

Jim Brown, Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
Box 105366

Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

Help Wanted Technical Continued

VIDEO EDITOR

On/Off-Line Editor wanted for Tampa production facility. Candidate must have five years experience in 1" editing and an A.A. degree in TV/Film or related field; BA/Bs degree highly desired. Working with Sony, Abekas, Chyron & Grass Valley production tools, the successful candidate will edit high-end long-form corporate & business television programs. Position requires strong editorial and people skills and T.D. ability for live multi-camera sessions.

We offer a competitive salary commensurate with experience and the kind of comprehensive benefit program you would expect from an industry leader. Please forward resume and salary history in strict confidence to: GTE, Technical Manager, PO Box 374, Tampa, FL 33601-0374.



GTE
Corporation

an equal opportunity employer m/f

BROADCAST MAINTENANCE TECHNICIAN

QVC, America's quality cable shopping network, has an immediate opening for a Broadcast Maintenance Technician at our West Chester operations center.

Our 24-hour-a-day facility is equipped with Sony Betacam, Grass Valley Switching and Routing, Hitachi SK-97 cameras, Ampex ADO and Dubner graphics.

Interested candidates must possess 5 years broadcast maintenance experience. Must have an FCC General Class license.

We offer a comprehensive benefits package and a competitive salary. To be considered for this exciting opportunity, promptly forward resume, including salary history and requirements to: Gloria Savoia, QVC Network, Goshen Corporate Park, West Chester, PA 19380. An equal opportunity employer.

QVC

Help Wanted Sales

ACCOUNT EXECUTIVE
SF teleproduction facility seeks an intelligent, enthusiastic, aggressive, organized and motivated person to handle existing accounts and develop new ones. Experience necessary, good writing and communication skills and computer literate. Position available immediately.

**SEND RESUME AND SALARY/
COMMISSION HISTORY TO:**

BOX D-61

EOE

Help Wanted News

WANTED!

Experienced Reporters, Producers, Camerapeople, VTR Editors, Assignment Editors.

For: "CRIMEWATCH TONIGHT", an upcoming, nationally syndicated program, from the producers of "PEOPLE MAGAZINE ON TV".

Please apply only if you have solid experience in your field, and can show examples of high quality, imaginative work.

Send tapes and resumes to:

Ted Kavanau

c/o "PEOPLE MAGAZINE ON TV"

Current Trends Productions

555 West 57th St., 10th Fl.

New York, NY 10019

EOE

Situations Wanted News

PRIMARY WEATHER ANCHOR

WE'RE "NUMBER ONE" IN NEWS AND PLAN TO KEEP IT THAT WAY! SO, WE NEED A GREAT WEATHERPERSON TO JOIN OUR TEAM. THIS OPENING WILL NOT LAST LONG. WE'RE A SMALL MARKET, LIFESTYLE, INDEPENDENT, GROUP-OWNED, NETWORK AFFILIATE WITH DETERMINATION TO "BE SOMEBODY" WHEN IT COMES TO NEWS. IF YOU DO WEATHER, AND CAN HELP,

SEND YOUR RESUME TO BOX D-43.

EOE

Help Wanted Programing Production & Others

VIDEO PRODUCTION PROJECT MANAGER

GTE Corporation seeks a creative video production specialist to showcase and maximize our competitive edge as a multi-national corporation by producing professional teleproductions for internal and external use.

The selected candidate will be an effective communicator with 3-5 years experience producing professional level communications programs. Additional requirements include an Associate's degree in Communications (Bachelor's degree preferred), proven expertise in video production and good photography skills. The ability to direct a project from conception through budgeting, scripting, directing and editing is essential. Extensive contact with clients as well as outside creative and technical contractors will be involved.

GTE provides a generous compensation package and continued opportunity for professional development within a state-of-the-art business environment. For confidential consideration, forward resume with salary history and requirements to: Loureen Weber.

GTE Corporation



One Stamford Forum
Stamford, CT 06904

An Equal Opportunity Employer M/F/H/V

Help Wanted Programing Production & Others Continued



sr. lighting director

We are a major broadcast station/production facility actively involved in national production. We seek a **Senior Lighting Director** with a minimum of 5 years major market television lighting (studio and field) experience. Proven lighting/design ability, familiarity with state-of-the-art computerized lighting boards and dimmer systems necessary.

For confidential consideration, please send resume with salary history and requirements to: **Human Resources #B32, Box 0513P, c/o 12th Floor, 5 West 37th Street, New York, NY 10018.** Equal opportunity employer m/f/h/v.

C-SPAN AMERICA'S NETWORK

DIRECTOR, PROMOTION & PUBLICATIONS

Talented creative professional needed to direct marketing communications efforts. Director of new dept. will develop & implement a promotional program to build consumer awareness of cable's unique public affairs network. Oversees staff responsible for print & video promotion materials, awareness advertising, & collateral publications, including a weekly newspaper. Understanding of C-SPAN & the cable industry a plus; interest in news & public affairs a must. Also a full portfolio representing 8 yrs. increasingly responsible creative experience, including 4 yrs. mgt.

Send resume w/cover letter

& salary history to:

H.R., 444 N. Capitol St., N.W.
#412, Washington, DC 20001

EOE

PROMOTION PRODUCER

WFLA-TV, the Number 1 station in the Nation's 13th largest market has a career opportunity for a Promotion Producer who is ready for the big time. You must be an outstanding writer with breakthrough creative abilities, thoroughly versed in state-of-the-art production techniques and ready to be part of an aggressive Promotion team with an award winning track record. College degree and 3 years Promotion experience preferred.

Send resumes and tapes in confidence to: WFLA-TV, Personnel Administrator, 905 E. Jackson Street, Tampa, FL 33602.

EOE

M/F

8
WFLA-TV

FORMER NETWORK TV NEWS PRODUCER

Sought for a very lucrative (\$75K+) NYC-, or Chicago-based position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

PRIMETIME
240 MOUNTAIN VIEW LANE
MILL VALLEY, CA 94941

EOE

Miscellaneous

THE HOT SHEET

BROADCASTING'S LEADING JOB JOURNAL!

813-786-3603

We advise where to look, who to contact, and what additional openings to expect in the weeks ahead. Ask about our complimentary issue Bonus Plan and FREE Demo Tape/Job Material Evaluation!

For fast
Action Use
BROADCASTING'S
Classified Advertising

CABLE

Help Wanted Management

GENERAL MANAGER PUBLIC ACCESS

Prominent public access channel, serving 170,000 homes in suburban Virginia, seeks General Manager. Responsibilities include administration of: Budget, fund development, community liaison-marketing, operations management, personnel oversight, and volunteer services. Experience in business management, community relations, and television production required. Salary commensurate with experience. Submit resume, cover letter, and salary history to:

Search Committee:
General Manager
P.O. Box 2465
Fairfax, VA 22031

EOE

Help Wanted News

* Reporter * Photographer * Producer

Connecticut's best Newscast seeks qualified Reporter, Photographer and Producer. Each should have minimum 1 year of television news experience and an overwhelming desire to "get the story". Resumes and tapes to:

Jim Sweeney, Executive Producer
CABLEVISION NEWS 12
28 Cross St., Norwalk, CT 06851

(No Calls Please)

ALLIED FIELDS

Programing Services



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

RADIO STATIONS MAKE HISTORY JULY 1ST

Buy *TimeLine*™ and sell long-term schedules. Bright, day-by-day historical vignettes, staged for single or dual sponsorship...just a few dollars a day. Any format...starts 3rd quarter.

TimeLine

Douglas Morgan
Advertising/Productions
2330 Timber Shadows Drive
Kingwood, Texas 77339

Call Now
For Demo
(713) 359-8844

Employment Services

PROMOTION AND PRODUCTION JOBS

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

THE MEDIA TRAINING CENTER

ON-CAMERA PERFORMANCE TRAINING FOR ENTRY-LEVEL
TELEVISION NEWS REPORTERS
• THREE DAY ONE-ON-ONE INSTRUCTION - PROFESSIONAL
AUDITION TAPE
• VIDEO CASSETTE INSTRUCTION TAPE AVAILABLE
• EMPLOYMENT ASSISTANCE
WE MAKE GETTING THAT FIRST ON-AIR POSITION EASIER!
CALL (602) 285-1143

JOBS...JOBS...JOBS!!

Hundreds of them. Published weekly.
If you're looking, look here.
Media jobs at a price you can afford!
3 mos. \$20 6 mos. \$35 1 year \$60
Classified Communication
P.O. Box 4065-B Campbellsville KY 42718

SPORTSCASTERS—NEED HELP?

Station management won't give you any feedback? Invest in yourself and your career CAP, INC. provides professional consultants who can improve your on-air performance. Our goal? To help you get a better position or land your first job in the business. Play by play, color commentary, studio work (radio & TV)

CAP, INC. - (801) 277-5065

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

SELLING/MANAGEMENT CAREER DERAILED? GET ON TRACK.

Professional preparation for getting the next job you want in broadcast. Individual customized plan developed to get you where you want to be. What to say, how to say it, follow-up. Contacts coast to coast: Stations, Reps, Syndication, Cable. Free initial confidential consultation.

ANTONELLI MEDIA 212-206-8063

PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does **NOT** forward tapes or other oversized materials to Blind Boxes.

Business Opportunity

DO YOU HAVE A UHF OR LPTV?

NOT SURE WHAT TO DO?
ARE YOU INTERESTED IN A NEW
PROGRAMMING CONCEPT?
IF NOT, ARE YOU INTERESTED
IN SELLING?

CALL IMMEDIATELY —

J. GARZA

AT 213-284-6808

FAX # 213-284-3290

For Sale Stations



ALABAMA

Two Small Mkt. AM's
One: \$190K; \$75 Down
One: \$250K; \$50 Down

Our Best Buy:
Class C 100Kw FM Combo
Great Growth Mkt
\$4,000,000

GEORGIA

5 Kw Small Mkt AM
Good Beginners Station
\$175K, 105K Down

Class A FM With
C-2 Application
\$1,580,000

Class A FM Small Mkt
\$690,000

MISSISSIPPI

100Kw Class C FM
Large Mkt Tower Move
Bargain At \$2.25 M

Class A FM Combo
Application C-2
Priced To Sell \$460K

TENNESSEE

Class A Combo-Near Big
Mkt. \$840,000

CALL RANDY MILLAR
CORPORATE OFFICE
205-734-4888

WEST / CLASS A

Beautiful Colorado. Single market station—plus two translators serving area cities. \$450,000.

AM / POWER

10,000 Watts. Single station market. Western North Carolina. \$200,000.

TN / UPGRADE

Class A with CP for 50kw. Middle Tennessee. \$650,000.

GULF COAST

AM/FM. Urban format in booming area. \$1.4 million.

PA / COMBO

Medium Pennsylvania city. Full AM. 50kw FM. \$1,675,000. Firm.

SNOWDEN Associates

MEDIA BROKERS

Dick Paul Tom Snowden



919-355-0327

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC.

3125 Maple Leaf Dr. • Glenview, IL 60025

312 • 272 • 4970



TRI CITIES TN

Kingsport, Johnson City, Bristol, TN
Arbitron Market #90 MSA #106 870
AM 10,000 Watts

All equipment four years old or newer
\$360,000

Jim Charron 615-349-6133

Must Sell:

Profitable AM/FM Combo
Small West Texas town.
Owner ready to retire,
will negotiate for cash.

All serious inquiries
from qualified buyers considered.
Call owner 806-272-5378.

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

For Sale Stations Continued

- * More than 90 radio & TV stations nationwide listed for sale.
- * Call to get on our mailing list.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours



the
millar
company
usa
Serving the Nation

FLORIDA

UHF-TV Explosive Mkt
\$5 Million - Good Terms

5 Kw Fulltime AM
Large Mkt. \$1,600,000

Central Florida AM
1 Kw Fulltime - Good Mkt
\$350K; \$100 K down

Large Market AM
5 Kw-D \$550K, \$150K

SOUTH CAROLINA

Class A FM Combo
Small Mkt—Priced To
Sell \$620K

NORTH CAROLINA

Large Mkt AM
\$300K, 30K Down

Class A FM With
C-3 Possible—Priced
Sell at \$550K

ALABAMA

Big Mkt Class C 100Kw
Combo \$4,000,000

MISSISSIPPI

Class C 100 Kw FM Combo
Big Market
Bargain at \$2,500,000

KENTUCKY

Fulltime AM - Good Buy
at \$610K, \$150K down

CALL JOHN HUTSON
ASHEVILLE, N.C. OFFICE
THE MILLAR COMPANY
704-274-8667

CASH FLOW FINANCING

We purchase Accounts Receivable
National and Local

MFR FINANCIAL (714) 544-7131

ILLINOIS CLASS A

Profitable station in large metro.
Includes buildings and real estate
and good equipment. Owner has
other interests and must sell by
July.

Best cash offer above \$600,000.

Send for brochure:
General Manager
P.O. Box 583
Wilmette, IL 60091

FOR SALE:

Profitable AM/FM Combo
with C-2 Upgrade available in Michi-
gan.
\$250,000 Terms.
Includes Real Estate.
Contact T. L. Laidlaw at 701-256-1080.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

ILLINOIS STARTER

Full-time AM in single-station market, ideal for
first-time owner/operator. Modest current cash
flow exists with no full-time sales effort. Prom-
ising economic developments in local econo-
my offer prospect of significant appreciation in
the immediate future. Real estate and attrac-
tive terms with low down payment are includ-
ed. Total price \$225,000.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

SOUTHWEST FLORIDA

Construction Permit
(FCC Approved)

UHF

Contact Stevel Hamel
813-481-7400

**VENTURE CAPITAL
DEBT FINANCING**

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

FOR SALE:

FM/AM WEST CENTRAL INDIANA
METRO
GOOD BASE BILLING
NEEDS HANDS ON MANAGEMENT TO
REACH POTENTIAL
\$440,000.00 - TERMS NEGOTIABLE
INDIANA FM IN LARGE UNIVERSITY
MKT PLACE
\$1,000,000.00 TERMS NEGOTIABLE
MIDWEST MEDIA COMMUNICATIONS
127 WEST 3rd STREET
RUSHVILLE, INDIANA 46173
317-932-3964

**UTAH**

Class C 100Kw FM
With Fulltime AM
2.4 Million

ARIZONA

On-The-Air VHF-TV
Check This One For
\$6,000,000

Fulltime AM 5Kw/1Kw
Middle Frequency
\$775K, \$250K Down

Class C. 100Kw FM
Tower High On Mt.
Covers Large Area
\$950,000

ARKANSAS

Class A FM Resort City
520 Ft. Tower With 9 Acres
Over 100,000 pop. 1mV/m
\$360K, \$173K Down

CALL KENT COLBY
SALT LAKE CITY/RICHFIELD
MILLAR CO. UTAH OFFICE
801-896-8869

NOTICE OF PUBLIC SALE OF PERSONAL PROPERTY

FIRST AMERICAN NATIONAL BANK, JACKSON, TENNESSEE ("Bank"), pursuant to its rights as a secured party under certain Security Agreements dated August 29, 1985; December 28, 1987; June 3, 1988; February 1, 1989; February 3, 1989; February 17, 1989; February 23, 1989; March 1, 1989; March 14, 1989; March 15, 1989; March 31, 1989; April 17, 1989; and May 1, 1989; executed for the benefit of Bank as Secured Party by The Golden Circle Broadcasting, Inc., a Tennessee corporation, as Debtor, will offer for **PUBLIC SALE** pursuant to Section 47-9-504 of the Tennessee Code Annotated on **THURSDAY, JUNE 8, 1989, AT 11:00 O'CLOCK A.M., CENTRAL DAYLIGHT TIME**, at the north door of the Madison County, Tennessee Courthouse, Main Street, Jackson, Tennessee 38301, in cash, or by certified funds, or by wire transfer, to be paid not later than 5:00 o'clock P.M., central daylight time, on Thursday, June 8, 1989, to the last, highest, and best bidder, the following items of personal property ("Personal Property"):

All of The Golden Circle Broadcasting, Inc. tangible and intangible personal property of whatsoever type, including accounts, inventory, equipment, chattel paper, instruments, general intangibles, and all proceeds and products thereof.

**NO FEDERAL COMMUNICATION COMMISSION LICENSES OR
AUTHORIZATIONS ARE INCLUDED IN THIS SALE.**

By way of category, some of the equipment to be sold is: Office furniture, IBM Computer System, VCR's, Monitor, Cameras, Audio and Video Equipment, Receivers, Transmitters, Modulator, Satellite Receiver, Transmitter Tower.

The Personal Property will be sold in conjunction with certain real property owned by The Golden Circle Broadcasting, Inc. and the Personal Property may be sold separately and/or jointly with such real property. Bank, as secured party, reserves the right to make verbal announcements at the time of the public sale which shall apply to the terms of the sale.

The Personal Property will be sold by Bank as Secured Party only under its rights as a secured party under the Uniform Commercial Code as adopted by the State of Tennessee, Section 47-9-101, et seq., of the Tennessee Code Annotated. Bank will convey the Personal Property to the successful purchaser subject to any unpaid personal property taxes and subject to any liens which may have priority over the rights of Bank.

Bank reserves the right to bid at the sale. Bank reserves the right to adjourn the sale from time to time, without further public advertisement, by means of public announcement at the date and time of the sale set forth above.

A more complete list of the Personal Property to be sold can be obtained by contacting Dudley Pritchard, Executive Vice President, First American National Bank, P.O. Box 309, Jackson, Tennessee 38302; Telephone Number (901) 422-9781. The Personal Property can be inspected at the place of business of The Golden Circle Broadcasting, Inc. at 1002 South Highland Avenue, Jackson, Tennessee 38301, during regular business hours, upon appointment with the General Manager of The Golden Circle Broadcasting, Inc., (901) 424-1600.

This 12th day of May, 1989.

FIRST AMERICAN NATIONAL BANK
BY: DUDLEY E. PRITCHARD, JR.
TITLE: EVP
P.O. BOX309
JACKSON, TN 38302

For Fast Action Use
BROADCASTING'S
Classified Advertising

Public Notices Continued

RADIO STATIONS FOR SALE

Independent fine arts and big band radio stations together with real property in Chapter 11. Service Phoenix Valley of the Sun/Phoenix Metro Market. Present offer before court is a total price of \$1,800,000.00 with \$750,000.00 related to the personal property including FCC licensing, and \$1,050,000.00 related to the land. June 6, 1989 sale date set by Court. Bids should be submitted by June 1, 1989. Contact:

Stanford E. Lerch
Bankruptcy Counsel
Kennedy, Wilson & Lerch
3300 N. Central Ave., #900
Phoenix, Arizona 85012
602-264-5800

NOTICE OF PUBLIC AUCTION

WETO-TV FULL POWER
UHF TV STATION
IN TENNESSEE'S FASTEST
GROWING MARKET,
TRI-CITIES ADI RANK 87,
TO BE SOLD AT
PUBLIC AUCTION
JULY 7, 1989 AT 2 PM.
ALL ASSETS TO BE SOLD
SEPARATELY
AND AS A GOING CONCERN
WITH THE
HIGHER PRICE PREVAILING.
BIDDERS MUST POST
ACCEPTABLE
BANK LETTER OF CREDIT
TO QUALIFY.
INSPECTION OF FACILITY
BY APPOINTMENT.

FOR INFORMATION CALL
615-639-0181
WRITE P.O. BOX 1074,
GREENEVILLE, TENNESSEE 37744.

SALE OF VALUABLE COPYRIGHTS

Pursuant to a security agreement dated May 3, 1988 from SportVid-RSM, the undersigned shall sell at public sale, all rights pertaining to the following video programs:

"Automatic Golf"
"Isometric Stretch"
"Instant Karate"
"Weight Training at Home"

The sale shall be held at the offices of the undersigned at 8300-C Merrifield Avenue, Fairfax, Virginia 22031 on June 2, 1989 at 3:00 p.m., local time. The property shall be sold to the highest bidder. Deposit of ONE THOUSAND DOLLARS (\$1000.00), or ten percent of the sales price, whichever is less, cash or certified check, shall be required of the successful bidder at the time of sale. The balance of the purchase price shall be in cash or its equivalent at the time of settlement which shall be held on or before fourteen (14) days after the date of sale. Time shall be of the essence with respect to settlement. The deposit without interest thereon shall be applied to the credit of the successful bidder at settlement; or in the event of purchaser's failure to complete settlement within fourteen (14) days after the date of sale the deposit shall be forfeited and applied to the costs of sale, and the property shall be resold at the risk and cost of the defaulting purchaser.

The subject property shall be sold in "as is" condition without warranties of any kind. Should the undersigned be unable for any reason to convey marketable title to this property, then it shall be a term of this sale that the purchaser's sole remedy in law or equity shall be the refund of the deposit to the purchaser only. Upon refund of the deposit, the sale shall be void and of no effect. This notice supersedes all prior notices of sale.

For information contact:

MEDIA ASSOCIATES, INC.
James G. Smalley
10605 Judicial Drive
Suite B-1
Fairfax, Virginia 22030
(703) 385-6411

EARLY DEADLINE NOTICE

For the June 5 issue, the deadline will be:
FRIDAY, MAY 26 Noon, EDT

When responding to a blind box ad,

address your reply as: **Box (the letter and number
as shown in the ad)
Broadcasting
1705 DeSales St., NW
Washington, DC 20036**

**Do NOT send tapes, oversized material or use folders,
report covers or the like.**

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, & 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, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 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 ad 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, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, 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



Jones



McReynolds

Appointments at Meredith Corp., Des Moines, Iowa, based-group owner: **Phillip A. Jones**, executive VP, broadcasting group, and VP and general manager, KCTV(TV) Kansas City, Mo., named president, broadcasting group. Jones succeeds **William C. McReynolds**, who will be named senior VP, broadcasting group. Meredith owns seven TV stations.

Morrie Beltch, VP and general manager, WMKW-TV Memphis, joins KRRT(TV) Kerrville, Tex., as VP and general manager.

Sam Francis, president and general manager, noncommercial WLIW(TV) Garden City, N.Y., retired after five years in that position. Successor has not been named.

Cephas Bowles, assistant general manager, noncommercial KUAT-AM-FM Tucson, Ariz., named acting general manager, KUAT-AM-FM-TV.

Richard Ramirez, managing general partner, WHCT-TV Hartford, Conn., joins WGIR-AM-FM Manchester, N.H., as general manager.

Jack Mason, director, pension and benefits, Capital Cities/ABC Inc., New York, joins WBTV(TV) Charlotte, N.C., as controller.

Thomas C. Griesdorn, general manager, WXYZ-TV Detroit, has been named VP of Scripps Howard Broadcasting, parent company of WXYZ-TV.

Bob Burch, general manager, KXOK(AM)-KLTH(FM) St. Louis, joins WXCL(AM)-WKQA(FM) Peoria, Ill., as VP and general manager.

Edward T. Hardy, general manager, KUPL-AM-FM Portland, Ore., named VP.

Tricia Brooks, business manager, WEVO(FM) Concord, N.H., named acting general manager.

Marketing

Appointments at WJBF(TV) Augusta, Ga.: **Marty Fraser**, national sales manager, named local and national sales manager; **Marsha Radford**, account executive, WAGT-TV Augusta, named account executive.

Robert W. Lerew, marketing manager, Television Bureau of Advertising, New York, named director of market development.

Gloria Coscarelli, senior account executive, WZTV(TV) Nashville, named local sales manager.

Mike LaMacchia, account executive, KMOL-TV San Antonio, Tex., named market development manager.

Scott W. Stuart, senior account executive, KAMJ-AM-FM Phoenix, joins KTTU-TV Tucson, Ariz., as local and regional sales manager.

Charlotte Harwood, local sales manager, WTKR-TV Norfolk, Va., named national sales manager.

David D. Antuno, regional sales manager, KMSB-TV Nogales, Ariz., joins WPMI(TV) Mobile, Ala., as sales manager.

Ken Jarvis, general sales manager, WCAX-TV Burlington, Vt., named VP, sales.

Stephen Freifeld, account executive, MMT Sales Inc., Los Angeles, joins WTXX(TV) Waterbury, Conn., as national sales manager.

Garry Porterfield, account executive, KTUL-TV Tulsa, Okla., named local sales manager.

Rose Szmajda, account executive, WHBF-TV Rock Island, Ill., joins WREX-TV Rockford, Ill., in same capacity.

Rita Williamson, account executive, WAVY-TV Portsmouth, Va., joins WVEC-TV Norfolk, Va., in same capacity.

Steve Youngstrom, account executive, WKFT(TV) Fayetteville, N.C., joins WTVR-TV Richmond, Va., as regional sales director; **Judith C. Lundberg**, director of media and research, Laster and Miller Advertising, El Paso, joins WTVR-TV as research



Lerew

director.

Dominic Mancuso, account executive, WGN-TV Chicago, named regional sales manager.

James Zogg, account executive, KIRO-TV Seattle, named local sales manager.

Appointments at WLVI-TV Cambridge, Mass.: **Matthew Donegan**, account executive, Cablevision Advertising Sales, Boston; **Dick Dunster**, national sales manager, Boston Phoenix, Boston, and **Lisa Goyette**, account executive, WLNE(TV) New Bedford, Mass., to account executives.

Cheryl Savastano, advertising sales representative, WLNE(TV) New Bedford, Mass., joins WJAR(TV) Providence, R.I., as account executive.

Kay McKellar, regional sales manager, Dimension Cable, Texarkana, Tex., joins KRBK-TV Sacramento, Calif., as account executive.

Andi Pollsky, national sales manager, KOFY-AM-FM San Francisco, named general sales manager.

Glenn D. Lucas, general sales manager, WICE (AM) Providence, R.I., named VP.

Appointments at WKLI(FM) Albany, N.Y.: **A. Kristine Daley**, regional marketing consultant, named sales manager; **Leslie J. Maiello**, radio marketing consultant, named regional marketing consultant.

Steve Wilder, account representative, KVET (AM)-KASE(FM) Austin, Tex., named general sales manager.

Jim Agius, sales service executive, Turner Broadcasting Sales, Detroit, joins CBS Radio Networks there as account executive.

Cynthia Schall, senior account executive, WLS(AM) Chicago, joins WMMB(AM) there as account executive.

Appointments at WRKO(AM) Boston: **Matt Redd**, sales representative, WMJX(FM) Boston, named sales representative; **Terrance Conway**, talk show producer, WBZ(AM) Boston, named sales representative.

Chuck Meng, production assistant, KTXL(TV)



The Most Experienced
Executive Search Firm In Broadcasting.

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment
44210 North Road
Southold, New York 11971
(516) 765-5050

The person you describe is the person we'll deliver.

Sacramento, Calif., joins KRBK-TV there as account executive.

Eduardo B. Fernandez, account executive, WSB-TV Atlanta, joins WXMI(TV) Grand Rapids, Mich., as local sales manager.

Bruce Swearingen, Southeast market manager, Television Bureau of Advertising, Atlanta, joins WCJB(TV) there as general sales manager.

Gary Powers, VP and general manager, WAPT(TV) Jackson, Miss., joins WSPA-TV Spartanburg, S.C., as general sales manager.

Tom Williams, general manager, KRMD-AM-FM Shreveport, La., joins WMIX-FM Nashville as general sales manager.

Karen Gagne, account executive, WHDH(AM) Boston, joins WFXT(TV) there in same capacity.

Appointments at WWWE(AM) Cleveland: **Donald Blesse**, assistant sales manager, named local sales manager; **Matt Gutbrod**, account executive, named assistant local sales manager.

John Comenos, VP, stations, Eastern Division, Christal Radio, Detroit, joins WLTJ(FM) there as general sales manager.

John Lynch, manager, Republic Radio, Atlanta, joins WGTR(FM) Miami as national sales manager.

Clarence Johnson, regional manager, Intercep, Chicago, joins WRVR-AM-FM Memphis as general sales manager.

Mary Galda, retail sales manager, WKRS-FM New York, joins WPLJ(FM) there in same capacity.

Patty England, account executive, WIBC (AM)-WKLR(FM) Indianapolis, named national sales manager.

Sandy Stahl, promotion director, WLUP-AM-FM Chicago, named director, marketing communications.

Bob Oakley, president, Oakley Kelly Sugerman Inc., advertising agency, Boston, joins WBOS(FM) there as director of marketing.

Robert L. Shive, general sales manager, WTHR(TV) Indianapolis, joins WXLW(AM) there as VP, sales.

Lee Grover, account executive, KUPL-AM-FM Portland, Ore., joins KUDY(AM)-KKZX(FM) Spokane, Wash., as local sales manager.

Networks has experienced unprecedented financial growth."



Frons



Lurie



Smith

Appointments at NBC, Burbank, Calif.: **Brian Frons**, VP, daytime programs, NBC Entertainment, named VP, creative affairs, NBC Productions; **Leslie Lurie**, VP, creative affairs, NBC Productions, named VP, comedy development; **Jacqueline S. Smith**, president, Pygmalion Productions, Los Angeles, and former VP, daytime programs, ABC Entertainment, named VP, daytime programs.

Appointments at Columbia Pictures Television, Los Angeles: **Russell Marcus**, writer and producer, Fox's *Duet*, joins Columbia as writer and producer; **Stephanie Knauer**, director, business affairs contract administration, named VP, business affairs administration.

Tom Malanga, VP, finance and administration, MGM/UA Television, Los Angeles, named senior VP.

Beth Clearfield, manager, story development, CBS/Fox Video, New York, joins BBC/Lionheart Television there as director of programing.



Clearfield

Appointments at Arts & Entertainment Cable Network, New York: **Gerard**

Gruosso, deputy controller, named controller; **Tom Atkinson**, manager of accounting, named assistant controller; **Patrick McFarland**, writer and publicist, named national publicist.

Ruthe Benton, director of development, Lewis Chesler Productions, MGM/UA, Los Angeles, joins King-Phoenix Entertainment Inc. there as director of development.

Barbara Javitz, senior VP, programing, Nelson Entertainment, Los Angeles, joins Prism Entertainment there as acquisitions VP.

Jack Sheehan, president, Video Production Resource, production company, San Francisco, joins VTE Mobile Television Productions Inc., Los Angeles, as VP, director of operations.

Timothy Mahoney, general manager, Hollywood Center Studios, Hollywood, named executive VP and chief operating officer.

Joey Plager, manager, story department and

Programing



Freston

Thomas E. Freston, president and CEO, MTV Networks, New York, named chairman and CEO, MTV Networks. Freston will continue to have overall responsibility for company which is comprised of MTV: Music Television, VH-1, Nickelodeon and Nick at Nite.

Frank J. Biondi Jr., president and CEO of MTV's parent company, Viacom International Inc. said that under Freston "MTV



Class ACT. Action for Children's Television honored achievements in broadcast television, cable and home video at its 17th annual awards presentation in Boston. Shown above with ACT President Peggy Charren (third from right) are commercial TV award winners Squire Rushnell, vice president, late night and children's television, ABC, for "Daddy Can't Read," an *ABC Afterschool Special*; Eda Hallinan, producer, "Daddy Can't Read"; Edward Bear (Winnie the Pooh), star, *The New Adventures of Winnie the Pooh*, ABC; Jerry O'Connell, *My Secret Identity*, Scholastic Productions; Chris Metcalfe, director, children's program unit, KRON-TV San Francisco, for *Buster's Ape Show* and *Home Turf*.

Decker Anstrom: NCTA's policy point man

Decker Anstrom, the number-two man at the National Cable Television Association, turned up on NBC's *Today* show two weeks ago, providing counterpoint to Senator Joseph Lieberman (D-Conn.) and his charge that cable operators were price-gouging cable subscribers. It was one job he would rather not have had.

"I don't shun the [media spotlight]," he says during an interview at NCTA's Washington offices. "But I am quite comfortable in a reasonably anonymous role. In some ways I feel I am more effective here to the extent that others—[NCTA President Jim] Mooney or department heads—are out telling our story."

Fortunately for the 38-year-old Anstrom, public appearances and speechmaking are but a small part of being executive vice president. In addition to handling personnel matters and keeping the association on budget, Anstrom's principal duties are, as he puts it, "to make the trains run on time and to insure quality control."

"There is a lot of talent and creativity here and part of my job is to insure that we have people working in the same direction and that we bring to bear all the expertise and ability we have on any particular issue."

At the same time, Anstrom says, assignments have to be done right. "We want to make sure the things we are doing are well thought out, that our thinking is mature and that we have touched all the bases before we do something or say something."

Put simply, Anstrom is responsible for executing NCTA policy. "I make a great effort to make sure I am implementing what [Mooney] wants implemented and that the priorities I am working on are his priorities."

Like other senior staffers at the association, Anstrom also contributes to formulating the plans—the strategy and the tactics. And he is sometimes called on to lobby on Capitol Hill as he did last fall to insure that Senator Albert Gore's (D-Tenn.) home satellite bill went down to defeat. The bill would have weakened cable control over its programming.

Anstrom describes his relationship with Mooney as "strong" and "cooperative." "I have been very delighted by the way our chemistry and understanding of each other have evolved as we have worked together."

Mooney's assessment of Anstrom's year and a half at NCTA is enthusiastically positive: "He is extremely capable and has an enormous capacity for work."

Anstrom credits his predecessor, Bert Carp, with recommending him for the NCTA post. He and Carp knew each other from their days in the Carter White House and from their efforts on behalf of Walter Mondale's bid for the Presidency in 1984.

When Mooney called in 1987, Anstrom was president of Public Strategies, a manage-



DECKER ANSTROM—executive vice president, National Cable Television Association, Washington; b. Aug. 2, 1950, Conway, S.C.; BA, American Studies, Macalester College, St. Paul, Minn., 1972; graduate studies, Woodrow Wilson School of Public and International Affairs, Princeton University, 1972-73; executive assistant, U.S. Commissioner on Aging (Arthur Flemming), 1973-76; senior staff positions, Office of Management and Budget, 1977-78; assistant director, Office of Presidential Personnel, 1979-80; director of policy analysis, Public Strategies, 1981-85; president, Public Strategies, 1985-87; present position since November 1987; m. Sherry Hiemstra, April 15, 1978; children—Thomas, 8.

ment and public policy consulting firm he had helped form seven years earlier. That the firm advised several trade associations led Anstrom to accept Mooney's offer. "It struck me that after providing advice about how to think strategically and how to plan and manage a public policy process it might be fun to actually try it."

Anstrom remains a liberal Democrat, even though the political philosophy is somewhat out of fashion. It is something he inherited from his father, a high school mathematics teacher who moved from school to school throughout the Midwest organizing teachers' unions.

When it came time to go to college, he chose Macalester College in St. Paul, Minn., a center of liberalism then and now, and studied history and political science with an eye toward elective politics. Its alumni include Mondale.

One of Anstrom's professors was Hubert Humphrey, who lectured at the school between his failed bid for the Presidency in 1968 and his successful run for the Senate in 1970. Anstrom, following his election as president of the student body, recalls that Humphrey invited him to a meeting at which the former Vice President advised him on how to pull together a working

coalition from among the many campus factions. "He was an instinctive political animal," Anstrom says.

Macalester also introduced Anstrom to Arthur Flemming, a Teddy Roosevelt Republican and longtime public servant (he was secretary of Health, Education and Welfare in the Eisenhower Administration) who assumed the presidency of the college in 1968. "If one has a mentor in life, Flemming is mine," he says.

When Flemming was named the U.S. Commissioner on Aging in 1973, he brought Anstrom, then doing graduate studies at Princeton, to Washington to be his executive assistant. Anstrom keeps in touch with Flemming, who at 84 is still active in Washington on aging and civil rights issues.

It was during his first years in Washington that Anstrom gave up on being an elected politician. To pursue the ambition, he says, he would have had to leave Washington, which he had fallen in love with, and, more important, he would have had to give up his privacy. "I am amazed at what people on the Hill have to give up in terms of private family life. I sure wouldn't want to do that."

Anstrom joined the Carter Administration as it was setting up shop in 1977. As a senior staffer at the Office of Management and Budget, he was involved in Carter's ambitious reorganization of the federal government. He was on the team that convinced Congress to create, over considerable opposition, the Department of Education.

Anstrom was able to sate his appetite for political intrigue when he moved over to the White House personnel office in 1979. There, he says, he was, in essence, a headhunter for the administration and, by virtue of time and place, a part of Carter's reelection effort.

After the defeat, he joined other Carter Administration officials Jim Johnson and Richard Holbrooke in forming Public Strategies. In addition to advising Wall Street investment bankers on the ways of Washington, the firm, on a pro bono basis, worked on Mondale's Presidential campaign. Johnson, in fact, was chairman of the campaign. Anstrom describes the campaign as a "four-year death march."

When he finds the time, Anstrom enjoys reading histories, biographies and the who-dunnits of Elmore Leonard and following the fortunes of the New York Yankees and Georgetown Hoyas.

But Anstrom says his real joy is his family—his wife of 11 years, Sherry, and his eight-year-old son, Tom. Anstrom says he and his son have a "great time" together, learning about dinosaurs and other important things. The boy is a fan of Nickelodeon's Inspector Gadget, but Anstrom has tried to broaden his appreciation for the television arts by introducing him to such old-time favorites as Wile E. Coyote and The Road Runner.

InBrief

RKO has tentatively agreed to sell WXY(FM) Fort Lauderdale, Fla., to Ackerley Communications for \$21 million. Station was previously sold to Evergreen Media for \$24 million, but deal fell through (BROADCASTING, Oct. 10, 1988). Deal will be completed when RKO has reached final arrangements with competing applicants. Broker for Ackerley was Gary Stevens & Co.

Commissioners James Quello and Patricia Diaz Dennis outvoted Chairman Dennis Patrick to continue FCC support for two minority ownership policies under challenge in U.S. Court of Appeals. By separate 2-1 votes, FCC decided to petition court for en banc rehearing of March 31 ruling in *Shurberg*, striking down distress-sale policy as violation of equal-protection clause of Constitution, and it decided not to support en banc hearing of April 21 ruling in *Winter Park* upholding constitutionality of giving minorities preferences in awarding new station licenses. Distress-sale policies allow stations whose licenses have been slated for license-revocation hearing to sell to minorities at 75% of market value. In dissenting statement, Patrick said he supports insuring "minority perspectives" in broadcasting. "But our station licensing and transfer policies must, above all else, guarantee equal protection of the laws to all Americans," chairman said. "As such, our race-conscious policies must be subjected to the most rigorous review to insure fidelity to this principle." Quello and Dennis chose to appeal *Shurberg* and "let stand" *Winter Park* "despite hopeless confusion and conflict in the relevant case law," he said. "The principle of 'equal protection' deserves better."

Capital Cities/ABC sent letter last week to National Association of Broadcast Employees and Technicians (NABET) saying deadline for NABET acceptance of company's "final offer" could be extended to June 19. Deadline extension would allow employees to still receive 10% bonus for ratifying agreement, but there was no

Telecable goes on the block

Telecable, the Norfolk, Va.-based MSO, last week engaged Morgan Stanley to explore selling the company, which serves 580,000 subscribers in 21 systems across 15 states. The reason for the decision, said Telecable President Richard Roberts, is that "the business is changing, making economies of scale more important." The company was unable to grow through acquisition as it had in the early 1980's, he said. The company was the 14th largest MSO several years ago, but has since dropped to 22nd, said Roberts, and "that's a little frustrating."

Charles R. Cory, principal, Morgan Stanley, said mid-size cable companies such as Telecable are evaluating "what's going to be the minimum efficient scale" of operation in the cable business. Other mid-size companies, such as American Cablesystems, Rogers, Centel and Cooke, have been sold or put on the market in the past two years.

The stock of the company will be sold to a single buyer, said Cory and Roberts, with the shareholders receiving the distribution. Telecable was spun off from parent Landmark Communications several years ago. Landmark's interests include newspaper, radio and television as well as the Weather Channel.

Telecable's properties are primarily located in the Southeast and Southwest. Its largest system is Overland Park, Kan., a suburb of Kansas City, where it serves 70,000 subscribers, followed by Lexington, Ky., at 60,000 subscribers. The company expects to surpass 600,000 subscribers by the end of the year.

Roberts said the company is over 70% addressable, its penetration is 66%, and its pay to basic ratio is 103%. In addition to the cable operations, Telecable owns one-sixth of Home Premiere Television, the pay-per-view operation that has merged with Viewer's Choice.

word whether union would agree to hold new vote on offer—previous vote was against ratification. Both sides were communicating through federal mediator, and renewal of talks was set for Tuesday, May 23, in New York.

Arbitron said cable penetration reached 53.9% in February, reaching 48,479,700 homes, up over 700,000 homes from 53.0% figure for last fall. Year ago, Arbitron said penetration stood at 50.6%.

Internal Revenue Service has placed a levy on national sales representative Independent Television Sales for \$800,000 in 1988 employe taxes. Some stations represented by ITS received letter from IRS directing them to pay money owed to rep directly to IRS. Bob Somerville, ITS president, last week said company was negotiating with IRS in hopes of releasing levy this week.

Petry Television has been appointed national sales rep for WKBW-TV Buffalo, ABC affiliate owned by Queen City Broadcasting. Previous rep was Blair Television. Sources said station's commissionable billing is near \$10 million annually.

Viacom Enterprises has acquired domestic television distribution rights for 30 feature films from Trans World Entertainment and Epic Productions. Titles include *Waiting for the Light*, starring Shirley MacLaine and Teri Garr; *Men at Work* with Charlie Sheen and Emilio Estevez, and an action/adventure film with Jean Claude van Damme.

Garrison Keillor used annual Public Radio Conference in San Francisco last week to announce he will return to American Public Radio with new series in fall, and National Public Radio announced specifics on July 1 launch of hourly newscasts. With strategic plan for 1990's topping agenda, more than 800 representatives gathered May 17-21. Keillor, creator and host of *Prairie Home Companion*, said he will launch new series Sept. 30 in 6 p.m. ET Saturday slot, producing 12 new two-hour shows in fall and 12 more in spring. APR announced that former Keillor sidekick Dan Rowles will be permanent host of *PHC* replacement *Good Evening*, which will likely move to Friday evenings in most markets. *PHC* reruns now airing Sunday evenings will likely fold into new Keillor series, filling nights between new productions, said APR President Stephen Salyer. NPR will add eight newscasts every day between 5:01 a.m. through 10:01 p.m. ET.

In releasing fall schedule last Wednesday (see page 54), NBC Entertainment President Brandon Tartikoff revealed that eight new comedies and four dramas are standing in reserve as midseason replacements. Although programming chief did not identify all back-up shows, **NBC has disclosed two half-hour comedies and one hour drama that are awaiting air dates.** *Family Man*, *Truck One* and *Ann Jillian Show* are three back-up series identified as receiving preliminary commitment for limited runs. NBC also announced that *Morton's By the Bay* (half-hour pilot starring Nell Carter) will air Monday, May 29, 9:30 p.m. (EST).

House Ethics Committee will open its doors to television coverage on Tuesday (May 23) **when House Speaker Jim Wright's attorneys appear** to present arguments for dismissal of charges against their client. Committee's decision was in response to request by attorneys. There was no indication last week what decision will be when committee considers networks' request for change in rules to permit coverage of disciplinary hearing.

Lance Webster, executive director of Broadcast Promotion and Marketing Executives, will resign post effective June 30. BPME board of directors will begin search for replacement immediately, with Bert Gould of WCBS(AM) New York heading search subcommittee.

...at to president of motion pictures, Imagine Films, Los Angeles, joins Lee Rich Productions, Burbank, Calif., as manager, television development.

News and Public Affairs



Goldberg

Bernard Goldberg, staff correspondent, CBS News's *48 Hours*, New York, named special correspondent, *48 Hours*.

Appointments at NewsAge Communications Inc., Washington-based satellite news feature service:

William Wagner, executive producer,

WUSA-TV Washington, named executive producer, news programming; **Nancy Lee Roycroft**, associate producer, Conus Communications, Washington, named news assignment editor.

Appointments at WCVB-TV Boston: **Rose Lewis**, weekend news producer, named 11 p.m. news producer; **Mimi Wishner**, associate producer, 6 p.m. news, named weekend news producer.

Appointments at KTVY(TV) Oklahoma City: **Stuart Kellogg**, news director, named director of news and marketing; **Jonathan Kaplan**, news director, KSPR(TV) Springfield, Mo., named executive producer.

Appointments at WMAQ-TV Chicago: **Joan Esposito**, co-anchor, noon newscast, and **Warner Saunders**, anchor and reporter, named co-anchors, 4 p.m. newscast.

Mark Sayre, news reporter, KESQ-TV Palm Springs, Calif., named anchor and producer, morning report.

David Werning, executive producer, Pictures Productions, Fort Wayne, Ind., joins WTOL-TV Toledo, Ohio, as producer and director, 6 and 11 p.m. newscasts.

Appointments at KUTV(TV) Salt Lake City: **Doug Jardine**, anchor, noon newscast, named weekend anchor; **Bryan Shiffer**, reporter, named assignment editor; **Karry Warren**, reporter and producer, named executive editor in charge of future story and project planning.

Tom Zizka, general assignment reporter, WWTV(TV) Cadillac, Mich., joins WSAZ-TV Huntington, W.Va., in same capacity.

Bob DeBardelaben, weatherman, WRAL-TV Raleigh, N.C., will retire June 30 after 21 years with station. **Greg Fishel**, station meteorologist, will replace him.

Appointments at WSCH-TV Portland, Me.: **Kevin Mannix**, news anchor, WHLL(TV) Worcester, Mass., named weathercaster; **Gabe Caggiano**, reporter, WTOG-TV Savannah, Ga., and **Noel Nordquist**, reporter, KOMU(TV) Columbia, Mo., named reporters; **Phil Willette**, intern, WVII-TV Bangor, Me., named photographer.

Donna Carter, engineer, technical production department, National Public Radio,

Washington, joins Alaska Public Radio Network, Anchorage, as producer and director, *National Native News*.

Technology

George A. Hanover, director, engineering, Electronic Industries Association's Consumer Electronics Group, Washington, named executive director, engineering. Hanover replaces recently retired Eb Tingley.



Westlund

Richard E. Westlund, chief engineer, WGRZ-TV Buffalo, N.Y., retired after 35 years with station. Assistant chief engineer **Larry Floss** succeeds Westlund.

Andrew N. Tilles, production assistant, Peter Jones Productions, Los Angeles, named production

manager.

Jerry Garvin, chief engineer, WKAB-TV Montgomery, Ala., joins WHNS(TV) Greenville, S.C., as chief engineer.

Appointments at WMTW-TV Portland, Me.: **Richard Cushman**, assistant chief engineer, named chief engineer; **Jack Conner**, senior electronics technician, Communications Satellite Corp., Andover, Me., named as-

sistant chief engineer.

Boyd Lundberg, engineer, KREM-TV Spokane, Wash., named chief engineer.

Christopher Sutphin, VP and general manager, power semiconductor division, General Instrument, New York, named president, power semiconductor division.

Steven Tabankin, supervisor, sales administration, Sharp Electronics Corp., Mahwah, N.J., joins Financial News Network's home shopping service, TelShop, New York, as electronics buyer.

Ric Boyden, producer, director and production manager, WFTX(TV) Cape Coral, Fla., joins Videx Corp., Fort Myers, Fla.-based broadcast production and editing company, as manager.

Jerry L. Rankin, Southeast regional sales manager, Microtime, manufacturers of digital video processing equipment, Liburn, Ga., joins Barco Industries, supplier of television monitors for broadcast and post-production applications, Atlanta, as Southeastern regional sales manager.

Wanda S. Rayle, independent producer, Miami, joins Home Shopping Network Inc., Clearwater, Fla., as VP and general manager of HSN's teleproduction facility.

David M. Baughn, assistant director and chief engineer, University of Alabama Television Services, Tuscaloosa, named director, college of communication.

Virginia Lee, anchor and reporter, Missouri, Learfield Communications Inc., Jefferson City, Mo.-based satellite system,



Survival Training For the 'Nineties

IT'S A JUNGLE OUT THERE . . .

Maybe it's time to sharpen your skills . . . Re-evaluate your career strategies . . . Expand your industry perspective . . . Gain exposure to subjects you weren't able to take in school, or areas you haven't been able to experience, "hands-on," in your current job . . . And do it quickly . . . Intensively . . . Under the guidance of professionals with experience in the trenches . . .

THE MEDIA DEVELOPMENT PROJECT

(in cooperation with the Antonelli Media Training Center and The VBS Group, Inc.)

WE OFFER COURSES IN THE BASICS—AT ANY LEVEL

Choose from over forty 1-to-4 day (or evening) programs in:

Sales/Marketing: Local/Spot/Network/Syndication	Management: Sales/Operations
Operations: All station departments	Research: Audience/Market/Program
Technology: Computer/production systems	Production: Program/Commercial

For further information call or write:

THE MEDIA DEVELOPMENT PROJECT, INC.: 20 WEST 20TH STREET, NY, NY 10011
Phone: (212) 206-0461 Fax: (212) 206-0463

named director of station relations. Learfield distributes programming services to radio stations. Learfield also operates Brownfield Network, agricultural radio network, and Radio Iowa, statewide news network.

Michael Barry, mixer and engineer, Sync Sound, sound production company, New York, joins East Side Film and Video Center there as engineer.

Promotion and PR

Marlan Efflinger, manager, advertising, publicity and promotion, Walt Disney Television, Los Angeles, named director, advertising, publicity and promotion.



Efflinger



Piturro

Genevieve Piturro, director of creative services, All American Television, New York, joins D.L. Taffner Ltd. there in same capacity.

McAdory Lipscomb, VP, national accounts, Showtime Networks Inc., Denver, named senior VP, corporate affairs, New York.

David Garland, director, promotions, Movietime, Hollywood, named VP, studio relations and promotions.

Richard L. Mann, marketing communications specialist, Medco Group, New York, joins All American Television there as director of creative services.

Laura Benavides, promotion and publicity coordinator, WDIV(TV) Detroit, named press and publicity manager.

Dick Gove, operations coordinator, WMTW-TV Portland, Me., named director of community affairs.

Terry Caywood, promotion manager, WPGH-TV Pittsburgh, named director of promotion.

Michael Silverman, recent graduate, College of Journalism and Communications, University of Florida, Gainesville, joins non-commercial WKEL-FM-TV West Palm Beach, Fla., as publicist.

Jayne E. Marsh, development director, non-commercial WKAR-AM-FM East Lansing, Mich., named assistant director, marketing and development, WKAR-AM-FM-TV. Marsh is responsible for directing fund-raising and marketing efforts.

Kathi Kolodln, creative services director, WAVA(FM) Arlington, Va., joins WTOP(AM)-WASH(FM) Washington as director, advertising and promotions.

Allied Fields



Timothy

Ray Timothy, former executive VP, NBC, New York, joins Furman Selz Mager Dietz & Birney Inc., investment banking firm there, as senior managing director, media and entertainment group.

George B. Grills, VP, engineering and facilities, Jefferson-Pilot Communications Co., Charlotte, N.C., joins Lawrence Behr Associates, Greenville, N.C.-based broadcast and telecommunications consulting firm, as VP, consulting services.

Nick Bourne, staff attorney, tariff division, Common Carrier Bureau, FCC, Washington, named acting legal assistant to Common Carrier bureau chief.

Kathleen Hall Jamieson, professor, University of Texas, Austin, named dean of University of Pennsylvania's Annenberg School of Communications, Philadelphia.

Donna Leonard, director of radio membership, National Association of Broadcasters, Washington, named radio membership VP.

Alan J. Steiner, accountant and PC specialist, NBC News, Washington, joins National Association of Public Television Stations there as chief accountant.

Abbott Wool, senior VP and media director, Cadwell Davis, advertising agency, New York, joins Vitt Media International Inc., independent media planning and buying company there, as group VP, media director and assistant to president.

Patrick J. O'Keefe, financial consultant, Shearson Lehman Hutton Inc., Denver, joins Clifton Gardiner & Co., Golden, Colo., as investment banking associate.

Elected officers, Tampa Bay, Fla., chapter of Women in Cable: **Andrea White**, Jones

Intercable, president; **Gayle Paragon Cable**, VP; **Ellen Lawrei Cable**, treasurer; **Lori Jacobs**, Jon ble, secretary.

Robert L. Adams, VP, broadcast Chamber of Commerce, Washington, ducted into National Academy of sion Arts and Sciences Silver Circle of Washington Broadcasting for his "significant contribution to Washington, D.C., Television." Criteria for induction into NATAS's Silver Circle is television career of 25 years or more and major contributions to television industry in Washington.

Rose Stanley, senior anchor and reporter, KAKE-TV Wichita, Kan., named "Woman of Achievement" by Women in Communications Inc.

Ralph L. Lowenstein, dean, University of Florida's College of Journalism and Communications, Gainesville, Fla., elected president of Association for Education in Journalism and Mass Communication. AEJMC is faculty association of journalism educators.

Deaths



Read

A. Louis Read, 74, former president and general manager, WDSU-AM-TV New Orleans, and former chairman of NBC TV affiliates board and National Association of Broadcasters TV board, died May 21 of stomach cancer at his home in New Orleans. Reed's career began at WWL(AM) New Orleans in 1938 as commercial manager. He served in Navy during World War II and then returned to WWL in 1946. In 1948 he joined WABB(AM) Mobile, Ala., and became general manager. Read went to WDSU-AM-TV in March 1949 as commercial manager. Over next 16 years, Read served in several executive capacities before being named president in 1965. Read became member of NAB TV board in 1968 and became chairman in 1971. In 1972 WDSU(AM) was sold to Covenant Broadcasting Corp., and TV station was sold to Cosmos Broadcasting Co., Columbia, S.C. Read remained president until 1978. After retirement, Read remained on board of directors at Cosmos. He is survived by his wife, Nathalie, two sons, Michael and Stephen, and two daughters, Susan and Carolyn.

Jane E. Fisher, 43, station manager, non-commercial WUFT-FM Gainesville, Fla., was killed May 13 after being hit by car at scene of automobile accident in Gainesville. Fisher had been with station since 1986. Prior to joining WUFT-FM, Fisher was station manager for noncommercial WSIU(FM) Carbondale, Ill., and associate director of broadcasting services at Southern Illinois University. She was also board member of Southern Educational Communications Association radio division. Survivors include her parents.

INDEX TO ADVERTISERS: Accuracy in Media 20 □ Associated Press Broadcast Services 7 □ Barclays Business Credit Communications Group 61 □ Blackburn & Co., Inc. 66 □ Black Entertainment Television 49 □ Broadcasting Cable 12-13 □ Business Radio Network 59 □ Cable Networks, Inc. 37 □ Chapman Associates 75 □ Classified Ads 81-90 □ Communications Equity Associates 69 □ Data Express 18 □ Donaldson, Lufkin & Jenrette 73 □ First Boston 16-17 □ Greyhound Financial Corp. 64 □ Harrison, Bond & Pecaro 68 □ HBO Comedy Channel Cover 2 □ Ted Hepburn Co., The 67 □ Hughes Communications 63 □ Malarkey-Taylor Appraisals 72 □ MCA TV 21, 23, 25 □ Media Development Project, Inc., The 93 □ Media Venture Partners 65 □ MGM/UA Telecommunications, Inc. Front Cover □ National Economic Research Associates, Inc. 14 □ National Guard 41 □ Penn State School of Communications 26 □ Professional Cards 79 □ Sandler Media Group, Inc. 70 □ Select Media Communications 4-5 □ Services Directory 78 □ Shearson, Lehman, Hutton, Inc. 9 □ SRDS 51 □ State Farm Insurance 53 □ Joe Sullivan & Associates, Inc. 91 □ Thoben-Van Huss & Associates, Inc. 71 □ Turner 11 □ TV Log Cover 3 □ USA Network 47 □ Ward-Beck Systems Cover 4

Despite strong opposition from pressure groups and uneasiness from advertisers, NBC aired **Roe vs. Wade** last Monday (May 15) on 210 of its 211 affiliates. National Right To Life Committee and American Family Association had called for affiliates and advertisers to pull their support, claiming it advocated a pro-abortion stance. National Nielsen rating gave it 17.2 rating/27 share, enough for victory against ABC and CBS in 9-11 p.m. time slot. NBC drastically discounted its rate for commercial time in what one media buyer described as "unfair pressure from interest groups looking to torpedo an impartial production."

Senate Rules Committee last week approved **uniform poll closing bill**, aimed at tackling problem of early election projections by television networks. Senate measure, authored by Brock Adams (D-Wash.) and Donald Reigle (D-Mich.), would mandate that polls close at 10 p.m. ET, 9 p.m. central, 8 p.m. mountain and 7 p.m. Pacific time. Unlike legislation adopted by House, it does not affect Daylight Saving Time.

Prime Cable and Group W signed definitive agreement last week, calling for **sale of Group W's 98,000-subscriber Chicago cable system to affiliate of Prime Cable for \$198 million**. Prime Cable is buying system with TransAmerica Corp., stand-in company for Pacific Telesis, which will eventually gain control of system if deal passes MFJ muster.

Lucy Johnson, independent producer and former VP, daytime and children's programs, with NBC and Lorimar Productions, **joins CBS Entertainment, Los Angeles, as VP, daytime programs**. Johnson will be responsible for entire CBS daytime schedule and will report to CBS Entertainment President Kim LeMasters.

Raymond W. Smith, president-CEO, Bell Atlantic, **provided details last week of proposed co-research by telephone companies and broadcasters**. But at same time, he said he does not believe telephone companies should abandon their legislative initiatives to obtain full video transmission rights. Smith raised idea of joint trials during NAB convention (BROADCASTING, May 8). In letter to NAB President Eddie Fritts, Smith said trials would involve various forms of video transmission over fiber optics, including HDTV. In earlier letter to Smith, Fritts wrote that phone companies should halt lobbying for changes in law because "it would not seem feasible to continue legislative initiatives without knowing the results of the experiment." Smith disagreed, saying that "it is regulation and government policy that place roadblocks in the way of rapid introduction of these new technologies today."

FCC Commissioner **James F. Quello**, **accepting Sol Taishoff Award** of Washington Area Broadcasters Association May 17, reminisced about his relationship with late BROADCASTING founder and editor. Saying they had lunch at least once monthly, he called Taishoff "Godfather rabbi," and added: "Even though he owned the book and all surrounding property and more, he was always a reporter." Commissioner said he once showed Taishoff "vitriolic personal letter" but was advised not to send it. Quello protested: "I should have a First Amendment right to tell that S.O.B. off!" Responded Taishoff: "You have a First Amendment right to be outrageous, but not so early in your government career. Besides, your advising he act like a gentleman is like Quasimodo ['The Hunchback of Notre Dame'] giving advice on personal hygiene and grooming." Speaking of himself, Quello closed by saying: "At my age, an active, tennis-playing, call 'em as you see 'em 75-year-old with over two years to serve, I'm not looking for anything but decent, effective government in a strong, socially progressive America."

U.S. TV networks' coverage of extraordinary developments in China—mass demonstrations in Beijing and other cities overshadowing visit of Soviet leader Mikhail Gorbachev—**generated hours of coverage last week and at least one complaint of allegedly pirated feed**. CNN spokesman said NBC on Friday used 20

Marti movement

The Senate Foreign Relations Committee last week approved a stronger version of TV Marti legislation than had been in the foreign relations authorization bill (S. 928) that committee chairman Clairborne Pell (D-R.I.) had introduced. The committee, in a markup session on the bill, accepted by voice vote an amendment offered by Senator Connie Mack (R-Fla.) that eliminates provisions Mack believes could prevent a TV Marti from going on the air, as well as hold "hostage to TV Marti operations" aspects of U.S. relations with Cuba.

And like the Pell bill and a TV Marti measure passed by the House, the Mack amendment would call on the President to determine, on the basis of a 90-day test, that TV Marti is feasible and would not cause interference to domestic broadcasters. Current plans envisage a TV Marti transmitter beaming signals from a balloon tethered 14,000 feet above the Florida Keys.

The Mack bill also eliminates a provision requiring that TV Marti operations be in accordance with international law. The House bill does not have such a provision, either. The presumption, according to a paper Mack issued along with the amendment, is that the U.S. "will uphold its obligations under treaties to which it is a signatory."

seconds of CNN feed from Tiananmen Square without permission. CNN lawyers on Friday afternoon were said to be reviewing draft of telegram CNN President Burt Reinhardt was planning to send to NBC News President Michael Gartner to complain about incident. NBC spokesperson Peggy Hubble said it was "outrageous that CNN should engage in a media blitz—there is a more professional way to handle this." She said it appeared that there had been misunderstanding.

Mizlou Communications Company Inc. has appointed Jon Steinlauf, now executive assistant to president and director of advertising sales, ESPN, to senior VP position at Mizlou's new 24-hour **Sports News Network**. Craig Wilson, senior VP, sales, marketing and programming, Request Television, was named senior VP, Mizlou Communications, and senior VP, affiliate sales and marketing, Sports News Network.

West German telecommunications minister, in visit to Washington last week, **suggested that U.S. join Europeans in coordinated effort to overcome Japan's lead in development of high-definition television**. But after Christian Schwarz-Schilling met on Tuesday with U.S. Commerce Secretary Robert Mosbacher, Commerce aides indicated there was little likelihood U.S. would agree to joint project.

UPI Broadcasting last week announced plans to **expand beyond radio programming to produce news and information programs for television and cable distribution**.

Terry Cole, former news director, and **Mike Shapiro**, former assistant news director, WTSP-TV St. Petersburg, Fla., were arraigned May 19. Cole and Shapiro had been charged with one conspiracy count and 15 counts of unlawful computer access for using computers to steal files from rival station WTVT-TV ("In Brief," Feb. 13, March 20, April 17, May 15). Both pleaded no contest to 16 counts against them. **Judge Ward**, Circuit Court Judge for Hillsboro County, Fla., **sentenced Cole and Shapiro to five years' probation and 250 hours of community service**. Cole and Shapiro will also have to make 10 public service speeches during next five years, six to journalism students about their actions. They will have no criminal record unless their probation is revoked. Each was also fined \$300 in court costs and \$250 for crime. Cole and Shapiro may also have to make restitution to WTVT-TV if monetary value of any damage done to station because of theft can be determined.

Editorials

A word to the wise

In 1961, not long after John F. Kennedy came to office, the National Association of Broadcasters met in Washington for its annual convention. It was a stellar occasion. Newton Minow, the new chairman of the FCC, made his "vast wasteland" speech. Kennedy himself came to the opening session, bringing with him Commander Alan Shepard, America's first man in space. Governor LeRoy Collins made his first appearance as NAB president, dedicated to a platform of leading the industry to better performance.

Almost lost amid the pomp and circumstance was an acceptance speech given by Judge Justin Miller, a former NAB president who was being given the association's distinguished service award. He was then in the golden years of a notable career, and empowered to offer some words of caution to broadcasters—in the form of two questions:

"How much profit is enough?"

"How close to the line do you come?"

That was 28 years ago, and the broadcasting industry—particularly the television industry—was booming along on one of the great profit streaks in American business history. Double-digit increases, compounded, were the order of the day. Judge Miller was concerned that broadcasters wouldn't plow back into their product the necessary investment to increase service to the audience at the same rate dividends were being returned to the stockholders. He was concerned, too, that they would push their programming practices not only to the line of acceptability but beyond it.

It has always seemed to this page that those two questions should be framed and kept forever in sight of all media executives. Given the circumstances in which the cable television industry finds itself as it gathers for yet another triumphant annual convention—similarly poised for spectacular fiscal performance, and yet challenged by the question of serving both customer and audience—it may be particularly appropriate to repeat Judge Miller's admonition:

"How much profit is enough?"

"How close to the line do you come?"

Roe vs. Wade vs. censors

Not being in the program reviewing business (at least not since predicting a short run for *Bonanza*), this magazine does not make a habit of expressing preferences for particular programs. On principle, however, we were pleased to see the strong showing by *Roe vs. Wade*. That is the landmark abortion case turned made-for-TV movie that Donald Wildmon of the American Family Association asked advertisers not to sponsor and viewers not to watch. (He reportedly did not view the program before deciding it unsuitable for consumption). It was fully sponsored nonetheless, and watched by more viewers—by a wide margin—than any other program on that night. Of the 211 affiliates receiving the show, only one did not air it, and that because it conflicted with a local baseball game.

(By way of comparison, in 1973, a controversial abortion episode of the CBS series *Maude*, which the network bravely aired in the face of strong pressure from vocal citizen groups, was preempted by some 20% of CBS affiliates and deserted by all its advertisers.)

Some advertisers chose to pull out of the program, as is their prerogative. And we recognize Mr. Wildmon's right to rally his renamed morality squad to battle the windmills of his choosing.

(They are the same ones who would have the government legislate their tastes in the form of content regulation.) But the vocal minority "who have a predisposition to judge a program's merits based on their own agenda and no information," as NBC President Robert Wright described the increasing presence of boycott brigades, are not this page's first—or even second—choice for arbiters of advertising or programming policy.

In the case of *Roe vs. Wade*, they were clearly not the public's either. Score it viewers 1, censors 0.

Booty is in the eye of the beholder

As observers of the passing parade, we have always been amazed by the, well, passing parade of each year's NATPE convention. Where else could one find Ted Williams, Hulk Hogan, Oprah and Bozo under the same big top? Had we to foot the bill for some of the more lavish entries in that parade, however, we might well lobby for a verifiable RIF (reduction in fanfare). Or, as one distributor posed it: "Do we really need competition over who has the biggest shrimp?"

That brings us to the series of proposals the NATPE board is currently considering (BROADCASTING, May 15), the intent of which would be to economize on the greasepaint, tidy up some of the sawdust and lend a more "businesslike" air to the proceedings.

The suggestion is not a novel one. In fact, it holds within it the seeds of the present-day NATPE. When similar complaints were raised last year following the 1988 convention in Houston, we provided a little historical perspective, which is reprised here:

In Chicago in the 1950's, when the National Association of Radio and Television Broadcasters convention at the Conrad Hilton Hotel was the hottest ticket around, film companies were consigned to a different venue to keep the hoopla at arm's length. That sales Siberia eventually led to their defection from NARTB (the forerunner of NAB) and even more eventually to their alliance with NATPE.

To the board we would offer these observations: To the extent that the battle of the booths—shrimp vs. scallop, decolletage vs. midriff, personalized keychain vs. ponderous candy bar—has become a one-upping end in itself, there is argument for mutual restraint. Certainly, if distributors feel the need to cut costs, the first shear would logically be along the frills. But we would also point out that flash and glitz, entertainment and even excess are the legitimate currency of the business—part of what makes it fun as well as profit.

As for us, we still like those giant shrimp.



Drawn for BROADCASTING by Jack Schmidt

"We're putting in the fiber optic system."

"With the help of these 3 TV Log lines..."

★ **Bob Hope's Birthday
Spectacular From
Paris' Bicentennial!**

My Paris birthday's a big hit!"



Bob

Hope Enterprises
Burbank, CA

Every year for over 10 years, we've used TV Log to help celebrate my birthday. And every year, my birthday party gets bigger and better.

This year, my guests Bea Arthur, Sid Caesar, Linda Evans, John Forsythe, Ann Jillian, Louis Jourdan, Gipsy Kings, Melissa Manchester, Brooke Shields, Randy Travis and I will celebrate in Paris at the Theatre des Champs Elysees, May 24, on NBC from 8 to 10 p.m. (EST).

TV Log has always been an affordable way to reach potential viewers at the right time and in the right place — the TV listings.

No matter what type of program you're promoting, TV Log can help find the audience you need.

All around the world, where there's Hope, there's TV Log.

TV Log

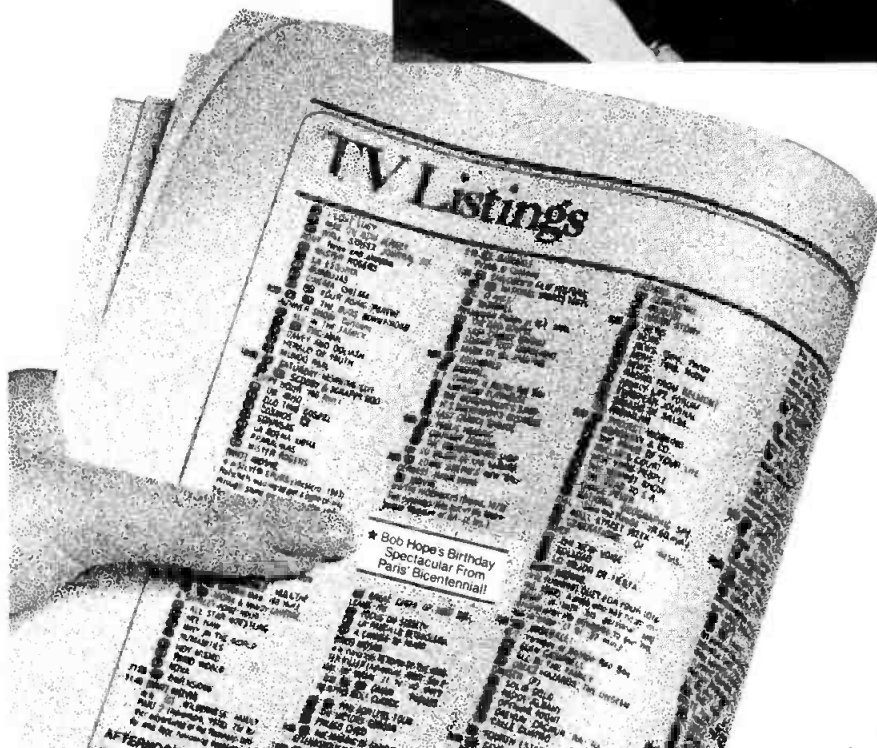
A division of

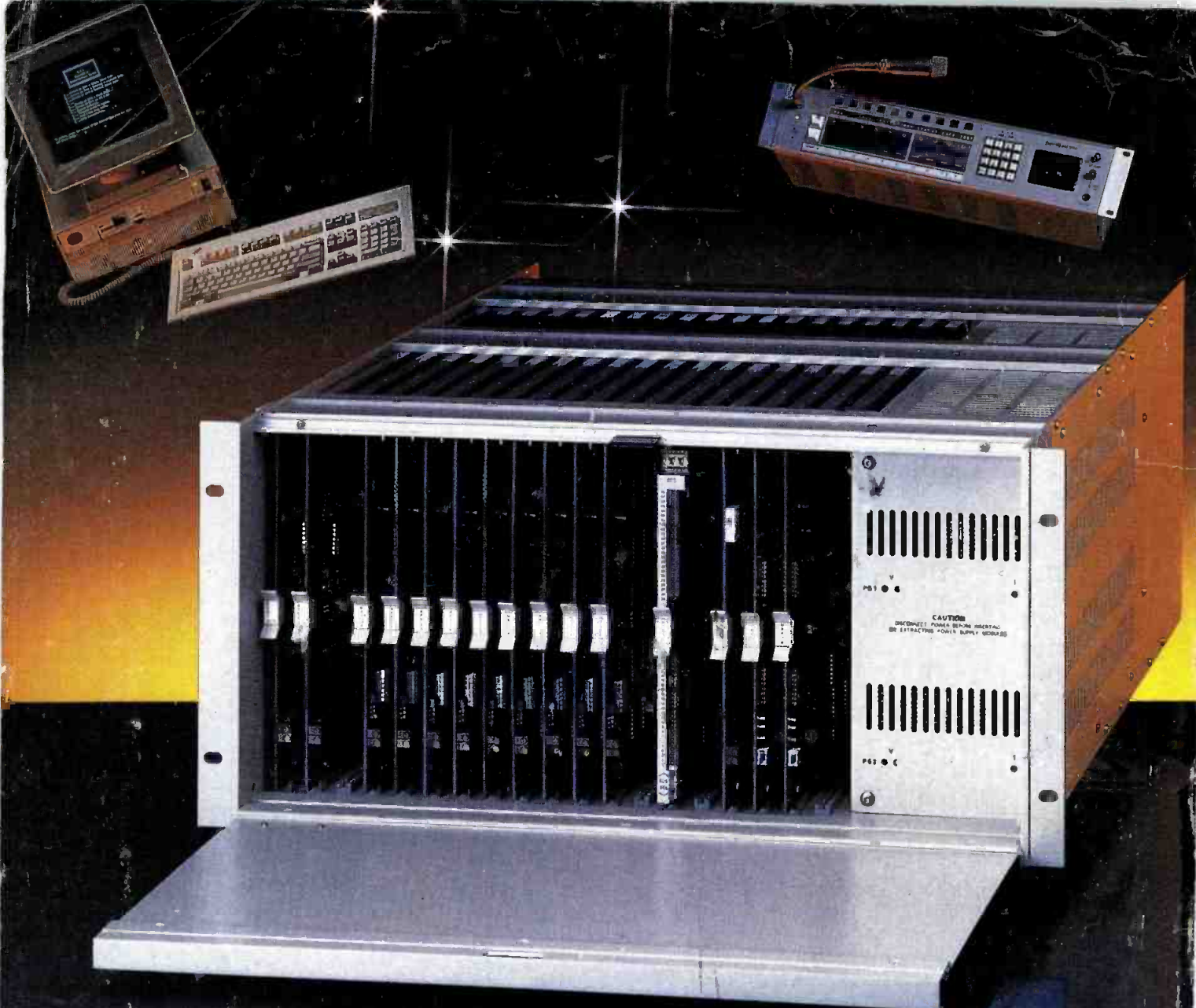
Tribune Media Services

**The right time
The right place
The right audience**

*The newspaper "bold face"
ad network in the top TV markets.*

1-800-223-1936/FAX No. 212-687-0669





MiniCOM® brings a totally new dimension to professional communications!

Until now setting up a production communications system required bulky hardware and plenty of space.

MiniCOM® changes all that! It delivers mainframe performance in a "desktop" sized package. A 24 x 36 matrix in just 8³/₄" of rack space (5 rack units).

And, because we've been able to put all that traditional Ward-Beck quality and performance into such a compact frame, the price has come down to "desktop" proportions too!

No need to dream any more about having a MicroCOM System sometime in the future... You really can afford one today!



WARD-BECK SYSTEMS

Ward-Beck Systems Ltd., 841 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4.
Tel: (416) 438-6550. Fax: (416) 438-3865.