

Broadcasting Jun 5

Jun 5,
1989
v. 116
no. 23

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

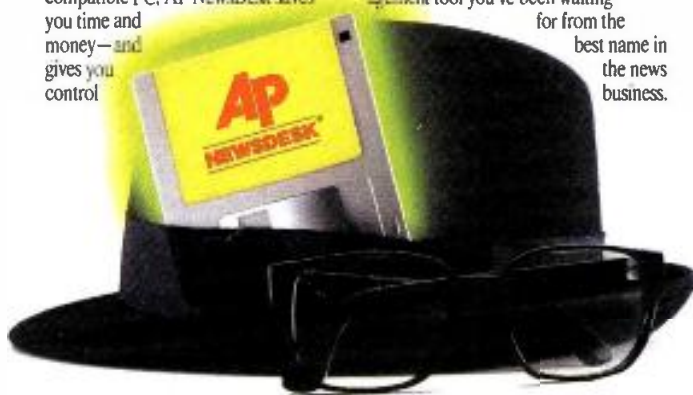
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BUSINESS + FINANCE
SPECIAL REPORT
59th Year, 1989
Featuring Top 100 Companies
At Large: Paramount's
Lucie Salhany

#1 Today.



Mr. Belvedere. Renew

#1 Tomorrow.

New York WNYW	Indianapolis WXIN	Little Rock KLRT	Montgomery WCOV
Los Angeles KTTV	San Diego KUSI	Flint WSMH	Monterey KCBA
Chicago WFLD	Orlando WCPX	Mobile WJTC	Santa Barbara KADY
Philadelphia WTXF	Portland, OR KPDX	Fresno KMPH	Harlingen KRGV
San Francisco KOFY	Kansas City KSHB	Albuquerque KOAT	Eugene KLSR
Boston WFXT	Cincinnati WXIX	Rochester WROC	Reno KAME
Detroit WXON	Milwaukee WCSV	Omaha KPTM	Amarillo KCIT
Washington, DC WTTG	Charlotte WCCB	Honolulu KHNL	Yakima KAYU
Dallas KDAF	Columbus, OH WTTE	Lexington WDKY	Duluth WDIO
Cleveland WOIO	Greenville-Ash WHNS	Spokane KAYU	LaCrosse WKBT
Houston KRIV	Grand Rapids WXMI	Cedar Rapids KGAN	Boise KTVR
Atlanta WATL	Oklahoma City KOKH	Portland, ME WPXT	Chico-Redding KRCR
Tampa WFTS	Buffalo WUTV	Tucson KMSB	Lubbock KJTV
Minneapolis KITN	Salt Lake City KSTU	Jackson, MS WAPT	Medford KOBI
Seattle KCPQ	San Antonio KABB	Tri-Cities WCTB	Tyler KLTV
Miami WDZL	Birmingham WTTO	Madison WMSN	Anchorage KTVA
Pittsburgh WPGH	Providence WNAC	Evansville WEVV	Palm Springs KBBL
St. Louis KDNL	Louisville WDRB	Las Vegas KVVU	Alexandria, LA KLAX
Denver KTVD	Dayton WRGT	Colorado Springs KXRM	Gainesville WOGX
Phoenix KPHO	Greensboro WNRW	Ft. Wayne WFFT	Yuma KYMA
Sacramento KRBK	Charleston, WV WVAH	Fargo KVRP	Eureka KREQ
Baltimore WBFF	West Palm Beach WFLX	Charleston, SC WTAT	Fairbanks KTVF
Hartford WTXH	Jacksonville WAWS		

ed by ABC for Year 6.

With great ratings and top demos, Mr. Belvedere is #1 today, thanks to outstanding producers, a superb cast, a confident ABC and the loyal affiliates airing the show. Mr. Belvedere is now one of television's longest running hits, headed for Year 6 and 100+ episodes.

Congratulations as well to the stations that have already signed up today's winner for tomorrow's success!

Available to strip Fall '89.



Senate passes Simon bill...

Senate adopts legislation aimed at restricting violence, sexually explicit and illicit drug-related material on broadcast and cable TV. **PAGE 27.**

Parting words from Koop...

Retiring Surgeon General Everett Koop urges Congress to adopt legislation restricting alcohol advertising and marketing aimed at youth and to provide government funds for counteradvertising. **PAGE 28.**

Fifth Estate financial prospectus...

BROADCASTING's Special Report examines business and finance of Fifth Estate, including media's top 100 companies, closer look at concentration of some of those companies and analysis of three major deals. **PAGE 46.**

30/ SUMMER SCHEDULES

Three major broadcast networks will debut new series this summer, with ABC and NBC airing new prime time news programs.

31/ SOUNDS OF SILENCE

NAB-RAB Futures Committee campaign to increase listener awareness of radio draws mixed reviews.

38/ PARAMOUNT VIEW

In this "At Large," Paramount executives Lucie



Salhany, Steve Goldman and Frank Kelly (pictured above, r-l) discuss

company's program strategies, industry changes and "reality-based programing."

34/ BEIJING CRACKDOWN

Chinese officials tell journalists that press coverage of any subject is prohibited unless Beijing's foreign affairs office gives its approval.

63/ NEW FOR NATPE

In effort to create more "productive business environment" and reduce costs, NATPE plans to limit exhibitor space, alcohol and food at its 1990 International Program Conference in New Orleans.

63/ THERE'S ALWAYS NEXT YEAR

For first time in 25 years, Aaron Spelling productions is without prime time network offering; but production company says it is readying 50 shows for 1990-91 season.

64/ PBS SUMMER

Public Broadcasting Service



launches new national schedule that includes 10-part series on democracy and several musical, comedy and holiday specials.

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FCC Commissioner Patricia Diaz Dennis joins FCC Chairman Dennis Patrick in voting for repeal of compulsory copyright license.

62/ AT THE MOVIES

Although prices paid for top syndicated movie packages appear to be leveling off,



Columbia's 'La Bamba'

they continue to receive strong interest from stations.

70/ RADIO VIA CABLE

New digital radio services hope to interest cable operators in delivering music formats to subscribers for monthly fee.

78/ EQUIPMENT MONITOR

National Supervisory Network, satellite-linked system designed to monitor station equipment, plans launch next month.

82/ INTERNATIONAL EXPOSURE

National Cable Television Association hopes to increase non-U.S. attendance at its annual gathering.

103/ JACK OF MANY TRADES

Noncommercial broadcasting's Ward Chamberlin Jr. has spent last 14 years turning WETA-FM-TV Washington into one of largest national program-producing stations in public TV.

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TELEVENTURES

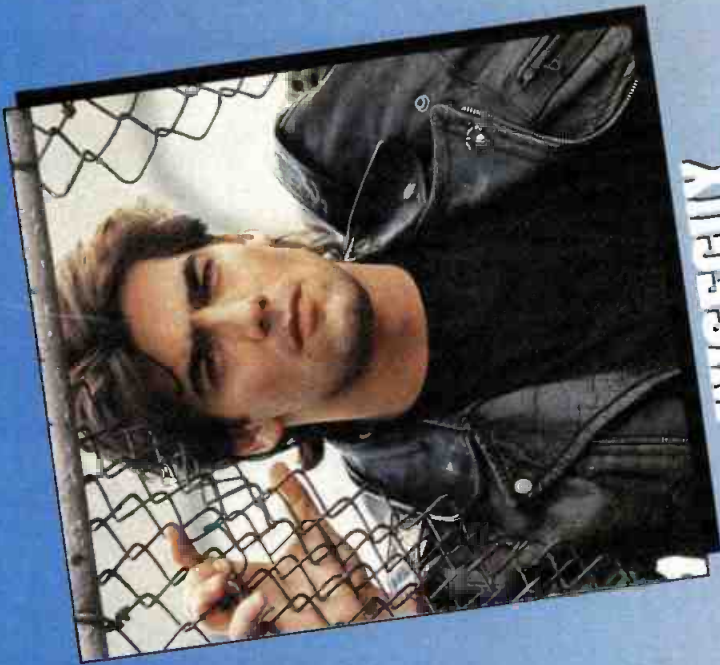
Tough Guys for Tough Time Periods!



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1990/1991!



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1992!

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Whether it's talk, tabloid, news, games or sitcoms...the solution is the Action-Adventure Alternative...**TOUGH GUYS FOR TOUGH TIME PERIODS!**

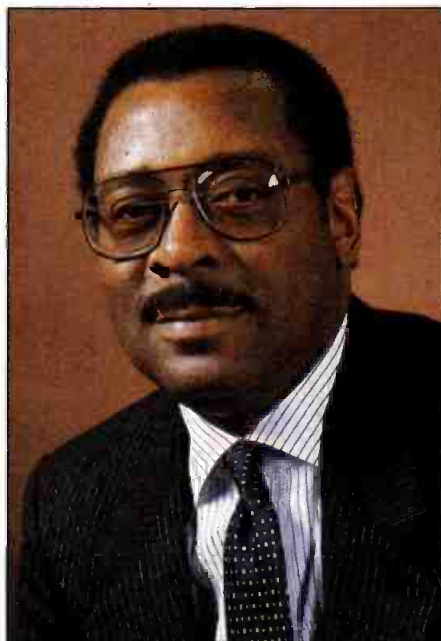
Don't miss out on TeleVentures' Action-Adventure Alternatives from Stephen J. Cannell Productions!



Sikes



Marshall



Barrett

All over but the shouting: President settles on Sikes, Marshall, Barrett

White House is understood to have settled on Alfred C. Sikes as FCC chairman. That was word late last week from well-informed source, who also said White House was preparing to send nominations for all three FCC vacancies to Senate early this week, perhaps as early as today (Monday). It is expected that Sherrie Marshall, partner in Wiley, Rein & Fielding, who has been locked in competition with Sikes for designation as chairman, will be nominated to fill one of two remaining seats and that Andrew C. Barrett, member of Illinois Commerce Commission, will be third nominee.

Report could not be confirmed at White House. Chase Untermeyer, chief of White House personnel, said work had been completed on task of filling two vacancies and that chairmanship would not be addressed until White House had settled on third nominee. Untermeyer said he planned to discuss FCC vacancies this morning (Monday) with White House chief of staff John Sununu, who had been part of White House entourage with President Bush in Europe last week.

Final decisions in drawn-out process of selecting nominees are understood to have been made before President departed London, last stop in Europe before his return to U.S.

Bush's reported decision to assign chairmanship to Sikes, now head of Commerce Department's National Telecommunications and Information Administration, would be culmination of second successful effort by Senator John Danforth (R-Mo.), ranking minority member on Senate Commerce Committee, to secure important gov-

ernment post for his long-time friend and associate (Sikes served in his cabinet when Danforth was governor of Missouri in early 1970's, and his wife serves on Danforth's Senate staff). Danforth was instrumental in persuading Reagan White House to name Sikes to NTIA post in 1986 despite general expectation that then-deputy and acting head of NTIA Rodney Joyce would be given appointment.

If, as expected, Sikes is named chairman, it would mark victory for White House personnel office in intra-White House dispute. It is understood to have preferred him, while political types, such as Sununu, favored Marshall. She had served in Bush White House, and has friends there, and had worked in unsuccessful effort to win Senate confirmation for nomination of John Tower as secretary of defense.

One factor observers see as weighing in Sikes's favor as White House pondered chairmanship question is that package including him as chairman would appear likely to have smoother sailing through Senate confirmation process than one in which Marshall carried designation as chairman. During tour on FCC staff as congressional liaison from fall 1987 to late 1988, Marshall struck members and staff of Senate Commerce Committee as too close in philosophy, for their taste, to Chairman Dennis Patrick. Patrick—and Mark Fowler, whom he succeeded—carried free-market theory to what some in Senate considered extreme. Sikes would probably be regarded as more pragmatic, easier to deal with than either of past two chairmen.

WASHINGTON

Money talks

National Association of Broadcasters, Association of Independent Television Stations and networks paid some \$81,000 in honoraria during 1988 to key House and Senate members. It was well above \$34,700 National Cable Television Association and cable interests spent on same lawmakers who serve on

House Telecommunications Subcommittee, Senate Commerce Committee and House and Senate Copyright Subcommittees. Motion picture industry's contributions in honoraria were no more than \$7,000 to those members. Analysis of reports filed by lawmakers shows that telephone industry (United States Telephone Association and Bell operating companies) gave \$60,000 in honoraria. What cable did not spend on congressional

honoraria it appears to have made up for under its CablePAC (political action committee) which during 1987-88 election cycle contributed \$338,792 to candidates and other PAC's. NAB's Television and Radio PAC contributions totaled \$300,944 during same cycle.

Testing the waters

When FCC Chairman Dennis Patrick submitted his resignation, effective upon

swearing in of successor, he promised not to seek jobs that would cause him to recuse himself from FCC actions. But promise did not extend to Patrick appointees and aides who plan to follow him into public sector. Indeed, three of them—aides Lisa Hook and Peter Pitsch and Managing Director Edward Minkel—have formally recused themselves from proceedings involving companies with which they have talked about

227

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employment. According to recusal letters in public file, Pitsch has talked with Bell Atlantic; Hook with Fox Broadcasting and Viacom, where she worked prior to joining agency two years ago, and Minkel with Fleet Call Inc., Bloomfield, N.J., mobile radio operator.

Commissioner Patricia Diaz Dennis, whose term expires at end of month, is not counting on reappointment and has told BROADCASTING she is exploring options outside of government. Thus far, she has not invoked recusal.

Ringers

John Sodolski, president of United States Telephone Association, and James Mooney, president of National Cable Television Association, will address National Association of Broadcasters' joint board of directors when it meets in Washington June 20. Invitations came from NAB President Eddie Fritts, who wants to keep TV directors abreast of ongoing debate concerning telco entry into television business.

Oops

FCC has been telling Congress that it needs \$400,000 supplemental for fiscal 1989 or it would be forced to shut down agency for several days. But, as it turns out, that may not be case. Upon reviewing budget last week, FCC discovered that some of its estimates were on high side and that it probably had enough money to avoid mass furloughs without supplemental. FCC officials informed Congress of changed situation last week, but also made pitch that financially strapped agency could still use money. Congress has included extra funds FCC requested in supplemental package that is expected to be sent to President Bush this week.

NEW YORK

Deal's off

Falling apart last Thursday was George Gillett's plan to sell WMAR-TV Baltimore and wjw-TV Cleveland for \$385 million to group headed by Bill

Schwartz ("Closed Circuit," April 3). Although buyer's financing is often said to be problem in busted deals, such may not have been case here. Instead—at eleventh hour, said one source—Kohlberg Kravis Roberts & Co. (KKR), Gillett's 50% partner in wjw-TV parent company, SCI Television, would not give consent to sell CBS affiliate. KKR, it was said, may think that previously agreed-upon price now looks too cheap, given recent 25% improvement in wjw-TV cash flow, last year reported to be \$14 million. Baltimore station, which is housed in separate corporate entity, Gillett Holdings, is still possibly for sale, but Schwartz apparently was not interested in stand-alone deal.

Second time around

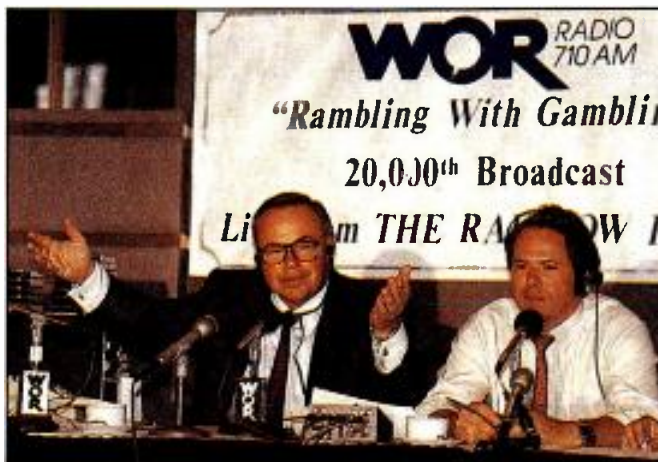
CBS may be looking to change status as only one of three major broadcast networks without stake in cable programming. John Sie, senior vice president, Tele-

Communications Inc., confirmed he met with Jay Kriegel, senior vice president, CBS Inc., in Atlanta week after NAB convention. Sie would not discuss substance of meeting, beyond saying Kriegel wanted to talk about programming opportunities for CBS in cable. Kriegel acknowledged that he talks regularly to Sie, but would not discuss particulars.

OKLAHOMA CITY

Tax-driven

Gaylord Broadcasting, which earned minority tax certificate in 1986 sale of WTVT-TV Tampa, is said to be close to purchasing cable system, move that would enable company to defer capital gains tax on previous sale. Purchase would be Gaylord's first venture into cable. Sources say Gaylord has been in discussions with Cencom, St. Louis-based cable operator, about several cable properties on block.



Lots of Rambling

May 31 marked the 20,000th broadcast of *Rambling With Gambling*, WOR(AM) New York's morning talk show hosted since 1925 by three generations of Gamblings. Wednesday's show was broadcast live from the Rainbow Room of Rockefeller Center in New York.

The dynasty began when the late John B. Gambling substituted for a morning announcer for a calisthenics exercise program. John B. hosted and developed the show up until 1959, when his son John A. officially took over. John R. joined the program in 1985. Joining John A. (l) and John R. (r) in the Rainbow Room were about 250 listeners who won tickets to breakfast with the duo and a chance to win \$20,000.

Guests on the morning broadcast included New York Mayor Ed Koch, who dropped by for a quick interview and a sip of champagne, and broadcaster Paul Harvey. CBS *This Morning* with Kathleen Sullivan joined the broadcast for a five-minute simulcast.

HOLLYWOOD

Name calling

Look for Paramount to announce *Hard Copy* as new name for *Tabloid*, access time period news magazine strip to debut in fall (also see Salhany "At Large," page 38). Company has been pondering name change in recent months, given controversy that has surrounded some "reality-based" television programs, resulting in certain advertisers rejecting form as place for their ads. Meanwhile, International Advertising Sales, New York, which is selling barter time in *Tabloid*, has hit street asking \$31,000 per 30-second spot in show, offering 6.2 household rating guarantee to advertisers. One rep source characterized guarantee as "realistic" and "achievable." Paramount, source suggested, is taking to heart lesson learned by King World and GTG Entertainment. Both offered initial rating guarantees for, respectively, *Inside Edition* (8 household rating) and *USA ON TV* (9 household rating), which far exceeded actual performance.

SAN DIEGO

Seller's market

San Diego Padres have signed precedential radio rights deal with KFMB(AM) San Diego. Under old pact, team had paid station something short of \$40,000 per season for air time, while retaining ad sales. Under new one, while still retaining ad revenue, team will receive "multi-multimillion dollar" figure under new five-year deal, said KFMB General Manager Paul Palmer. "We had to protect our position in the market as the top biller," he said. Turning point for team, said Padres director of broadcasting Jim Winters, was perception that baseball "is the savior for ailing AM stations today." Team estimated that rating point was worth "anywhere from \$400,000 to \$750,000 on that first page of Arbitron."

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Where Things Stand

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

Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. 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 Communica-

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tions Policy Act of 1984 in 1989 to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league has assigned action on cable legislation low priority.

Children's Television

A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

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

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put com-

mmercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

International

■ Rupert Murdoch's UK direct broadcast service, Sky TV, is suing Walt Disney Co. for \$1.5 billion in dispute over plans for British Disney Channel. Disney service was to have been launched as part of multi-channel pay package later this year, adding to four basic channels launched last February. Murdoch rival, British Satellite Broadcasting, has troubles of its own, having postponed launch of five-channel service by six months until next spring, in wake of delays of home receiver gear. British cable, meanwhile, got boost when government backed off proposed regulations that would have separated business of system operation and program delivery, hurting infant industry in which number of American cable and telephone companies have taken stake. Government at same time has suggested liberalization of cable competitor, satellite master antenna TV.

French pay TV service Canal Plus has emerged winner in allocation of channels on France's direct broadcast satellite TDF-1. Among five transponders allocated by French government are Canal Plus Germany, German-language pay film channel in joint venture between Canal Plus and German media conglomerate Bertelsmann, as well as celestial version of Canal Plus's terrestrial French pay channel. Canal Plus also has 10% stake in children's channel that will share transponder with evening Euromusique service. Other channels are all-day sports channel run by French public broadcasters and joint Franco-German cultural channel. Locked out of TDF-1 were leading French broadcaster TF1, as well as European media moguls Silvio Berlusconi of Italy and Leo Kirch of West Germany, who had sought variety of channels.

Capital Cities/ABC, which owns 25% through ESPN of London-based satellite sports service Screensport and has taken minority share in Munich TV company TeleMunich, producer-distributor and majority owner of German satellite service Tele5, is now negotiating three similar deals on continent, including one in Spain.

NBC plans to launch its new cable consumer and business news service, CNBC, in

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Media Monitor will be back next week

Europe, Japan and the Pacific, following its domestic start on April 17.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

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

Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenue 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 would not oppose merger on antitrust 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. Warner reached settlement of shareholder agreement dispute with Chris-Craft Industries, its largest stockholder. FCC gave approval to merger in late May. Shareholder meetings to vote on merger are scheduled for June 23. Merger requires approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Time and Warner hope to complete merger this fall.

WPP Group, owner of J. Walter Thompson, launched \$54-per-share tender offer May 18 for Ogilvy Group advertising company. Implied valuation of Ogilvy is \$864 million. WPP had made unsolicited proposal to take over Ogilvy in late April, at price of \$45 dollars per share.

MSO's United Cable Television Corp. and United Artists Communications Inc. merged May 25, following shareholder approvals earlier that day. TCI, which owned about 41% of United Cable and 66% of United Artists, owns majority of newly formed United Artists Entertainment. New company's stock began trading May 26.

Centel Cable Television Co. reached agreements in March to sell its 575,000-

subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share.

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.

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL 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	1,409	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

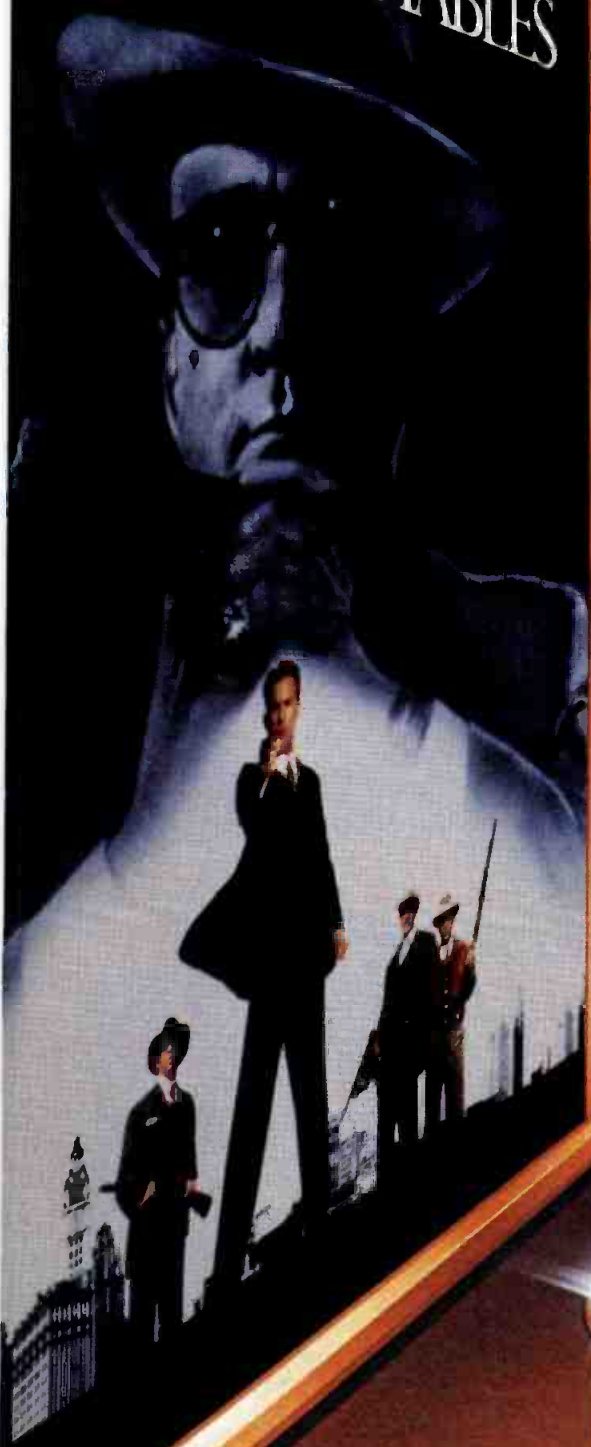
C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 90.4 million. ³ Construction permit. ⁴ Instructional TV fixed service ⁵ Studio-transmitter link.

P R E S E

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THE UNTOUCHABLES



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This week

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 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—Meeting of *New York Chapter of Women In Cable*. Includes attending taping of Lifetime's *Attitudes* at Lifetime's Astoria Studio complex, Queens, N.Y. Studio tour and pizza party follows taping.

■ **June 6**—*Women in Cable, Washington chapter*, meeting. Theme: "A Man for All Marketing Seasons." Madison hotel, Washington. Information: Wanda Smith, (301) 794-6597.

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**—"Facing the Changing American Demographics," seminar sponsored by *Philadelphia Ad Club, Philadelphia Inquirer* offices, Philadelphia. Information: (215) 874-8990.

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 9-10**—*UPI Broadcasters Association of Texas/Radio-Television News Directors Association* region four conference. San Antonio. Information: Melanie Miller, KTRH Radio, (713) 630-3598.

■ **June 10**—*Radio-Television News Directors Association* region three conference with *Wyoming Association of Broadcasters*. Casper, Wyoming. Information: Brian Olson, KWGN-TV, (307) 634-7755.

■ **June 10**—First talk radio conference, organized by WRKO(AM) talk show host Jerry Williams. Key-note speaker: consumer activist Ralph Nader. Boston Harbor hotel, Boston. Information: (617) 236-6869.

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

Also in June

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 13-16**—*Cable Television Administration and Marketing Society* sales management master course. Denver. Information: (703) 549-4200.

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.

Major Meetings

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 Cen-

ter, 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* 47th 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.

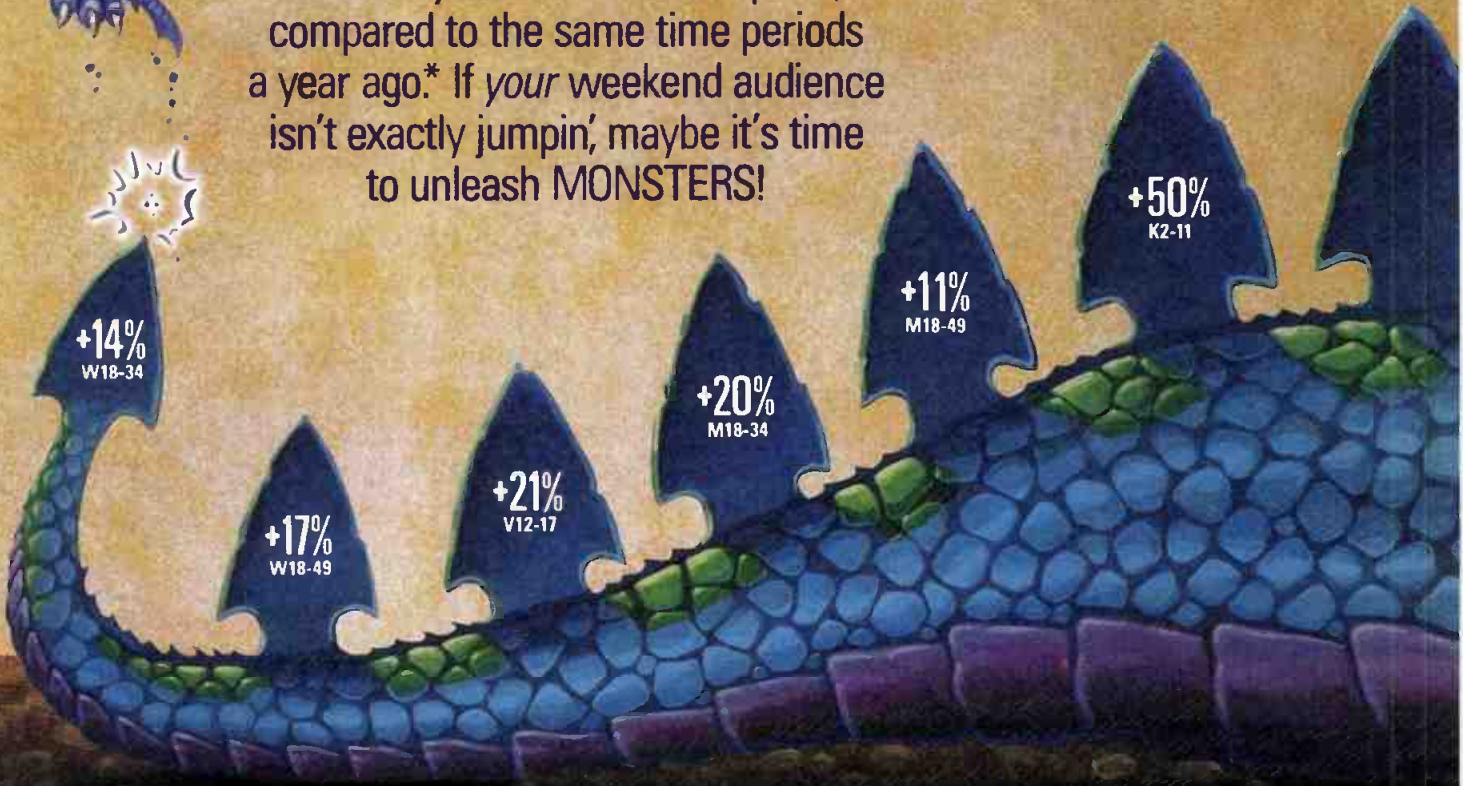
April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

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



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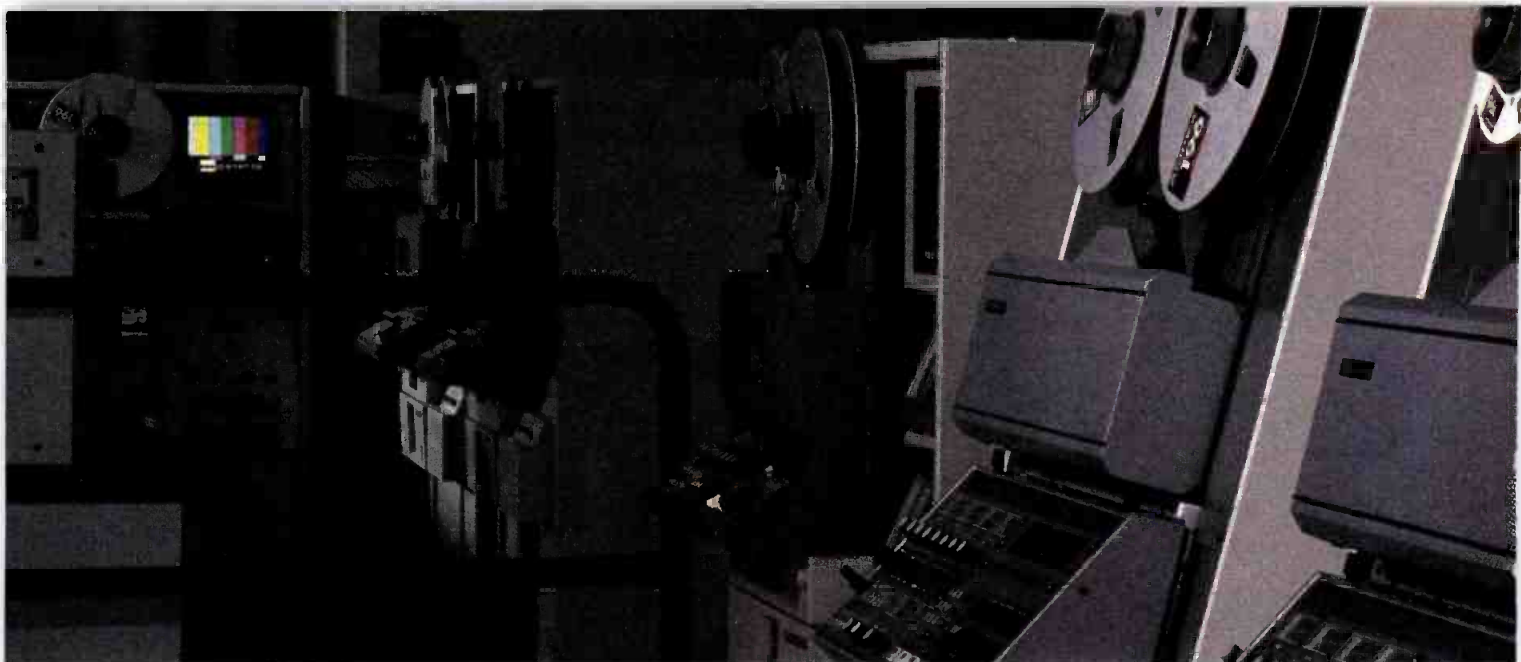
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"... business more than tripled this year using Type C..."

Bill Stokes,
Bill Stokes Associates



*Ampex Zeus
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for the straight story about that equipment and its applications.

A case in point is the question we recently asked several of our customers who purchased Type C *after* we introduced D2.

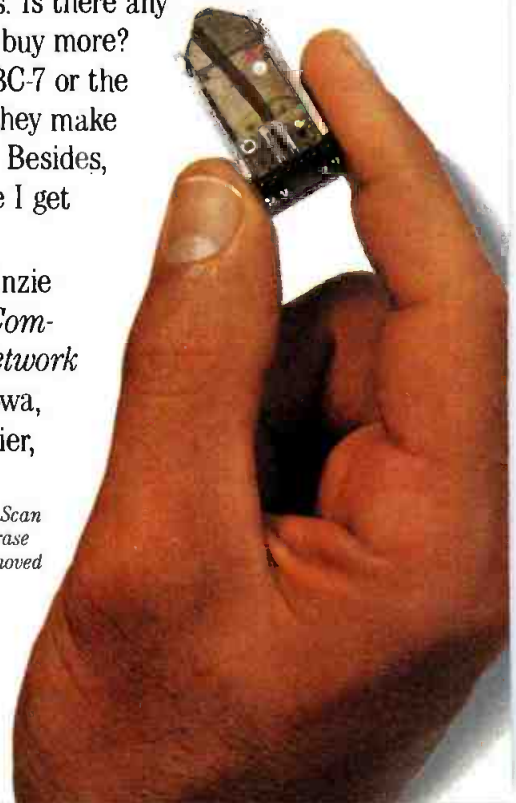
"With the introduction of D2, why did you purchase Type C?"

We think the answers we got may interest you if you're considering the purchase of *any* video machine.

Bill Stokes (*Bill Stokes Associates* in Dallas), came right to the point. "My business has more than tripled this year, and I'm using Ampex Type C machines. Is there any better reason to buy more? With the new TBC-7 or the Zeus processor they make perfect pictures. Besides, I like the service I get from Ampex."

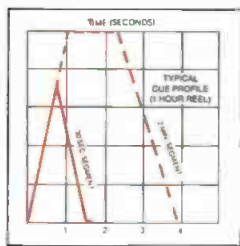
Jerry McKinzie with *Cycle-Sat Communications Network* in Forest City, Iowa, (a satellite courier,

The VPR-80's Automatic Scan Tracking head and its erase head are both easily removed and replaced with only a screwdriver.





production, and post-production business), thinks it's important to be able to update easily as his business changes. "The hardware and software upgrades Ampex makes in their equipment allow me to keep my facility current, and to always give my customers the newest look. I like that, and my customers demand it."



The VPR-3's incomparable acceleration allows a 90 second segment to be re-cued and synchronously played in 2 seconds, using one hour reels.

Darrell Anderson, whose company *Anderson Video* in Los Angeles, recently purchased several



"... Type C business is readily available..."

Darrell Anderson, *Anderson Video*

VPR-3s, pointed out that the Zeus port allows interface with D2. Darrell believes that, "Type C and D2 will co-exist successfully in a well-managed

facility. Type C business is readily available." We were gratified to hear that he, "bought the best Type C machine he could find."

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AMPEX

Hyatt Regency/San Francisco Airport, Burlingame, Calif.

■ **June 14**—Advertising/media outlook seminar, sponsored by *Interpublic Group of Companies*. Featured speaker: Robert Coen, senior VP, McCann-Erickson USA, Princeton Club, New York. Information: William Keating, (212) 399-8078.

■ **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**—*Philadelphia Ad Club* awards gala. Hotel Atop the Bellevue, Philadelphia. Information: (215) 874-8990.

■ **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. Speakers include NBC News President Michael Gartner. Wyndham Franklin Plaza, 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 Gunterville lodge and convention center, Gunterville, 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 22-25**—*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 24**—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 27-28**—*Cabletelevision Advertising Bureau* sales orientation seminar. Los Angeles. Information: (212) 751-7770.

■ **June 27-30**—*Cable Television Administration and Marketing Society* sales management master course. St. Louis. Information: (703) 549-4200.

■ **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, co-sponsored by *National Academy of Television Arts and Sciences* and *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 11-14**—*Cable Television Administration and Marketing Society* sales management master course. Minnetonka, Minn. Information: (703) 549-4200.

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

The Fifth Estate Broadcasting TELEVISION

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Founded 1931. *Broadcasting-Teletexting** introduced in 1946. *Teletexting** acquired in 1961. *Cablecasting** introduced in 1972. □ Reg. U.S. Patent Office. □ Copyright 1989 by Broadcasting Publications Inc.

A radio news and awards commentary by Robert Benson, VP, radio news, ABC News, and advisory board chairman, International Radio Festival of New York

In this era of broadcast deregulation, some radio station owners and operators have attempted to shore up short-term bottom line profits with what they see as relatively risk-free operational procedures. They have opted to reduce their news and information programming in favor of less costly music and entertainment scheduling.

This, in my opinion, is not a constructive decision. News and information programming has historically performed a special role for broadcasters. The most popular and successful radio stations over the years have built their franchises with the public largely through maintaining a strong news and information presence. Significant community programming signified the stations' long-term commitment to the local community. As a consequence, those stations tended to lead their markets in listener loyalty, making them far more attractive in the long run for sale or acquisition.

If short-term bottom line thinking prevails with its news and information curtailment, we may raise an entire generation of Americans who no longer think of getting news and information first from radio. Once we do, we will literally be giving away one of radio's strongest assets. We will weaken the ability of many of our stations' ability to lure and hold audiences, with consequent long-term fiscal damage. My message, therefore, to station owners and their managers is: trim, if you must, the "fat," but not the "muscle." Leave news and information programming alone. It is the vital artery that links the station with the lifeblood of the community.

While these economizing measures distress me and others in the industry, the good news is that programs of high quality continue to be produced. I believe it is wise for the industry, as well as for individual stations, to put their best foot forward—to enhance news and information programming, wherever possible, and to salute its achievements by honoring its producers.

More than ever, the quality work done on the local and national level needs to be recognized and applauded. I would therefore encourage station and network general managers and publicity directors to enter their best news and information programming in industry recognition competitions, such as the International Radio Festival of New York (scheduled this year for June 14-16 at Sheraton Center in New York). By recognizing the best we create and saluting those achievements with unbiased awards, I believe we will begin to build proper climate and respect for news and information programming, both among our peers and with the public.

Aside from the prestige of winning a top award, the process of entering a competi-



“Radio reaches us fast and often and with dramatic intensity. That is its strength. In this age of deregulation, we must not forget that—or take it for granted. Rather, we must strengthen it. We must continue to define our moral responsibility to the public and our fiscal responsibility to the stations' stockholders and owners.”

tion has its own rewards. One begins to discover things about one's own organization—both the strengths and weaknesses—that perhaps may not have been noticed

before. It is a self-evaluating process that can only assist journalists and programmers in sharpening their efforts, and perhaps even broadening the scope of their news and information services in the future.

Most importantly, winning an industry award also helps differentiate a station from others in the marketplace. By winning, and then publicizing that fact to the trade and to the public, you are saying: “We have been recognized by our peers for our creative excellence. So, give us a shot. Tune us in.” Such legitimate image-building, based on achievement and excellence, cannot help but lead to greater listenership and loyalty.

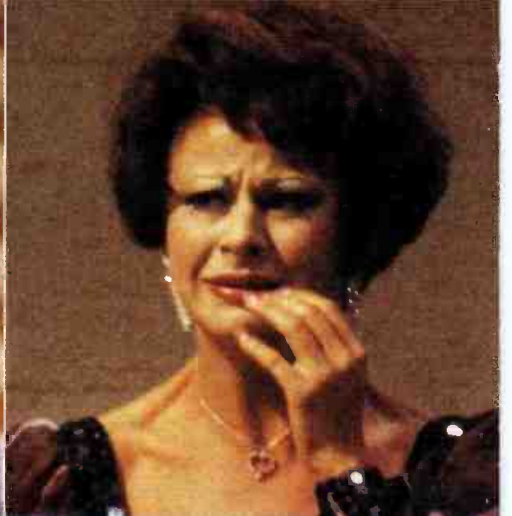
These radio competitions also afford one the opportunity to discover what the competition is doing—not only locally, but nationally and even internationally. It opens up windows of creative opportunity, stimulates fresh thinking, encourages risk-taking and ultimately results in better and more diversified programming.

In my role as chairman of the advisory board for the International Radio Festival of New York, I've had more opportunity than most to review the output of some of the most inventive radio stations around the country. Of the past year's submissions, the award-winning entries from such stations as KFI(AM) and KFWB(AM) in Los Angeles, WBZ(AM) Boston, WRKS-FM New York, WLAP(AM) Lexington, Ky., KBCO-FM Boulder, Co., WWRC(AM) Washington and WZEZ(FM) Nashville represent a standard of excellence that not even the current austerity measures can diminish.

The quality work that these and other stations around the country are still producing flies in the face of the current wisdom that indistinguishable programming formats are the way to go in the 1990's. Through awards competitions, stations can still make claim to their special niche in the broadcast market.

Radio has always played a major role in informing the public of the vital news and information it must have to nourish and sustain our democracy. It was first to tell us about Pearl Harbor and D-Day, the Cuban Missile Crisis and the Kennedy assassination. Radio has covered wars, the flights into space, airline hijackings, presidential inaugurations and political scandals. Radio reaches us fast and often with dramatic intensity. That is its strength. In this age of deregulation, we must not forget that—or take it for granted. Rather, we must strengthen it. We must continue to define our moral responsibility to the public and our fiscal responsibility to the stations' stockholders and owners.

An informed democracy is a strong democracy. A strong news and information station is a strong financial investment. It's as simple as that. And as important. ■



Congratulations to Tracey Ullman

Winner of 3rd Annual Comedy Award for
Female Performer in a TV Special
"Tracey Ullman: Backstage"

and to

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Broadcasting Jun 5

Vol. 116 No. 23

TOP OF THE WEEK

Senate tells Fifth Estate to clean up its act

Violence bill passes unanimously with additional language about sexually explicit material and portrayals of illegal drugs; bill waives antitrust rules so that industry may self-regulate; fate in House, where previous violence bills died, is uncertain

The Senate last week unanimously adopted legislation aimed at restricting violent, sexually explicit and illicit drug-related material on television, broadcast and cable. Twice before, the Senate has approved bills dealing with television violence. This time, however, the scope of the measure was broadened to incorporate the issues of sex and drug use.

Their inclusion reinforces what some Washington insiders believe to be a growing consensus on Capitol Hill that the tele-

growing list" of controversial subjects.

The portrayals of illegal drug use were added to the list of topics of concern when the Senate Judiciary Committee considered the measure in April. When the bill hit the Senate floor last week, North Carolina Republican Jesse Helms introduced an amendment regarding sexually explicit material.

"Obviously the networks have gone too far. Prime time has degenerated into sleaze time and the American people are fed up," said Helms. The North Carolina senator is especially worried about the impact of sexually explicit material on children. The average child, he said, watches 30 hours of television a week. If Congress is considering guidelines for violence it should consider guidelines for sexually explicit material

clothes seducing a young man." And she asked him to "tie her to the bed," said Helms. "This is great family entertainment...bondage on prime time. That is how far they are going."

Fox Television's "Married... with Children" was also singled out as presenting offensive programming. This program, he said, prompted one mother to wage a "one-woman crusade against this kind of trash on television." He was referring to Terry Rakolta of Michigan, who complained about one episode in particular to its sponsors. Last month Rakolta announced the formation of "Americans for Responsible Television," an organization aimed at promoting voluntary efforts by advertisers and the broadcast networks to raise the standards on TV (BROADCASTING, May 8).

Helms, a former executive with WRAL-TV Raleigh, N.C., said that station frequently

ADVOCATES OF CLEAN TV



Senator Paul Simon (D-Ill.)



Senator Jesse Helms (R-N.C.)



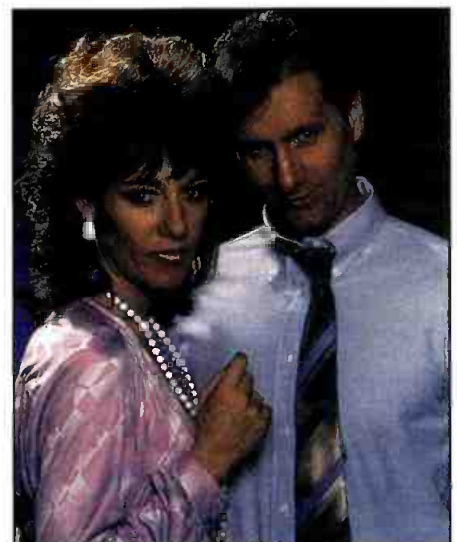
NBC's 'Favorite Son':
'Bondage on prime time' and...

vision industry needs to devise a "code of good conduct." (Long-standing industry radio and TV codes were struck down as unconstitutional in 1982.) There is a perception that TV is "more permissive today than a year ago," said one source.

Under the bill (S.593), antitrust restrictions would be waived for three years to enable industry organizations (broadcast, cable and motion picture interests) to meet to devise voluntary guidelines to tackle those issues. Originally, S.593 as introduced each time by Senator Paul Simon (D-Ill.) dealt only with TV violence, but it has attracted what one source called an "ever

which is "flooding the television airwaves today," he commented. Such programming is "unquestionably contributing to the decline of traditional family values," he said.

The senator decried the current state of television programming. He said he is embarrassed to watch the "offerings of modern television" with Mrs. Helms in the same room. He found the NBC mini-series *Favorite Son* objectionable because of its depiction of a "young woman in bikini under-



Fox's 'married...with Children':
'Trash'—Jesse Helms

refused to "accept scheduled network programming." He warned the industry to take this initiative seriously or "we will be back."

Although the upper chamber has previously endorsed the concept of an industry code, the House has yet to act on such a measure. The bill has never made any headway in the House because of the Judiciary Committee's former chairman, Peter Rodino (D-N.J.), who generally opposed antitrust exemptions. But this time it is unclear if Rodino's successor, Congressman Jack Brooks (D-Tex.), will stand in the way. A Brooks aide said the lawmaker has yet to

disclose his view on the TV violence initiative.

The House version (H.R.1391) concerns violence only. And one of its key sponsors, Dan Glickman (D-Kan.), indicated his reluctance to "add subjects to this bill" at a Judiciary subcommittee hearing on the legislation last month (BROADCASTING, May 15). However, Glickman's colleague on Judiciary, Chuck Douglas (R-N.H.), expressed an interest in seeing the television industry curb sex and drug use in its programming.

By "loading the bill down," Hill observers feel it can "cut both ways," and make it easier to pass or to stop. In other words, industry lobbyists fear it will be harder for lawmakers to publicly oppose it, although privately they may find the additions far less tenable on constitutional grounds.

During the Senate debate, Simon emphasized that Congress was not "forcing anything on the television industry, but we are asking them to get their house in order." He pointed out that his proposal does not mandate any action by the industry. "It does permit the industry to act together on this serious problem without having to worry about antitrust suits." The Illinois lawmaker is convinced that "violence on television influences how young children view the world and themselves."

Simon and others endorsed the Helms amendment on the floor, including Herbert Kohl (D-Wis.), Jeff Bingaman (D-N.M.), Bob Byrd (D-W.Va.), John Chafee (R-R.I.), and Strom Thurmond (R-S.C.).

Fifth Estate moving cautiously over Senator Simon's bill, showing no signs of opposition

Industry lobbyists were not discounting the seriousness of the Simon bill (see page 27), but the likelihood of any concerted effort to stop the initiative in the House appears slim. At this point neither the broadcast networks, cable or motion picture interests have embraced the measure, nor did they actively oppose it in the Senate, and they are not expected to fight it in the House either. At this time the House version does not include language on sexually explicit material and illegal drug use on television. But most observers think those issues will eventually crop up in the lower chamber also.

"The way this is blazing through the Congress, it does not seem to make a whole lot of sense to stand up and oppose it," said Preston Padden, president of the Association of Independent Television Stations. INTV has stated its support for the antitrust exemption, but wants assurance that broadcasters will be protected from any lawsuits.

The television networks have expressed strong reservations with the proposal; they think it is unnecessary, and in testimony to a House Judiciary subcommittee last month they made their concerns known to lawmakers (BROADCASTING, May 15). "We have doubts about this solving the problem," said Martin Franks, CBS Washington vice president. The networks are taking

a "wait and see" attitude and are not likely to urge House members to vote against the proposal. Neither the Motion Picture Association of America nor the National Cable Television Association has taken an official stand on the violence bill, and last week there was no change in their positions.

The inclusion of sex and drugs in the Senate version of the legislation, however, does give broadcasters some reason for pause. To begin with, they were worried about the "practicality and applicability" of the bill, said one source. For all the parties to come up with a uniform standard on violent programming was considered

enough of a challenge, but by adding these other issues, sources believe it would become an almost impossible task.

"We have got problems" with the Senate bill, said Walt Wurfel, NAB senior vice president for public affairs and communications. NAB is troubled by the Helms amendment, which it thinks will only make the implementation of an industry-wide code more difficult. Wurfel said NAB would watch to see how the legislation progresses in the House. NAB has "not specifically said it opposes the bill," he said, adding that the position has not changed. □

Koop tells Congress to restrict ads for alcohol

Among other recommendations in drunk driving workshop findings is to eliminate tax deductions on alcohol advertising

Surgeon General Everett Koop last week urged Congress to adopt legislation that would restrict alcohol advertising and marketing aimed at youth and to provide government funds for counteradvertising.

That call for action came during the retiring surgeon general's final press conference, convened to highlight the results of a report prepared by a workshop Koop held last December on drunk driving. He is endorsing 10 of the workshop recommendations, although the report that will be sent to Capitol Hill contains other proposals including eliminating tax deductions for alcohol advertising.

The Senate Governmental Affairs Committee has scheduled a hearing next week to review the workshop recommendations, and the broadcasting and advertising community are preparing to fight any legislative initiatives that may surface.

Last week, NAB President Eddie Fritts wrote key Hill players to protest the report. Fritts complained that the surgeon general's findings with regard to advertising failed to take into consideration the "hundreds of pages of material which we and others filed

about the current effort by broadcasters and other responsible industries to fight drunk driving. Nor did he consider any of the more than 100 scientific studies which showed no correlation between advertising and abuse."

Fritts urged the lawmakers to review NAB material that shows what broadcasters have been doing to combat "this terrible tragedy." Moreover, the NAB letter underscored that the association is working with the National Commission Against Drunk Driving, which is conducting a "massive 16-month-long project to provide a definitive statement on the subject and to make further recommendations for action." Fritts said the broadcast industry contributes "nearly \$1 billion a year in various kinds of assistance to the war against substance abuse." The NAB president made the same arguments in a statement released to the press.

The American Advertising Federation also registered its concern about the surgeon general's recommendations. AAF President Howard Bell said his organization has long been active in the fight against drunk driving and is "committed to continuing the fight." But, said Bell, AAF is disappointed over the surgeon general's failure to "accept our offer to sponsor a meeting between himself and industry rep-



Koop

representatives to map out a future strategy."

The broadcasting and advertising community was up in arms last year over the composition of the workshop's advertising and marketing panel, which they said was unbalanced and composed of alcohol advertising opponents. Industry representatives refused to participate and pleaded with Koop to postpone the workshop.

The Association of National Advertisers also issued a statement opposing the Koop recommendations. ANA "takes strong exception to the surgeon general's proposal to require, in effect, one-to-one matching of alcohol advertisements with 'pro-health and pro-safety messages.'" ANA also found Koop's proposal for voluntary restrictions "vague and ambiguous."

Judging from his remarks Koop is well aware of the industry opposition. "I have received a lot of praise as surgeon general because of my strong stand on AIDS prevention. I was never afraid to say the 'C' word, condom. I am also not afraid to say the 'A' word and that word is advertising." Koop said certain advertising sends the "wrong messages about alcohol consumption to the wrong audience." He is alarmed about ads directed at college students and underage youth. "They send the message that drinking is a normal and glamorous activity without negative consequences. And our young people are believing these messages."

He hopes to stop advertising on college campuses and at sporting events or other activities that attract a young audience. Koop pointed out that the workshop did not call for a ban on alcohol advertising. And when taking questions from the press, he emphasized that the restrictions on the ads might be implemented on a voluntary basis. Koop also commended broadcasters for their educational efforts on drunk driving.

Nevertheless, the surgeon general made it clear that more public service ads must air. "Federal and state governments should be authorized and funded to pay for advertising." Current PSA's on drunk driving, he argued, are "overshadowed" by "slick" alcohol ads. The workshop report goes even further and calls for mandated time for counteradvertising if the funds are not forthcoming. The surgeon general cited a Gallup poll reporting that some 75% of Americans favor a law requiring radio and television stations to provide equal time for drunk driving PSA's.

He said a survey conducted by the Bureau of Alcohol, Tobacco and Firearms revealed that 80% of the respondents believe alcohol advertising encourages underage youth to drink.

Koop would also like to see warning labels required for all alcohol advertisements. And he wants the entertainment industry and the electronic and print media to focus more on the dangerous consequences associated with drinking and driving. Among the other recommendations endorsed by Koop is a call to increase taxes on alcoholic beverages, eliminate happy hours and increase the enforcement of drinking and driving laws. □

Early to bed in L.A.? 7-10 p.m. prime time under study

Some affiliates in Pacific time zone want networks to consider moving prime time an hour earlier

Some West Coast TV network affiliates, including a majority of NBC affiliates, are clamoring for a shift of network prime time from the 8-11 p.m. period to 7-10 p.m. If implemented, the shift could dramatically alter the West Coast broadcast market landscape, with independent stations standing to lose the most, including the captive news audience many now have between 10 and 11 p.m.

Such a shift is far from a reality. The networks have barely begun to look into the suggestion. But it now is an issue at all three networks, and ABC, CBS and NBC executives say they will look into it.

At a meeting initiated by Amy McCombs, vice president and general manager of KRON-TV San Francisco, West Coast NBC affiliates met informally on the eve of the network's general affiliate meeting in San Francisco two weeks ago. Similar meetings are expected to take place at CBS's ongoing affiliates meeting and ABC's upcoming meeting.

According to sources with knowledge of the NBC West Coast affiliates meeting, just about all those attending indicated support for at least the option of scheduling prime time from 7 to 10.

At deadline last Friday, McCombs had not returned numerous calls to her office. But she was quoted in a San Francisco newspaper as saying: "I really think the lifestyle out here calls for a 7-10 p.m. prime time."

The primary motive for moving prime time an hour earlier is the significant drop in the levels of West Coast homes using television in the last hour of prime time. According to Nielsen's February rating book for San Francisco, HUT levels peak at about 8:30 p.m., when 64% of sets are in use. From 10 to 11, HUTS drop almost

one-third, from 57% to 41%. "Viewing habits out here closely resemble Chicago time," said Ron Gleason, research director at KPIX-TV San Francisco.

Some ABC affiliates also say they would like to see the shift. "I would love to see it happen," said one West Coast ABC affiliate general manager, who asked not to be identified. "All of the West Coast markets are sprawling, resulting in long commute times and people going to bed earlier. Also, it's not uncommon for the white collar segment to start work very early because they are tied to East Coast markets and commerce."

Many questions remain unanswered, not the least of which is whether one or more of the networks would approve such a switch. "At our affiliate meeting we said that we'd look at it," said an NBC executive. "This has come up before and we concluded then that it was not in the best interests of the network. The stations want a more lucrative time period for local news. But what's true for them is just the reverse for the network."

In San Francisco, the 7-7:30 p.m. HUT is 59%, four percentage points lower than the 63% at 8 p.m., currently the first half-hour of network prime time. In times of continuing network viewership erosion, starting prime time in a lower HUT level time period does not help matters, the NBC executive said.

And not all West Coast affiliates are prepared to make the shift within the next year. Janeen Bjork, Seltel vice president, programming, said that West Coast affiliates who signed long-term renewal deals for expensive 7-8 p.m. access programs, such as *Wheel of Fortune* and *Jeopardy!*, could not afford to switch under current contract terms. "Economically they would be hard pressed to make such a move," Bjork said.

But Bjork also said that most NBC affiliates, and other affiliates, do want the option. "All of the West Coast is very early-to-bed oriented. The HUT fall-offs at 10 p.m. are significant."

But others questioned whether having an option to switch, in effect having two overlapping prime times, was workable. "Then we're kind of getting out of the network business," said Ben Tucker, vice president and general manager of KMST(TV) Salinas-Monterey, Calif., and chairman of the CBS affiliate board of governors.

Tucker and others also noted another problem with affiliates having a choice. Many markets in California overlap, such as San Francisco and San Jose, and Los Angeles and Bakersfield. Thus one affiliate could end up reaching viewers with the same schedule as another affiliate one hour earlier.

Also, if the networks did make the shift, they would need an FCC waiver of the rule barring networks from scheduling more



KRON-TV San Francisco's Amy McCombs

than three hours of programming between 7 and 11, if network latenight was to start at 10:30 p.m., as in the central time zone.

George Newi, ABC senior vice president, affiliate relations, said the ABC West Coast affiliates will meet in a private session on the issue at the upcoming affiliate meeting in Los Angeles. "There's not anywhere near universal support for it," he

said. "It's just come up and the network really hasn't looked at it yet."

It did not go unnoticed by a number of observers following the story that affiliates in San Francisco are spearheading the time shift movement. That market is home to KTVU(TV), the number-one nighttime newscast in the market and the number-two prime time newscast in the country, according to

Arbitron and Nielsen. "I find the whole thing kind of humorous," said Kevin O'Brien, KTVU vice president and general manager. "This 'early to bed' argument really doesn't wash when you consider that HUT's from 11 to 11:30 have actually increased 15% in the last two years. My suggestion would be for the affiliates in this market to put on better latenight newscasts." □

Summertime and the networks are busy

New series, specials, sports, movies and unseen episodes of old shows make up the schedules of ABC, CBS and NBC

A mix of new series, theatrical movies and unused episodes from canceled series make up the networks' summer schedules this year. In an effort to program more original programming during the summer, all three networks will debut new series, with ABC and NBC debuting new prime time news shows.

Primetime, ABC's news/magazine show hosted by Diane Sawyer and Sam Donaldson, makes its network debut Thursday, Aug. 3, at 10-11 p.m. *Primetime* takes over on Thursday nights following the run of ABC's *Thursday Night Baseball*, which begins June 8 and continues through July 27.

Although ABC will not schedule new entertainment series for the summer as it did last year with *The Thorns* and *Hot-house*, the network will air six original episodes of the canceled *Hooperman* and six original episodes of *The Robert Guillaume Show*. The *Hooperman* episodes begin airing Wednesday, June 14, at 9-9:30 p.m.

ABC rounds out its summer schedule with 16 theatrical movies. Included in the list are six James Bond films, the first two Star Trek movies, "Silkwood," "Starting Over," "Alien," four Disney movies and a first-run airing of "Prizzi's Honor." ABC has not yet given dates for the movies.

CBS introduces *Doctor, Doctor* to its schedule beginning Monday, June 12, at 10:30-11 p.m. The half-hour comedy stars Matt Frewer, formerly of *Max Headroom*, and is produced by Reeves Entertainment. There are six episodes available of the comedy about an unorthodox young physician.

In addition to *Doctor, Doctor*, the network has original episodes of three canceled series—*The Equalizer* (three), *The Cavanaugh's* (five) and *Coming of Age* (eight).

On the sports side, CBS will have as many as seven National Basketball Association championship games when the NBA finals begin tomorrow, June 6, at 9-11:30. The finals continue through game seven, if necessary, on June 20.

For the rest of the schedule, CBS offers a combination of made-for and theatrical movies and specials. The made-fors include *Pals*, starring George C. Scott, Friday, June 9 (9-11); *A Place to Call Home*, starring Linda Lavin, Sunday, June 11 (9-11); *Ghost of a Chance*, starring Dick Van Dyke, Friday, June 16 (9-11); *Deadly Care*, starring Cheryl Ladd, Sunday, June 18 (9-11),



CBS's 'Doctor, Doctor' premieres June 12



NBC's 'Knight and Daye'; no premiere date announced

Summer shows on tap for the big three



ABC's 'Prime Time' premieres Aug. 3

and *The Attic: The Hiding of Anne Frank*, starring Mary Steenburgen, on July 16 (9-11). The lone theatrical movie on the schedule is "Lucas," starring Charlie Sheen, on Saturday, June 10, at 8-10 p.m.

Specials include a rebroadcast of *Circus of the Stars* on Tuesday, June 27 (9-11), and *The Miss Teen Pageant* on Tuesday, July 25 (9-11).

NBC, in addition to the news/magazine show *Yesterday, Today and Tomorrow*, which premieres in August, will launch four new series during the summer, three of which are half-hour comedies. *Knight and Daye* stars Jack Warden and Mason Adams as a former radio team who reunite after a 40-year estrangement. *13 East* stars Diana Bellamy and Ellen Regan as a supervising nurse and her trainee. The network has not settled on the third comedy. *Highway to Heaven* returns to NBC with 10 original episodes. Although no start dates or times were available, the network will schedule one of the comedies at 8 p.m. on Sunday.

Yesterday, Today and Tomorrow, hosted by Maria Shriver and Mary Alice Williams, with a possible third host to be named later, will get a trial run beginning Aug. 2 at 10-11 p.m. The network will air three episodes, with the final episode of the series to air at the end of August. Also from NBC News are a series of prime time specials. *Fatal Addiction* airs Aug. 9 (10-11). Part one of *Gangs, Guns and Drugs* airs Aug. 15 (10-11), with part two airing the following night at the same time. On Aug. 30, at 10-11, the network airs *Bad Girls*, about problem teenage girls.

The network also will air an original made-for movie each month, beginning on June 25 at 9-11, with *Blessed*, about a man with extraordinary powers. Canceled series with original episodes available are *Nick & Hillary* (two episodes), *Baby Boom* (five) and *Miami Vice* (four).

In addition to the news and entertainment fare, the network has scheduled an NFL preseason contest on Aug. 25 at 8-11 p.m. □

Nielsen to develop passive peoplemeter

Company has begun work on ratings system that would require no effort on part of viewers; technology proposed would use 'image-recognition' sensor to identify audience members

A.C. Nielsen announced last week that it had contracted for development of a passive television-viewing measurement system. Although Nielsen said the completion of a system was at least several years away, observers were already disagreeing about whether such a system would have a positive or negative effect on network ratings. It has been less than two years since the Dun & Bradstreet subsidiary introduced its current 4,000-sample peoplemeter system, which in replacing the diary system was said to have caused a reduction in measured network audience.

Those presenting last week's press conference to announce the contract with the David Sarnoff Research Center explained how the new system might work. It will not employ the infrared heat-sensing technology used by R.D. Percy, the Seattle-based research company that canceled operations last August after failing to develop a commercially viable system. But like Percy's system, the Nielsen system is intended to provide continuous measurement and is "expected to have the precision to measure the viewing of specific commercials, enabling advertisers and agencies to better assess the effectiveness of their advertising strategies," said Robert R. Brown, president of the information services and technology division of Dun & Bradstreet.

The system currently contemplated would rely on an "image-recognition" sensor that would scan and digitally store an individual's facial features into a computer. The Sarnoff center said that "high speed is achieved by operating on pattern color, motion, or size information that is represented at low resolution."

The sensor would be activated each time the TV set is turned on, matching the facial features of those in the room with those stored in the computer, thus identifying the person present. Because it would use facial features, the system would recognize only those facing the TV. Although the system is said to be able to recognize visitors in the room, it would not be able to automatically input demographics of those visitors.

The technology will need to be miniaturized; Sarnoff and Nielsen expect to develop a box about the size of a VCR that would fit on the TV. John Dimling, executive vice president and group director of marketing for Nielsen Media Research, said no prototype of the system has yet been developed, nor is it known whether the technology contemplated can feasibly be "applied in the environment in which people view television." Whether a passive peoplemeter system—which is intended to replace the existing peoplemeter system—would ever be introduced is also dependent on whether such a system is cost efficient, Dimling



On dais (l-r) during press conference announcing passive peoplemeter: Dun & Bradstreet's Brown; Nielsen's Dimling, and D&B's Kathryn Creech. At podium: Curtis Carlson, David Sarnoff Research Center

added.

An Arbitron spokesperson said: "We too have efforts under way toward the development of a passive meter. When we have something developed we can talk about it."

Comments on the concept of a passive meter vary, but no one opposed it. "It's like apple pie and motherhood," said Robert Niles, vice president, research, NBC. Taking the support one step further was John Sisk Jr., senior vice president, J. Walter Thompson U.S.A.: "I wish that the other media—outdoor, radio, magazines and newspapers—would have the same stringent research criteria that the researchers are applying to television. It's not that I don't think that TV shouldn't be scrutinized this way. But the other media are based on recall, some of them only once a year."

One likely improvement of a passive

system over the current one would be better measurement of children, who are less likely to push buttons. It would also likely eliminate the "fatigue" inherent in the present system. Yet Sisk thought the overall impact of a passive system on three-network measured audience would be negative: "The reported level will be lower than what it was...just like the reported level with the peoplemeter was lower than the diary. The tighter the restrictions, the smaller the audience will get." NBC's Niles said: "I think it is too early to call."

Alan Wurtzel, ABC senior vice president, marketing and research, said: "I just want the data to be stable and reliable.... I would encourage the industry to do this in a systematic way, unlike the peoplemeter, so that we have tremendous confidence in the methodology and technology." □

Radio's moment of silence: less than momentous?

Praised by some radio executives, 30 seconds of dead air, intended to illustrate life without radio, drew little response in many markets

On Friday, May 26, at 7:42 a.m., there was nothing but dead air on 80% of the nation's airwaves for 30 seconds—a deliberate silence incorporated into a promotional spot launching the Radio Advertising Bureau-National Association of Broadcasters Futures Committee campaign to increase listener awareness (BROADCASTING, May 8). Initial response to the kickoff was enthusiastic from some radio executives, but a random survey of stations across the country indicated that in certain markets the spot—which carried the tagline "Radio. What would life be without it?"—may have gone unnoticed by listeners.

Jeff Smulyan, president of Emmis Broadcasting, was pleased with the campaign. "We've finally banded together to do something right," he said. He has re-

ceived notes and phone calls lauding the spot, "a very good response," he said. Smulyan noted that this is just the beginning of the campaign and reaction to the one spot should not be taken out of that context.

Listeners did not respond at Westwood One's "pirate radio" KQLV(FM) Los Angeles. Scott Shannon reports "no listener feedback whatsoever." Westwood One, however, will continue to air the campaign and expects positive results.

Other group owners, however, said they had not received much reaction to the silent spot. Jim Arcara, president of Capital Cities/ABC Radio, said there was "no response yet—nothing."

Warren Maurer, vice president, AM stations, Westinghouse Broadcasting, noted that all Group W stations are participating in the campaign, and of those, only WBZ(AM) Boston received a small response (four phone calls). He added that "WBZ, however, is in a position to play off its

listeners in a way that our other stations aren't." The station has a combination adult contemporary and news/talk format.

Maurer added that Group W will air the follow-up commercials, which are to run in two separate six-week flights during 1989 and will be accompanied by trade and consumer print ads in the fall. Said Maurer: "All the stations in our group, with varying opinion, agreed that an effort was needed to promote radio."

According to Mindy Bellini, CBS Radio Network spokeswoman, no listener reaction was recorded at any of the CBS-owned stations.

According to Daniel Flamberg, outgoing RAB senior vice president of marketing and communications, reaction to the spot would probably vary by format. "There was probably more response to the stations formatted with news/talk than any other format," he said, adding that the campaign was designed to increase listener awareness of radio, and not necessarily elicit a response from the audience. Flamberg, however, was enthusiastic about the support the campaign is receiving from group owners, advertisers and individual stations.

(Among those participating were a strong lineup of group owners, including Bonneville International Corp., Buckley Broadcasting, Cox Enterprises, EZ Communications, Great American, Infinity Broadcasting, Noble Broadcast Group, Scornix Broadcasting, Shamrock Broadcasting, Susquehanna Broadcasting, Tribune and Westwood One.)

At the local level, station response was mixed. In Sioux Falls, S.D., KSOO(AM)'s program director, Cary Wencil, says the MOR-formatted station had "no calls." He attributed the lack of response to the station's format. "We just don't have an interactive format," he said. "Our listeners are not used to calling us unsolicited."

Bob Morey, general manager of KRSR(AM) Provo, Utah, was disappointed by the lack of listener reaction. "We got some reaction, maybe one or two calls," he said. KRSR programs a music and information format. Morey added that although he was impressed by the layout of the campaign and the amount of work that went into it, "maybe something besides dead air should have been done."

A variation of the campaign was run by KRSR(AM) Las Vegas. Bob Berzins, program director for the heavy metal-hard rock station, says he did not use the spot provided, but rather came up with a version more in keeping with the image of the station, although it did observe the 30 seconds of silence. Berzins said the station received only a few calls, but for the most part he feels his listeners "absorbed the message." Another factor to remember, said Berzins, is that the station has in the past used spots of silence where the DJ returns to the air screaming about how scary life would be without radio.

Co-owned KLUC(FM) did not get much listener reaction either. It carries a CHR format and followed up its spot by going to a nursing home and interviewing a 100-year-old man about life before radio.



Smulyan



Shannon



Arcara



Maurer

Brian Jennings, program director for KING(AM) Seattle, said they had no response

at all. "It was not that big a deal," he said. "There are much bigger and more emotional issues concerning our community right now that really dwarf anything else."

Kelly Wheeler, news director and assistant program director at KSDO(AM)-KSWV(FM) San Diego, was unimpressed by reaction to the campaign. "There was no listener response," he said, "and we have not been very active in following up the silent spot." KSDO carries a news/talk format and KSWV formats new age, jazz and light rock.

WwDB Philadelphia opted not to participate in the 30 seconds of silence. Diane Raymond, program director of the news/talk-formatted station said, "I could not justify being off the air for any reason at any time. We provide a better service staying on the air."

Stations have received packets in the mail that include the necessary materials to participate this summer. Total cost for the campaign should be about \$100 million in donated air time and up to \$1.5 million in marketing, promotion, advertising and professional fees, according to the NAB and RAB. □

KTTV offers to buy out news staff contracts

Speculation ran rampant in Los Angeles last Thursday when Fox-owned KTTV(TV) announced an offer to buy out the contracts of its newsroom staff of writers, directors and producers. In a prepared statement, KTTV says it is tendering an option to participate in an "enhanced severance package" to 11 employees with union memberships in the National Association of Broadcast Employees and Technicians. Those who accept will be replaced by new employees, according to KTTV General Manager Greg Nathanson.

"In the long run we are going to expand our news operation," Nathanson said. "Our intention is to be the dominant news operation in town. No one has to take the offer. It is not a demand. It is up to the individual."

NABET Local 53 President Dick Smith termed the offer "definitely a union busting move" and another NABET station representative called it "part of a movement among stations to use more daily-hire freelancers." Other rumors have KTTV possibly trying to open up positions for minorities after a year-long challenge to its license by the Hispanic National Media Coalition.

Nathanson denied that the station is trying to bust the union and said, "We have consistently been looking to hire more minorities." He would not elaborate on how the "offer" is tied to the expansion of news operations, or if the hour-long news (10-11 p.m.) would expand with higher priced talent in other prime time slots and increase its use of freelance production people.

Under the terms of the offer, KTTV would give each of the five writers, three producers and three directors 26 weeks of their regular salary, plus four weeks of pay for each full year of service with the company. A buy-out of all their accrued vacation days and a six-month continuation of their health insurance would also be included. June 21 has been set as a deadline to accept the offer, with a termination date set for June 30, 1989. Those who refuse the offer will remain on staff and, according to Nathanson, will remain in the same classification and pay structure.

"Instead of producing or directing, they would be downgraded and reclassified as news assistants tearing wires," NABET's Smith charged. "It's all part of a deliberate attempt to subvert the language put in last year's contract regarding seniority and recall rights. At this point, I am going into talks with lawyers about filing an unfair labor practices suit." The NABET members signed a three-year contract with KTTV on June 1, 1988.

In related news, managing editor Bruce MacCallum resigned and was replaced by Wendy MacNeill, as confirmed by a KTTV spokeswoman. She would not elaborate on the reasons for MacCallum's departure. MacCallum joined KTTV in October 1987 after a three-year stint at KCBS-TV Los Angeles. MacNeill most recently served at KJR(HV) Tulsa, an NBC affiliate, as an executive producer.

FCBA calls for comparative reform

Association believes commission should reform comparative renewal process for awarding broadcast licensees, rather than using lottery system, which FCBA says will discourage 'localism'

The Federal Communications Bar Association proposed last week reforming the FCC's much-maligned comparative hearing process for awarding new broadcast licenses as an alternative to the FCC's controversial proposal to replace the process with a lottery.

"We just think lotteries are not the way to go," said Richard Zaragoza, president-elect of the FCBA and chairman of its ad hoc committee on the lottery proposal. "The FCC should first attempt some meaningful reforms."

Like the FCC, the FCBA believes the comparative process is subject to abuse by parties more interested in making a quick buck than in running a broadcast station. But, unlike the agency, the FCBA believes reforming the process rather than implementing a lottery is the preferable remedy.

In addition to the reforms, the FCBA also proposed in comments on the FCC's lottery proposal establishment of an advisory group "to monitor these reforms and suggest other ways to improve the comparative hearing process."

If only one party files for a new broadcast station, the FCC usually awards it the license. But if more than one files and they do not reach some sort of settlement, the FCC convenes a hearing before an administrative law judge to determine which applicant would best serve the public interest and should be granted the license. Based on ever evolving comparative criteria, the ALJ's decision can be, and often is, appealed to the FCC Review Board, the full commission and the federal courts.

The FCBA's proposed reforms:

- Require all pending broadcast applications to make the financial, ownership and management-ownership integration disclosures required in the new Form 301 application, which is now set to go into effect prospectively only. "Retroactive application of these changes would speed the licensing process for existing applicants by forcing out unqualified parties who often serve as a hindrance to the speedy resolution of licensing procedures," the FCBA said.

- Consider eliminating the *Anax* policy, which permits applicants to structure ownership in such a way as to receive full comparative advantages for investors with small equity interests. "This would greatly simplify and shorten comparative hearings and eliminate the potential for abuse inherent in the present policy," it said.

- Limit settlement payments to "prudent and legitimate expenses" until 90 days after a case is designated for hearing and limit such payments to half the expenses thereafter. The formula, the FCBA said, "is best calculated to take the profit motive out of filing...[and provide] an economic disin-

centive for continuing litigation without an intent to obtain the license."

- Bar parties not among the original applicants from involvement in settlements as the FCC allowed in *Marco* earlier this year. If not reversed, the *Marco* precedent could further inflate the expectations of "speculative and sham" applicants by encouraging them "to look outside the proceeding for a larger payoff than could have been offered by the original applicants."

- Require new licensees to hold their licenses for at least two years. "This is intended to reduce the incidence of applicants who receive a permit based on the comparative criteria and then immediately sell a portion of the authorization or sell the whole license after the one-year holding period," it said.

- Require the full commission to take up Review Board decisions within a certain period of time. "Long delays in waiting for commission review not only delay service to the public, but often cause the initial permittee to relinquish the permit as part of a settlement designed to avoid further expenses and delays."

"These comprehensive and integrated reforms are intended to restore the integrity of the traditional comparative hearing process," the FCBA said. "The changes should, in a self-executing manner, reduce any present backlogs and simplify and speed the selection process without adding any burden to the resources of the commission."

About half the FCBA filing was given to a litany of objections to the lottery itself. "In the best of worlds, if the lottery scheme turns out to have no major flaws (an unlikely event considering past experience [in cellular radio]), it will speed the selection of licensees but sacrifice the goal of localism," it said. And localism is the "raison d'être of broadcasters who accept the duty of being 'public trustees,'" it said.

"To accept 'chance' as the selection scheme for full service broadcast stations is to conclude that who becomes the licensee, once basically qualified, is largely irrelevant," the FCBA said. "That conclusion is inconsistent with, and undermines, the content-based 'public trustee' premise of broadcasting." □

Europe set to dismantle TV barriers

Outlook good for next week's debate on 'TV Without Frontiers' at meeting of EC ministers

A much-debated European media plan to clear the way for cross-border satellite TV services will face its final obstacle next week. Ministers from the European Community's 12 member nations will meet in Luxembourg Wednesday, June 14, to consider the EC directive, "TV Without Frontiers," and according to Council of Ministers President Pedro Solbes of Spain, the document has a "very good chance" of passing.

Solbes's prognosis followed by a few days a contentious debate in the European Parliament which threatened temporarily to derail the long-awaited directive and evoked serious objections from the U.S. government. The hitch during Parliament's two-and-a-half-hour consideration of the measure May 24 came when the advisory body proposed changing voluntary quotas, which seek a majority of EC programming only "where practicable," to an obligatory 50% limit on non-EC shows.

The commission, the EC's executive body, had wrestled with the quota question in earlier proceedings and reached majority support of a nonbinding quota, so it quickly rejected the Parliament's proposal. The commission did assure the Parliament, however, that it would apply greater pressure on member states regarding quotas, for instance, by conducting an annual survey of member states regarding their progress toward European production capacity needed to fulfill growing program requirements.

The Parliament later overwhelmingly approved the directive, which seeks to eliminate obstacles to transfrontier TV broad-

casting by harmonizing various national rules regarding program content and quotas, advertising, legal jurisdiction and other issues.

U.S. government and program and advertising industry objections to the directive, already evident during the last several years of debate on the measure, were even more aggressively stated by government officials during vigorous lobbying against the rules in recent weeks.

During Parliament's consideration, U.S. Trade Representative Carla Hills wrote a number of EC officials to express "strong objection" to the measure, contending its enactment "would almost certainly have a disastrous effect on the U.S. industry's substantial European earnings." A USTR official in Washington said the U.S. sees the directive as a violation of GATT (General Agreement on Tariffs and Trade).

The official also said, as did Hills in her letter, that the directive could cause the U.S. to invoke "special 301" of the Trade Act enacted by Congress, permitting retaliation against countries regarded as denying the U.S. "fair and equitable market access."

EC spokesman Harald Hotze said the U.S. pressure during the debate "made a very bad impression," and he added that, given the dominance of U.S. programming in the world market, "[it was] a bit exaggerated to roll out the big guns."

Hotze said, however, that the commission agreed there was no justification for shutting U.S. production out of the EC, in part because it would constitute cultural protectionism, but also because U.S. programs are essential to fill increasing demand for product among European program services. □

China vs. press: 'Attempted censorship'

Officials tell journalists all coverage is prohibited unless approved by city of Beijing; reporter says order is kind of 'censorship almost unheard of anywhere in the world'

Beijing city officials have cracked down on efforts of foreign journalists to report on developments in the Chinese capital wherever martial law is in effect. Essentially, foreign journalists have been told that press coverage of any subject is prohibited unless the city's foreign affairs office gives its approval. CBS News correspondent John Sheahan, in a report from Beijing on Thursday (June 1), issued that morning, said the order constitutes "a kind of attempted censorship that's almost unheard of anywhere in the world."

Actually, many of the restrictions spelled out by a spokesman for the city's foreign affairs office in a regular weekly briefing for the foreign press have been in effect since martial law was decreed in parts of the city two weeks ago. But now, the journalists have been told, the restrictions are to be enforced. They deny foreign journalists access to a variety of government institutions and other places, including schools and factories, for the purpose of conducting interviews, taking pictures or videotaping "without approval of the Beijing Municipal People's Government." The restrictions also specifically apply to Tiananmen Square, where students' massive antigovernment demonstrations two weeks ago captured the attention of the world.

One new element of press restrictions causing concern among American journal-

ists involves a tightening up on meetings with Chinese activists. The spokesman's statement warns against "press coverage in a disguised form," such as meetings with Chinese citizens at foreign journalists' offices or residences "for interviews on activities prohibited by the [martial law] decrees." All that on top of the continuing ban on satellite transmissions from Beijing.

An ABC News spokesman said the restrictions did not appear to be having an adverse impact on that network's coverage. And a spokeswoman for NBC News said its crews went out Thursday and did not en-

counter any particular difficulty. "It was business as usual," she said. But Sheahan, in his report, said the government "is simply saying that it's their version of the news that's going to get out or else." He also said that while the government is declaring Tiananmen Square off limits to ~~10,000~~ journalists, it is inviting them to "staged rallies in favor of martial law." And a CNN official said, "Obviously the restrictions are a problem." The CNN crews are continuing to do their job, he said, and had not yet encountered any problems. But he added, "We're watching our step." □

ITS out of IRS hot water; future up in air

IRS lifts levy; rep firm, with 28 client stations, said to be discussing sale of its assets

National advertising representative Independent Television Sales (ITS) has won a victory with the IRS, but word is the ownership of the company is discussing the sale of its assets, including station contracts.

Stations represented by ITS that had received notice of an \$801,000 levy on the rep have received another notice from the IRS, dated May 23, that the levy has been released. The IRS had instructed those stations to pay any money owed to ITS directly to the IRS to satisfy 1988 employment taxes owed by ITS.

Meanwhile, sources say ITS is talking to several rep firms about deals that would split up representation of the company's 28 client stations. ITS President Bob Somerville said, "At this time there are no deals.

There is nothing definitive.... We're talking about a great many things. There's nothing that can be announced yet."

One company said to be in discussions with ITS is Mutual Telesales Inc., an Atlanta-based rep firm serving 30 stations. When asked if the company has considered buying ITS, Mutual Telesales President Ron Moore said, "The subject has come up." Moore continued: "I would love to own ITS for its sales force. It has an excellent sales force, and having that sales force could be a most outstanding asset. If I could acquire ITS, I would want their salespeople to continue doing their job for ITS and the MTI stations.... If we were able to do this, most of the ITS salespeople would see substantial increases over the next 18 to 24 months. We certainly believe in rewarding people for performance." Mutual is two-years old with 23 salespeople in 11 cities.

Earlier this year, ITS dropped 12 people from its staff, including nine people in sales and research from its New York office.

While the layoffs and issuing of an IRS levy might lead to speculation that the firm is in financial trouble that would hamper performance, most client stations of ITS contacted by BROADCASTING have expressed satisfaction with the rep's performance. "They've been an excellent rep firm for us," said John Huddy, president and general manager of KADY-TV Los Angeles (Oxnard). "They've been doing a fine job for us," said John McKay, president and general manager of KDPI-TV Dallas. However, David DuBose, president and general manager of WDBB(TV) Tuscaloosa, Ala., said his station's pacing behind last year's sales could be the result of "some of [ITS's] internal difficulties."

Comparing like stations, ITS clients' business was up 21% in first quarter 1989 over last year's first quarter, according to Somerville. April was "very strong" and May was "soft." "There is June money out there that we feel positive about, but it will be hard work," he said. Station performance indexes, calculated by dividing a station's share of market revenues by its audience share, have been "quite solid."

He did not disclose the specifics of the agreement with the IRS that led to the release of the levy. An IRS representative had no comment. □

ITU conference drops Israel issue

The U.S. and its allies in Nice, France, last week surmounted the first problem threatening the success of the International Telecommunication Union plenipotentiary conference. The Arab countries on Friday (June 2) abandoned their proposal to have Israel expelled from the ITU. The Arabs settled for a speech by the Saudi representative denouncing Israel. U.S. Ambassador Sonia Landau also addressed the conference on the issue, stating that the U.S. opposed the expulsion move on the ground it runs counter to the ITU concept of universality.

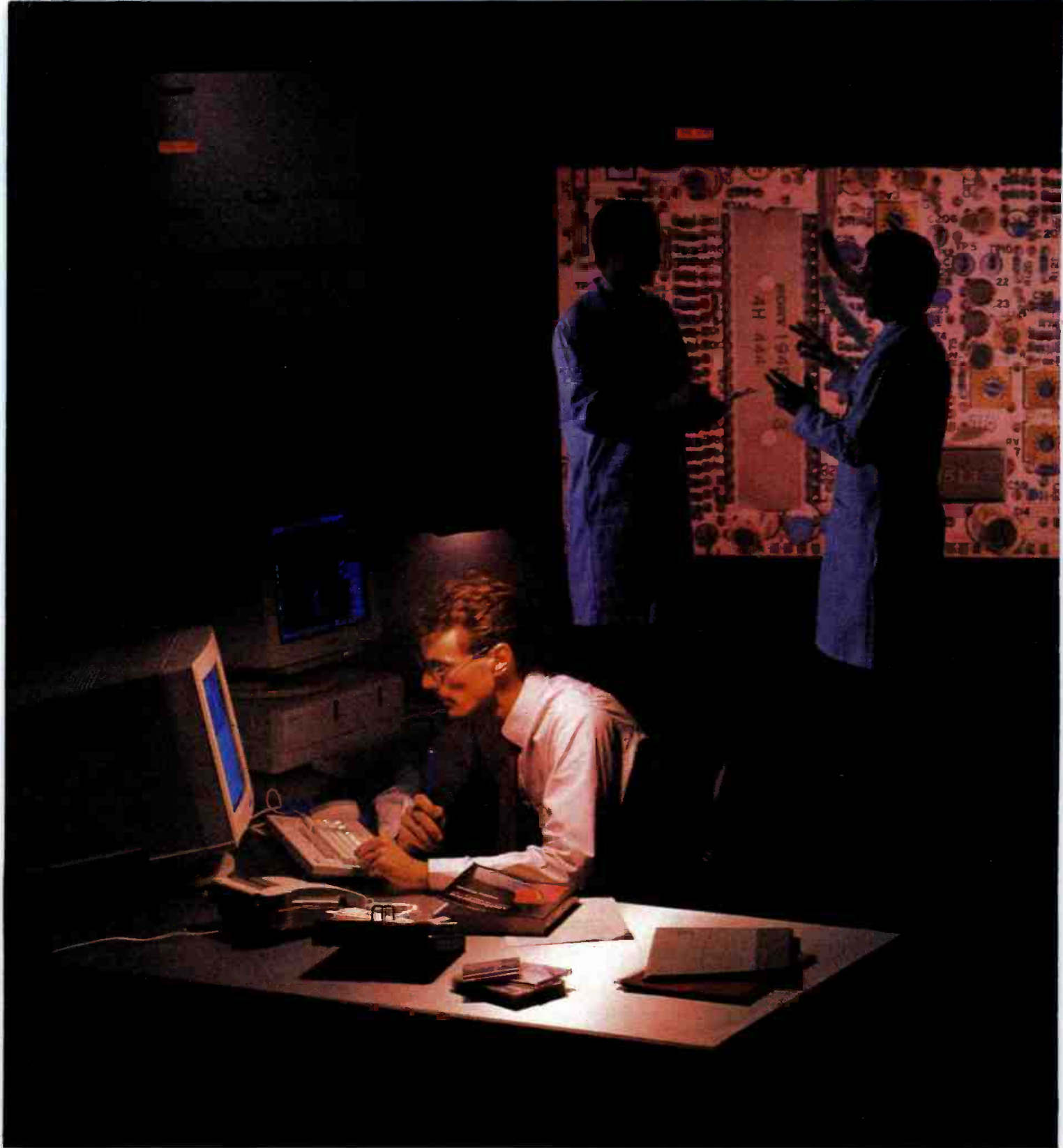
With the highly charged political issue now out of the way, a U.S. spokesman said, the five-and-a-half-week conference, now beginning its third week, can devote all of its time to the technical issues on the agenda.

At the last plenipotentiary conference, in Nairobi, Kenya, in 1982, an Arab move to expel Israel consumed most of the conference's time and energy. However, the conference is not yet free of the danger of another potentially explosive issue: the Palestine Liberation Organization's expressed interest in entering the ITU. Thus far, it has not yet submitted an application for membership. The U.S. would be certain to oppose such an application, on the ground that the PLO is not a state. Last week, the representatives of some 75 countries addressed the conference, presenting general policy statements.

Ambassador Travis Marshall, the head of the U.S. delegation, for his part, announced that the U.S. would expand its effort to help developing countries improve their telecommunications systems. Following the Nairobi conference, the U.S. established the U.S. Telecommunication Training Institute, which has since trained over 1,500 members of developing countries. Now, Marshall said, the U.S. plans "a parallel organization that will substantially increase our telecommunications cooperation effort." It is understood that a pool of experts will be made available, through USTTI, to aid third world countries develop their telecommunication systems.

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First run for the Roses

In 1986, Lucie Salhany made her first trip to NATPE as president of Paramount's syndication division. She had just canceled the recently launched America, leaving Paramount with just four-and-a-half hours of weekly first-run programming.

Since then, Paramount has emerged as a leading distributor and producer of first-run product, producing and/or distributing 24 hours' worth for the upcoming syndication season. In the following interview, Salhany and two key executives, executive vice presidents Steve Goldman and Frank Kelly, discuss Paramount's recent highs and lows, program strategies, and industry changes.

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Can you give us your read on how syndication has changed in the last three years?

Salhany: Stations have gone through a readjustment and in many cases, a cutback, taking a more conservative attitude toward program buying. Some of that is good and some of it is problematic. The good part is, anything that makes the stations stronger is good for our business, and that's what we want; we want a strong foundation. The hard part of it is, when that occurs, stations are more reluctant to cancel losing programs, which makes it more difficult for us to get new product on the air.

Is syndication as a business healthier now than it was a year ago?

Goldman: From the viewpoint of all the station problems that cropped up and Chapter 11's, absolutely. The problems that are there have surfaced. Most of the problems right now are isolated to real small markets that couldn't even support two stations, much less a third or fourth station, just within an economic framework. I think most major operators have adjusted to...the new economics. You talk to some of our partners in *Entertainment Tonight*, Cox Broadcasting, Great American, Telerep, and they'll tell you it is now a 6% or 4% marketplace. It's no longer a 10%, 11% or 12% marketplace and we've adjusted to it.

Salhany: You know television was for so many years a growth business. When it started reaching its maturity it was very hard to accept. The local operator wasn't prepared to accept that because over all those years we've had compounded 10% minimum of 10% growth every year. And we bought future programming, taking that growth into consideration. And when the prognosticators came out and said that may slow down, we didn't want to believe that. We were afraid. Because our expense line was based on that kind of revenue growth. When it didn't happen we had to put on the brakes very quickly, as broadcasters. And it affected the distributors as much as it did the stations.

What about the quality of programs in syndication and the volume of syndicated product? *Star Trek* is one example where you're spending network-level money on a program. The per-episode cost is about \$1.4 million. A few years down the road, will network and first-run shows be indistinguishable in terms of quality and the look of TV?

Salhany: There is no doubt that first-run programming has never been better. It's never looked better and it's never been accepted by the viewer better. *Star Trek* was the forerunner of that. It proved that first-run programming can be economically feasible, profitable and successful. I guess those all mean success. We feel that programs like *Friday the 13th*, *War of the Worlds*, *Entertainment Tonight* and *Arsenio* are all first-run programs that have network budgets that have succeeded. And I can look at our competitors, although I hate to give them credit for a lot, who are producing first-run shows that look better than ever. *Arsenio's* budget, without talking specifically, is one of the highest budgets on television right now. If you look at *Arsenio Hall*, I would hold that up against any program anywhere and I think it would come, from a production value standpoint, in the top five.

How do you decide to produce a show? Is there a formula and could you use *Star Trek* to illustrate the process?

Kelly: Before you even get to that point, the one thing we always look at is whether the viewer needs it. I think a lot of our competitors look to see if there's a station need, whether or not they need it sold in the marketplace. But if there's no viewer need for the show, forget it. Then from there it just gets down to a totally collective evaluation.

Salhany: I hate to say it—and I rarely use this term, but *Star Trek* was almost for us, a no brainer. And again, that's not with arrogance, but it was a franchise that Paramount had that the viewers wanted, the stations wanted. The problem in the past was the advertising dollars weren't there in great enough amounts to support it. Once advertising dollars were there, then it was a relatively easy decision. *Friday the 13th* may have been the tougher decision.

Kelly: I think both *Friday the 13th* and *Arsenio* are more typical of the [program development] process. With both of them, there is viewer need. The networks primarily are entertaining the kids at the



Goldman

8 p.m. hour along with women, 18-49. We looked at the makeup of viewership for prime time television and it skewed heavily toward women. So we also looked at genre and for the most part, terror-suspense is not something that was on network television.

Goldman: But we knew from our experience in having run two feature films that [the terror suspense genre] delivers teens and men.

Salhany: With *Friday the 13th* it was a little like *Star Trek* and we had a franchise. We had one that worked theatrically in *Friday* and in *Star Trek* too, so we thought that we'd go in with a leg up. And I think we made the right choice. *War of the Worlds* was the same way. *Arsenio* is a little different for us.

Goldman: *Arsenio* was basically a matter of determining that in the late night network marketplace there was an audience 50-plus for *Nightline* and *The Tonight Show*. It says there is an 18-34 gap that's not being filled.

Salhany: How many late night programs have been out there in syndication? People have tried it and they haven't worked. We think we found somebody who is very talented, we have a very good production staff and we think we have a show that provides alternative viewing.

Kelly: But that was the decision-making process. First, is there a need? Second, can you find the talent and the production team to put it together? Third, can you market it?

Let's talk a little bit about trash TV.

Salhany: We don't know anything about that. We don't accept the term trash TV because we don't believe that television is trash. So if you'd like to talk about what the print media is calling trash TV, I think you should talk to people who are in the print media. We don't really understand that term.

Let me rephrase the term: tabloid—lower case—television.

Salhany: We don't understand that term either. But if you'd like to talk about a specific show, we'd love to discuss that.

Will you discuss three shows with similar formats, *A Current Affair*, *Inside Edition*, and the program you're launching next fall, *Tabloid*?

Salhany: *60 Minutes* and *48 Hours* and *Nightline*, 20/20—all great programs.

What label would you accept?

Salhany: Reality-based programming.

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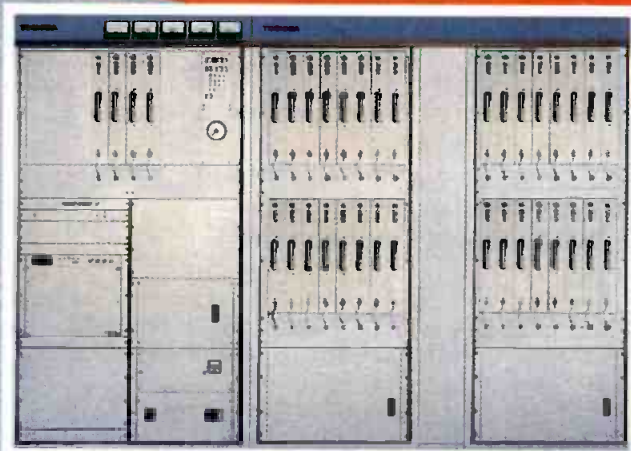
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But you beg the question by naming your own "reality-based" entry *Tabloid*. Why that name? [Paramount is considering a title change for the program.]

Salhany: Because it is a generic term. What's the difference if you call it *Entertainment Tonight* or *Tabloid*? We don't think it has negative connotations. We think it's just a name. The show won't really have a definition until it goes on the air.

It comes down to this. That's a definition that really has no bounds...*People Magazine*—you could look at that and say it's trash, call it a tabloid. You could look at *Vanity Fair*, you could look at *Penthouse*, you could look at *Esquire* or *GQ*.

Let's talk reality-based programing.

Salhany: We love it. So do the viewers. Because the fastest growing programs on television right now are reality-based programs. Look at [NBC's] *Unsolved Mysteries*. Number three of all hours on TV.

How are you going to convince viewers to watch *Tabloid* instead of *A Current Affair* or *Inside Edition*?

Salhany: Or instead of *Wheel of Fortune* or *Jeopardy!* or any show in access, any competing shows in late fringe, early fringe? Best stories. Stories that deal with the issues and the people that the audience wants to watch.

Kelly: The problems have been the same for the successes and the failures. If you embrace the concept of reality-based programing, the next step and the only next step, is execution.

What is the show going to be like?

Salhany: You can look at *Entertainment Tonight* and it will be similar to that. It will be similar in some ways to *A Current Affair*. But aren't we all similar to each other? Aren't we all similar to *60 Minutes*, to *48 Hours*, to *20/20*?

Are you concerned about stations being saturated with reality programing? Where's the saturation point?

Goldman: We've been asked that by our clients. And the answer is, right now at 6 p.m. there are two other news programs in your market and you all survive, and in fact the way you differentiate is the way you package it. You all have the same content. You change your anchors, your set, the way you promote. That's the only thing that's different.

What about the marketing promotion funds for the show? When *Inside Edition* came out, King World spent an unprecedented \$8 million on promotion and marketing to launch the show. Does your marketing plan rival that?

Goldman: I would say that *Inside Edition's* scenario was an isolated thing, because they had their back against a wall. They were in a situation where they picked up a lot of clearances because of the failure of *USA Today* or *Family Feud* and they had a very short time to prove themselves. So they went on the air in the second week of January. They had basically eight weeks, tops, for stations to make a decision on whether they were going to do the show for next fall. And when you're in that kind of a time frame you have to put the money into it, more so.

Will you offer a guaranteed rating for advertisers?

Goldman: Yes.

Do you know what it is yet?

Salhany: It's very conservative. It goes with our philosophy of having a conservative attitude about the programs we produce. We know that it takes time to build a show and that if you go in with false hopes, then the only people you're fooling are yourselves and your stations.

Goldman: GTG set themselves up with *USA Today: The Television Show*. People had inflated expectations because they were so blatant about it—saying it's going to be a 12 rating. No first-run show has come out of the box with a 12 rating—it doesn't happen.

Salhany: We've never, at least over the last three-and-a-half years, launched a program and said we were going to come out of the box ahead. Never. You don't put a show on the air and have a changed market habit overnight. We made that mistake with *America* [in 1985]. When we marketed *America*, we did the same thing to

ourselves that we've said others have done...We set ourselves up for failure! We said *America* would change television habits, that we would reach new levels...And the fractionalization of viewer-ship continues. So if four years ago it was a problem, think of how much more of a problem it is now.

When you joined Paramount three-and-a-half years ago, *America*, which you inherited from the previous regime, was about to make its dramatic debut and quick decline. Most in the industry believe the Paramount syndication division hit its low point. Do you think that that perception is exaggerated?

Salhany: No, not if you were answering the calls that we had to answer. And the reason we were at a low point was because of what we were doing to ourselves internally. We thought that we were going to produce a program that would be a franchise program that would offer the viewers and the stations tremendous choice. And we believed in what we sold. When we produced it, the results weren't there. And it was a tremendous disappointment. Don't forget it was this company's number-one priority for 15 months. When you have this many talented people with one goal—to make a show work—and then not have it work, you are at a low point.

On the other hand, on the off-network side of your business, you were either prepared to or about to sell some of the top-rated network sitcoms in the business, about to generate hundreds of millions of dollars. How bad could things really be in a situation like that?

Goldman: You're right financially, but if we had that kind of attitude, then we would never produce a program for stations and help it work, because ultimately if the shows don't work, you can only go to bat so many times before the stations are going to say, "You know what, these guys are no good, I have no faith in them."

Salhany: We're producers as well as distributors. So when we sell something that we've produced, we live or die by it, and we're very goal-oriented. And when something fails, we bleed.

□

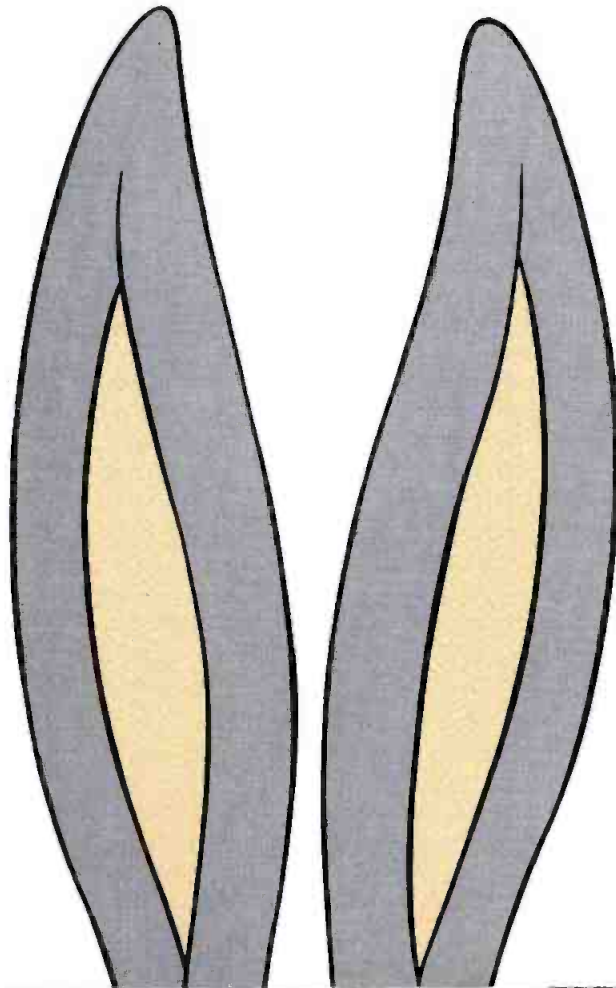
Based on your sales activity, how are prices today compared to a year ago?

Goldman: For shows that are working, you have to increase [the license fee]. *Entertainment Tonight* is getting substantial increases. *Geraldo's* getting substantial increases. For shows that are unproved, you go in and you tell them that you'll take fair market



Salhany

Have You
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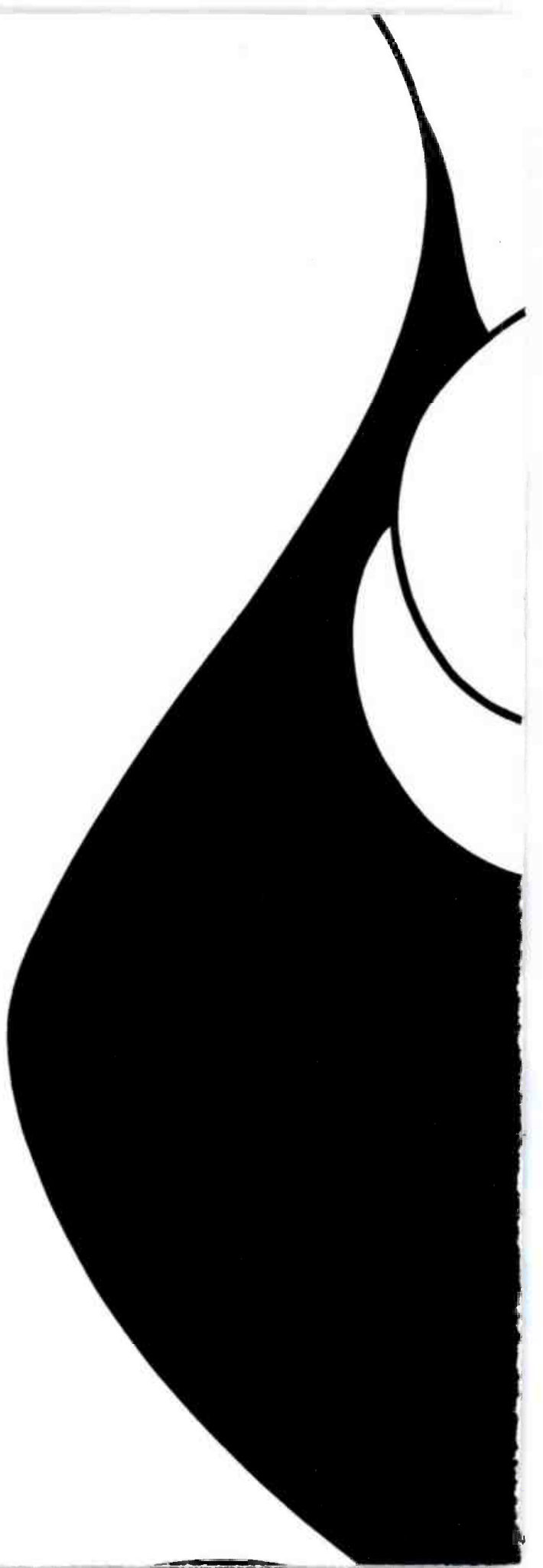


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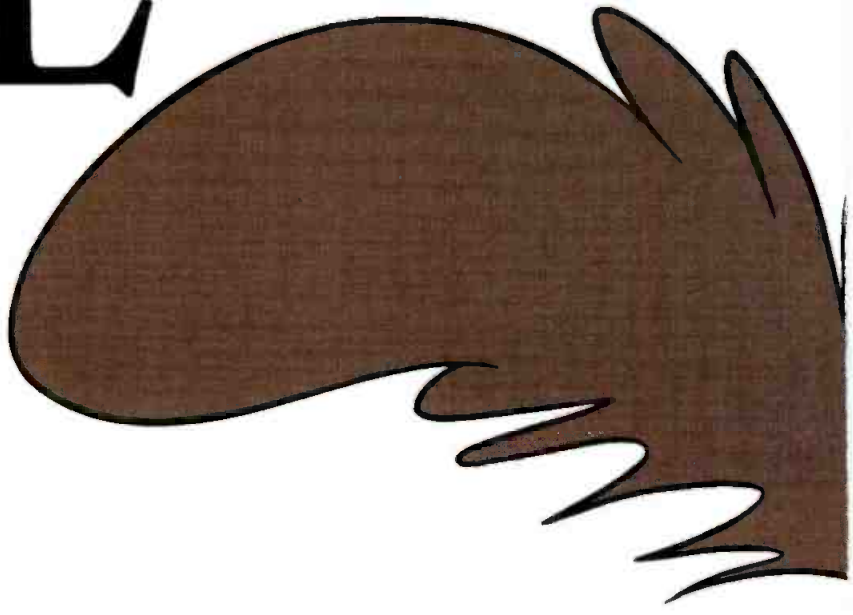


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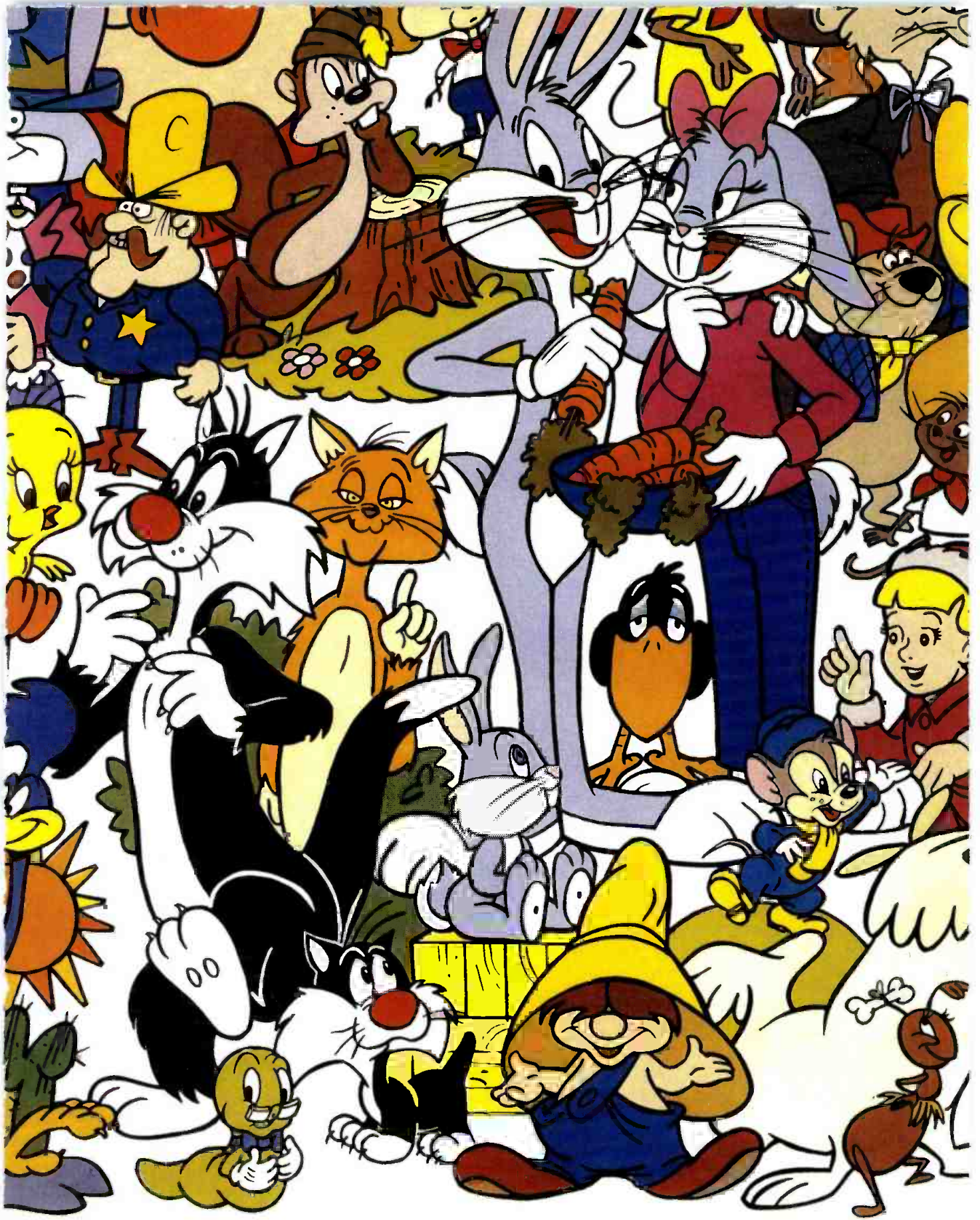




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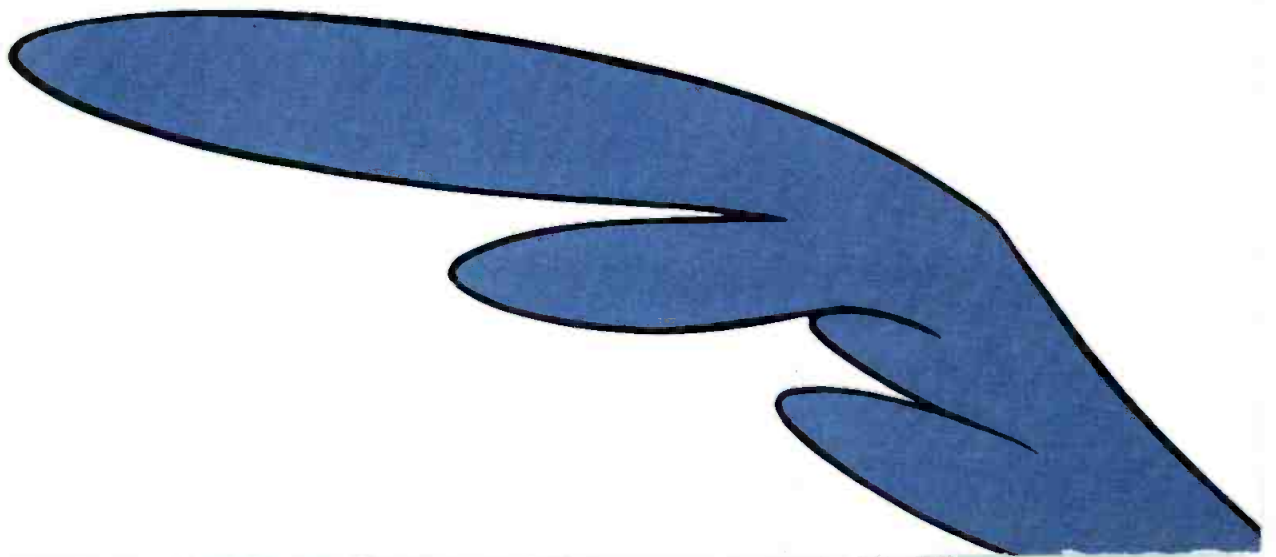


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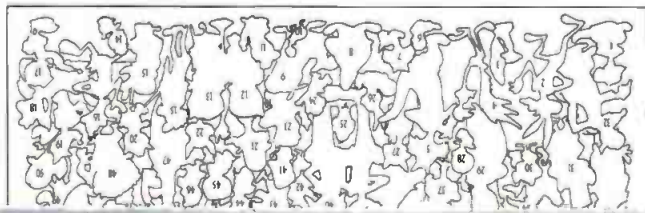


1. Hippy Hopper
2. Wile E. Coyote
3. Squirrel
4. Road Runner
5. Sylvester
6. The Bookworm
7. Sphex Jr.
8. A Flea
9. Atoot
10. Ant
11. Cicero
12. Porky Pig
13. Penzo Pig
14. Budy Owl
15. Fountain Mountain Boys
16. Puffy Duck
17. Marfan
18. Meltington
19. Gorgan
20. Olie Owl
21. B.B. Wolf
22. Neighbor of B.B. Wolf
23. Mary Jane
24. Snidles
25. Mashed Bird
26. Clyde
27. Clarence

28. Tweety
29. Granny
30. Second Banana
31. Melvin the Midge Mouse
32. Mc Wolf
33. El Wilburn
34. Beaky Buzzard
35. Bunny
36. Claude
37. The Sheriff
38. Eager Beaver
39. Bugs Bunny
40. Honey Bunny
41. Speedy Gonzales
42. Marascoba Fats
43. Happy
44. Hawatha
45. Ralph Phillips
46. Henry Hawk
47. Foghorn Leghorn
48. Tasmanian Devil
49. Robert
50. Barmy the Cook
51. Pepe Le Pew
52. Three Bears
53. Mugsy
54. Rocky

55. Gro-Crow
56. Hissacical Hymn
57. Slowpoke Rodriguez
58. Boy Mouse
59. Girl Mouse
60. Charlie Dog
61. Franc Hysec
62. Weasel
63. Philbert
64. Parboy Penguin
65. Gooly Copher
66. Eric the Viking
67. Buddy
68. The Poor Indian
69. Mackey
70. Miss Witch Hazel
71. Colonel Kramfire
72. Sammy Sea Gull
73. Cool Cat
74. The Three Little Pops
75. Bare Anony
76. Malle
77. Malle
78. Malle
79. Berne
80. Hibe
81. Rover

82. Mrs. Pudd
83. Ernest Pudd
84. Pappy
85. Tom Thumb
86. Tom Thumb's Father
87. Pushover
88. Sork
89. The Mighty Angelo
90. Red
91. Yencene Sam
92. The Mole & His Flare
93. Caminging Bug
94. Tussy
95. Napoleon
96. Willie Weasel
97. Claude
98. Lardie Babbitmouse
99. Carina
100. Sam
101. Itha
102. Quack Brown Fox
103. Lardie Chox
104. Big Chox
105. Joe Chox
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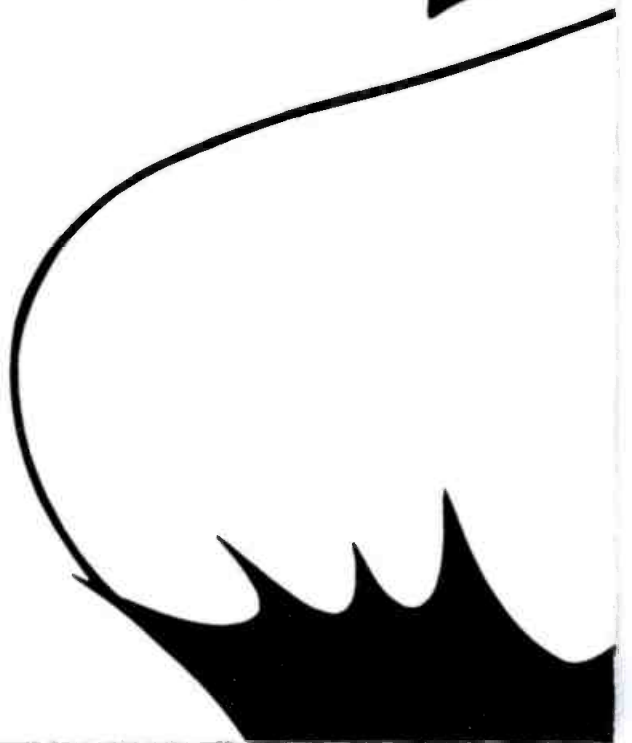


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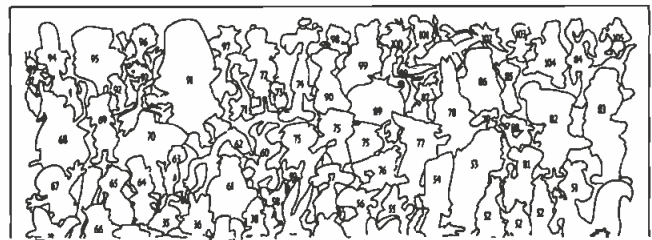
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Kelly

Is that to suggest that in the current environment, going with the ad hoc advertiser network is more pragmatic than going the traditional network route, building night by night like Fox Broadcasting Co.?

Salhany: If we had a Paramount affiliate running those shows at that time. I'm not sure that we would have had the success rate we've had, with the kind of immediate, positive revenue stream that we've had. Look at how much money Fox has lost getting to where they are. And by the way, if you look at the amount of programs we have out there in the marketplace, and if you take a half-hour as the unit, we have more successful programming units out there than Fox does. And in essence, what they have are two shows that are extremely strong: *America's Most Wanted* and *Married...with Children*. I think that if you talk competitively, we have *Arsenio Hall*, *Entertainment Tonight*, *Star Trek*, *Friday the 13th*, *War of the Worlds*. Are we a network? I'm not sure that matters. What really matters is the bottom line.

Goldman: There's a whole other issue on the advertising side also. [With the growth of] cable, syndication and additional networks, more and more advertising agencies realize it's national media. Many of them have renamed their network buying departments into national broadcast buying departments.

Address the international marketplace and arrangements like your overseas joint venture with Revcom. How important is that to your business? Is it essential that you expand overseas activity?

Kelly: I think it is an opportunity that we'd be silly to ignore. And again, it goes back to the same kind of word: need. It's literally a crying need in the international marketplace for product... You also got some opportunities from a talent standpoint, where you could marry international and domestic, where again it's an opportunity that would be silly to ignore. I just think it's another avenue that has opened up and we pursue it just like we pursue every other avenue.

What else does the Revcom venture have in the works besides the already announced *Not a Penny More, Not a Penny Less*?

Kelly: We picked up the rights to a novel by Arthur C. Clarke called, "Fall of Moon Dust." It's one of his more well-known novels and we have gone to script stage with it.

Salhany: We'd like to increase our international co-development over the next year to 18 months. In fact, we recently met with some people from the BBC to talk about that. We [believe there are some] tremendous opportunities. But again, we're going to take a conservative posture, move into it slowly. Because we do believe that while there is a marketplace out there, the primary marketplace is still domestic. And while everybody's running to co-produce with international companies, it still has to get sold to your major buyers in the domestic market. If you can't sell it here, it may not be worthwhile to produce.

Kelly: That's why [with the overseas ventures, we're doing] one project at a time.

You don't seem to have a *Family Ties* or a *Cheers* to take the station industry by storm in the next couple of selling seasons. Is there a concern about off-network and the lack of a comedy hit coming off the network soon for you to sell in syndication?

Salhany: No. Because we're out there producing and selling programs that there's a tremendous need for and we've been relatively successful. As soon as we get our next off-network show we hope we're successful selling that too. So there's really not—because we have so much in first-run production, our sales force isn't just sitting there twiddling its thumbs. And when we get our next batch of off-network programming, our production people aren't going to be just sitting there with nothing to do. We have a great mix right now. Don't forget, we're into renewals. We still are renewing *Happy Days* and *Taxi* and *Laverne and Shirley*. We'll be renewing *Family Ties* in the next couple years, so we always have off-network work to do. It's just that when you launch a show it tends to get the most publicity. And we have our movie package [Portfolio XIII] which we've just launched, then *MacGyver* coming up [by middle or late summer].

As to *MacGyver*, do you feel that there will be an upswing in the syndication marketplace for one-hour shows?

value and you [have a lot of potential] upside. If the show performs, you'll get your increase in the second and third years.

Salhany: Stations never pay enough and we always ask too much. That's our credo. Always ask too much, stations never pay enough. And every station thinks they overpay.

Can we talk about Paramount as an ad hoc or a so-called fifth network? It doesn't seem to be an image you're actively promoting, but it's not one you're discouraging either. And it certainly makes sense as a vehicle to sell advertising. Is that where you're headed?

Goldman: Well we have a company now that does that, IAS [International Advertising Sales, a joint venture between Orbis Communications and Paramount]. What we're trying to do is position ourselves with the advertisers as a legitimate network.

For sales purposes. What about in the more traditional sense of a network?

Salhany: On station distribution, where you have shows that are lined up, 8 o'clock, 9 o'clock, 10 o'clock for Paramount programs? Are we doing that now? No. Some stations are doing that and we like that, we like to have one program flow into another because that's how we produce them. *Star Trek* begat *Friday the 13th*, begat *War of the Worlds*. So that makes sense because those three shows all have the same demographic target. We love that. Whether we will ever have a traditional fourth, fifth, sixth network, I don't know.

One of the reasons that we feel that we've had whatever success we've had, is because we have a mix of television stations. We are able to have *Arsenio* on some CBS television stations following *Sajak* or pre-empting *Sajak*. We have independents, we have ABC stations, so we have a mix of all networks and independents, which we feel has helped us to attain the success we have with *Arsenio*. On *Star Trek*, the first year we had a lot of network preemptions. So we feel that that's contributed to *Star Trek*'s success.

Salhany: I don't want to speak generally because I don't think there will be an upswing for all hours. I think there is going to be a market for *MacGyver*. It is a very young-skewing, demographically appealing program. It's the number-one hour on ABC right now. ABC ordered more this year, so we're ready to move forward.

For all other hours, I can't address those. Because they tend to have a core audience and hours tend to skew a little older.

You'll be selling your first-run hours as strips soon also?

Salhany: We're going to be out there selling hours for the next four years because we have *McGyver*, as well as the back end on *Friday the 13th*, and *War of the Worlds*. Those hours all tend to have the same audience composition: young, male, kid and teen appeal.

At this point you've made a definite decision to go to the station marketplace with *MacGyver* rather than to cable?

Salhany: I didn't say that.

Where do you stand on that?

Salhany: We have a program to sell. We want to sell it for the most money to the best distribution outlet. Whoever is interested, we're interested in selling it to them. So we're not limiting ourselves to just television stations. Again, this division sells to anybody who wants to buy.

What's your position on syndicated exclusivity, and how has the FCC delay of the new rules affected your current selling season?

Salhany: We've never made an official statement on syndex. I can tell you this, though. We have been a proponent of syndex as a company. Personally, I'm an advocate of syndex.

Is that to suggest you're basically giving it to stations?

Salhany: Yes. I mean, we just haven't come out and taken a stand [publicly, but] we believe that syndex should be there. We believe in syndicated exclusivity.

What is the status on the TVX deal?

Salhany: We're just working on it now. It probably won't transfer till the end of summer. It's triggering the option and then getting the FCC stuff in and the legal side. That's all. There's nothing out of the ordinary right now.

□

Do you anticipate a resurgence in the fortunes of the networks and if so, why?

Salhany: The networks historically have not been the main profit-making entities. It's been their owned-and-operated stations; they are extremely profitable. The networks, to my understanding, have been a program distribution source. And in my mind, the network O&O's are extremely profitable, well run, nicely managed.

The networks are a different story. If they have economic problems I can't forecast if they will overcome them in the future because I'm not running the networks. If they have economic problems, they will overcome their problems or not exist anymore. I can't predict that. But all the blame cannot be placed at the feet of the Hollywood community. We take the brunt of it because it's easy to point the finger at us.

How do you see syndication changing over the next three years?

Salhany: I think there's going to be a lot more consolidation; fewer programs being produced. However, those programs that are produced and make it to the marketplace will be high quality, high production value shows. The marketplace for syndicated fare is growing tremendously. You have cable, you have pay television, and you have the traditional over-the-air, and you're going to see more network preemptions, so that's going to expand.

Consolidation usually makes it more difficult for the smaller players to compete. Is that kind of downward pressure on diversity healthy for an industry whose stock-in-trade is creativity?

Salhany: I don't think you'll see that. It won't just be the bigger companies merging—in many respects those mergers are more difficult to accomplish. Smaller and medium-sized companies

will also join together for the same reasons, saving money, cutting overhead and getting a bigger piece of the market, or survival. Most of the product out there is being underwritten by someone, be it producer/distributors, advertisers, barter companies, or station groups.

What is it about this business that appeals to you most?

Salhany: You know what's exciting about this business is the fact that syndication is no longer a dirty word.

Kelly: Or a stepchild.

Salhany: When I started in the business, it was perceived basically as film peddlers. If you said barter, rather than advertise, barter meant it was done with 16mm, poorly. It was grainy and the lip sync was off, or it was poorly produced music. We've really come into our own. And one of the ways we know we've come into our own is when owners of networks and network heads recognize the value of syndicated product—a la *Arsenio* being cleared on a CBS owned-and-operated station following *Sajak*. And having them call and say, "That's really important to us, can our other stations take that show?" Having one of the highest-rated shows on a network O&O be *Star Trek*.

Goldman: Having NBC network sales come out with an anti-*Arsenio* piece.

Salhany: That's very gratifying to us to have them both embrace us and compete with us. Because previously, people just ignored syndication.

The networks have acknowledged for some time that barter is one of the factors in their declining ad sales.

Goldman: You know what it is though? It's a nine billion dollar marketplace. That's what the networks divide up among three of them. Right now [barter distributors] are scrambling to get a billion dollars to divide up among 20 people. That is the barter syndication marketplace. And the stations keep saying that barter is the bad guy and yet they don't realize the economics of it. Spot is down. Spot isn't down because of barter. There's still 10 billion dollars in spot television. It's down because there are now five competitors in their market. They got two independents, cable has taken away their audience, and it's being split up differently.

Salhany: And network's down because they're eroding audiences. That's not our fault.

Goldman: We take the brunt of it because it's easy to point the finger at us. They can't go to their network and say you're the bad guy because that's the hand that feeds them. So the whipping boy becomes barter. There was a quote recently by a general manager of a smaller market talking about barter, and he said there's no barter show that is of any real value because if it was, it would sell for cash. I said, what about *Star Trek*?

Salhany: They talk about, "If it was a good program, an important program, it would sell for cash." Would somebody tell me what network programming is? I always believed network programming was barter with compensation.

Is there a legitimate concern on the stations' part about a limit to the amount of barter they can carry?

Salhany: Has there ever been a limit to the amount of network programming they can carry? From their standpoint, that's barter. I think it's how they cost barter off, how they cost account it. And that's up to the individual station.

If the show's a hit, it's a hit. If the show's a loser, it's a loser. But let me tell you something, whether you were paying cash or barter, it would still be a loser. The one problem, however, is if a station accounts for it and doesn't give it the proper value and they consider it kind of a free program, saying, "Well, I only have to give up a minute." If that show fails and they have to run that minute in the time period and then the next show they buy, that carries barter, then they're giving up double the time they had been and maybe paying cash on top of that. That's when it becomes a problem. But that's not because it carries barter, that's because they bought a loser.



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Concentrating on concentration

Radio, TV and cable participants, observers and academics are all studying allegations and questions over who controls mass communications media

The possibility that Congress will take a stand on vertical integration in the cable industry was fuel for discussion at the National Cable Television Association convention in Dallas. Academics are attempting to find the extent and effect of ownership concentration in the media. But the communications subcommittee of the Senate Commerce Committee's hearings later this month on media ownership concentration and diversity may have repercussions that are more than academic in the electronic communications industry.

Viacom's suit filed earlier this month against Time Inc. and its subsidiaries may also put vertical integration on trial, despite Viacom's insistence that the company is attacking unlawful behavior of a vertically integrated company, not the vertical integration itself.

Anecdotal evidence of increasing ownership concentration in the Fifth Estate seems to arrive week by week. Two weeks ago, United Artists Communications and United Cable Television merged to become United Artists Entertainment (UAE), creating the third-largest MSO in the United States. UAE majority holder Tele-Communications Inc. last week announced an agreement in principle to buy the shares it does not own of WestMarc Communications. Gulf + Western, which effective today (June 5) has changed its name to Paramount Communications Inc., is selling its finance business to focus growth on its already-substantial entertainment and publishing operation. And if Time Inc. and Warner Communications have their way, they will merge to become Time Warner Inc., the largest media and entertainment company in the world.

This talk and activity raises several questions: Is ownership concentration in the Fifth Estate increasing appreciably? How does one measure the concentration? Is concentration, both vertical and horizontal, increasing to the level that it is harming the relevant markets? From an economic viewpoint and from a public policy viewpoint, is anything at risk?

Certain studies do attempt to go beyond the surface conclusion that media concentration, both horizontal and vertical, is increasing. One recent study of business concentration in specific market sectors in the Fifth Estate indicates that concentration among cable operators increased over the 10 years from 1977 to 1987, while television broadcasting concentration decreased slightly over the same period. David Waterman, a professor at the Annenberg School of Communications at the University of Southern Califor-

nia, compared market concentration in 1977 and 1987 through study of the average weekly shares of every station in the country. Using the Justice Department's current guidelines for studying industry concentration, the Herfindahl-Hirschman Index (HHI), Waterman found that the HHI among broadcast television groups declined slightly from 154 in 1977 to 141 in 1987, indicating lower ownership concentration (see chart). (The HHI is obtained by squaring the market shares of every company in a horizontal market. Under usual guidelines, a market with an HHI below 1,000 is unconcentrated; between 1,000 and 1,800 it is moderately concentrated, and above 1,800 is highly concentrated. A market monopolized by one company would have an HHI of 10,000.)

Using another common guideline for judging concentration in a market—the market share of the largest four companies in a market—Waterman came to a similar conclusion. In 1977, according to his study, the market share of the top four firms was 20.8%. In 1987, the top-four share of over-the-air television viewing was 19%. Although Waterman said that the ideal way to measure market share and concentration would be through advertising revenues, he said there was undoubtedly a high correlation between viewing audiences and revenue. This view is somewhat bolstered by a calculation of advertising revenue concentration in 1987 using data compiled by John Kornreich of Sandler Capital Management and the Television Bureau of Advertising. Although in such a calculation, the top four station groups are different from those in Waterman's study, their collective revenue share is approximately 17%.

In Waterman's study of cable groups, the results indicate increasing concentration. In 1977, the four-firm concentration ratio was 23.7, and the HHI was 204. In 1987, the four-firm percentage of market share was 30.5, and the HHI was 392.

Though the HHI and the four-firm index are used to judge the effects of mergers on industry concentration, Waterman cautioned against using his figures to judge whether a market was getting too concentrated or not. "Whether or not the market shares of the top companies are too large or too small is a very complicated question that is well beyond the scope of this work," he said. Waterman pointed out that while a cable operator might have a small national market share appearing to give it little market power, the system could have a nearly 100% market share and a great deal of market power in the local market.

In a 1988 study of the concentration of ownership in the cable industry, Barry Litman, a professor of telecommunication at Michigan State University, and Sylvia Chan Olmsted, a doctoral student in the school's mass media program, traced the concentration of ownership among cable MSO's from 1969 to the spring of

TV group concentration—1977 vs. 1987

Rank Firm	1977	Share of total nat'l broadcast weekly circulation	Rank Firm	1987	Share of total nat'l broadcast weekly circulation
1. CBS		5.6%	1. Tribune		5.4%
2. ABC		5.4	2. Capital Cities/ABC		5.0
3. NBC		5.3	3. GE/NBC		4.7
4. Metromedia		4.5	4. Fox Broadcasting		3.9
5. RKO General		3.1	5. CBS		3.8
6. Westinghouse		3.0	6. Group W		2.3
7. Storer		2.2	7. Cox Broadcasting		2.2
8. Field Comm.		2.2	8. Gannett		1.9
9. Capital Cities		2.0	9. Chris-Craft		1.9
10. Cox Broadcasting		1.7	10. SCI Holdings		1.8

Source: David Waterman from various sources

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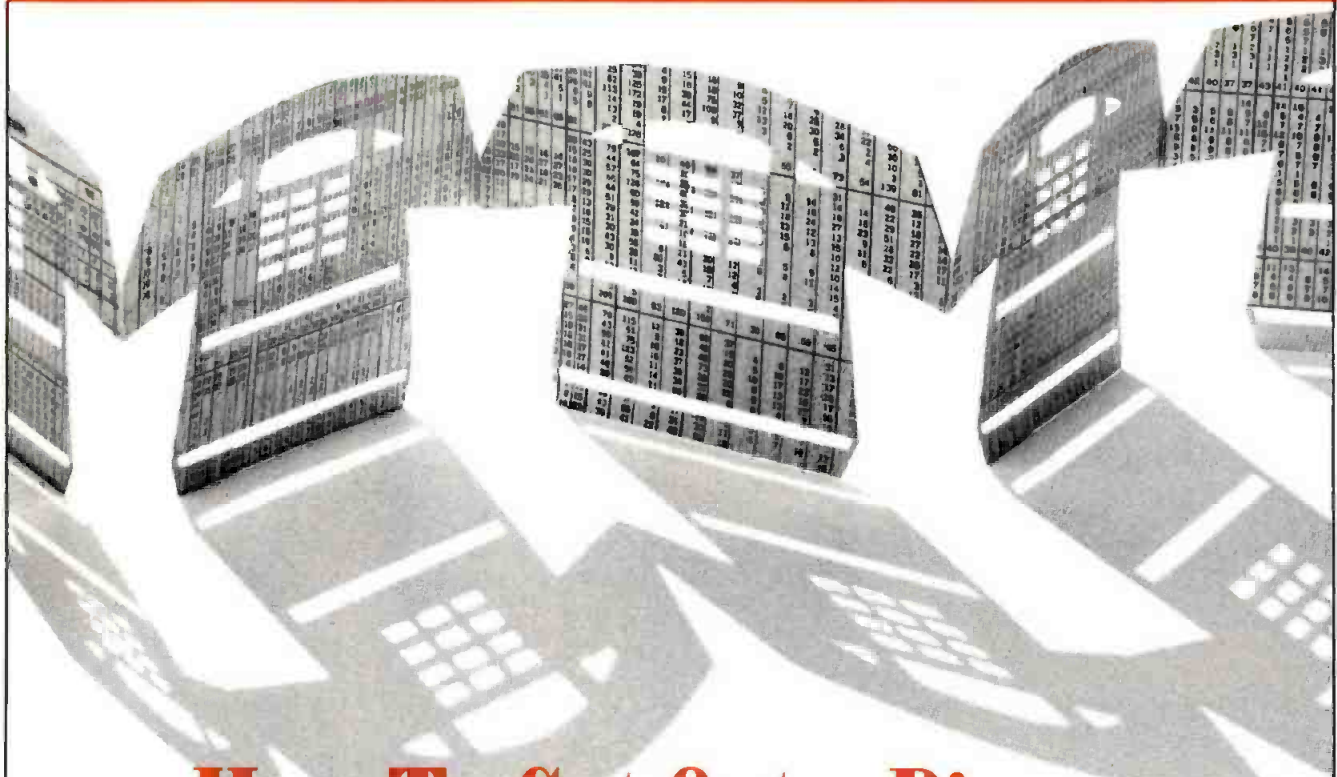


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1988. The authors found that the concentration ratios of leading operators had stayed "fairly stable." In 1973, the market share of the four leading companies totaled 27.2%, they found, compared to 27.6% in 1988. The share of the top 25 companies over the same time period had gone from 61.7% to 68%.

Concentration of cable programming ownership appears to be more concentrated. Adding together programmer subscriber fee revenue for the top 20 basic cable channels, advertising revenue for those channels and programming revenue for six major leading pay channels gives one a total of roughly \$3.03 billion, according to data collected by Paul Kagan Associates. Add in 1988 programming revenue for Cablevision Systems Corp., operator of a network of regional sports channels, and the revenue figure rises to \$3.15 billion. Total 1988 cable programming revenue for four industry leaders—Cablevision, Time Inc., Viacom and Turner Broadcasting System—amounts to \$2.43 billion, if one includes intracompany revenues and revenue from its superstation, WTBS(TV) Atlanta. This four-firm revenue figure amounts to 77% of that previously defined market.

By one set of statistics, the film production industry seems moderately concentrated, and has been so over the last 15 years. In 1988, the North American theatrical film rental market share of the top four distributors amounted to 58%, according to *Variety*. In 1973, the four-firm index was 56. The four-firm share fluctuated in the 50%-70% range in the years that the magazine has assembled those figures. In 1988, the industry's HHI was 1,192, by these figures; in 1973, the HHI was 1,124.

Radio seems to be an unconcentrated medium, at least at the broadcaster level. Concentration appears to be growing as a result of the 1984 changes raising the limit on station ownership from 7 AM's and 7 FM's to 12 each. The top 100 radio groups account for no more than 50% of industry revenues, according to Drew Marcus of Kidder, Peabody & Co. In a study he conducted a year ago, Marcus found that less than 5% of the stations in the U.S. belonged to groups of more than 14 stations. While consolidation has been occurring rapidly, Marcus said, there continues to be "tremendous fractionalization" among groups.

Though one can find a measure for ownership concentration in the lines of business listed above, it is more difficult, as Waterman indicated, to define a company's relevant marketplace—as is necessary in formulating antitrust and FCC policy. For example, if one were to study whether a merger of broadcasters would have an anti-competitive effect on its market, several possibilities arise. Is the market the national broadcast marketplace or the local marketplace? Does it include only over-the-air broadcasters or does it also include basic cable services? Does it include pay cable services?

Vertical integration seems harder to assess than horizontal concentration. One of the problems with measuring vertical integration is that people studying the media have traditionally focused on horizontal concentration rather than on recent activity in vertical integration, according to Graham Murdock, a research fellow at the Center of Mass Communication Research at Leicester University.

"We have to catch up conceptually and methodologically with what's actually going on," Murdock said.

Most of media concentration studies have been done on small issues, agreed Robert Picard, editor of the *Journal of Media Economics* at Emerson College. "There's not a lot drawing it all together."

Techniques for measuring vertical integration are not as clear-cut as those measuring horizontal integration, but they do exist, Litman said. Vertical integration is better measured qualitatively rather than quantitatively, he said. To judge effect one has to judge intent, he said, and find out whether integration is increasing efficiency or is anti-competitive.

In an attempt to get some indication of ownership concentration among media and information conglomerates, Waterman studied the market shares of the top 10 conglomerates in 1977 and 1987. His data indicated, he said, that although the size of the industry leaders increased over the 10 years, their domestic market shares of retail media and information revenues appear to have declined. Because of overall media industry growth (which included print media in the study), Waterman said that in terms of overall market share of entertainment and information business, the share of Time Warner would be "barely larger" than CBS's share in 1977.

Although the companies he studied had the greatest amount of media ownership, they were not necessarily the most vertically integrated media companies, Waterman said. However, he added: "It's my impression, supported by research done so far, that vertical integration has been increasing."

Even if the share of the largest media companies is growing at a slower pace than the market, Murdock did not have an optimistic view of the future of smaller companies. "As you do get new forms of media activity opening up, you do provide spaces for smaller players to enter the marketplace," he said, but "this is a very brief historical phenomenon."

The charge commonly lodged against vertically integrated companies is that they use control over one market sector to favor their own goods or services in another market sector. Such is the situation with Time Inc. and ATC, according to allegations in Viacom's lawsuit: "To disadvantage pay services, which compete with defendant HBO, defendant ATC has refused access on its cable systems to competing pay services, notably Showtime and The Movie Channel, or has provided access only on a discriminatory basis."

Elsewhere in its complaint, Viacom states, "The markets for film production and distribution, pay television programming services and cable television distribution have experienced increasing vertical integration. When this integration has involved firms, such as defendants, with significant market power at more than one level of distribution, it has created stratified channels of distribution, foreclosing independent, non-integrated competitors from necessary inputs and outlets."

The classic, democratic view of the ideal communications system is that it carries diverse points of view and pictures many types

Cable concentration—1977 vs. 1987

1977			1987		
Rank Firm	Subs (000)	Share of total subs	Rank Firm	Subs (000)	Share of total subs
1. TelePrompeter	1,073	9.0%	1. TCI	5,200	12.7%
2. ATC	625	5.3	2. ATC	3,695	9.0
3. TCI	561	4.7	3. Continental	2,169	5.3
4. Warner	560	4.7	4. Storer	1,453	3.5
5. Cox Cable	466	3.9	5. Cox Cable	1,438	3.5
6. Viacom	330	2.8	6. Warner	1,406	3.4
7. Sammons	300	2.5	7. Comcast	1,343	3.3
8. Comm. Prop.	290	2.5	8. United Cable	1,179	2.9
9. UA-Columbia	222	1.9	9. Newhouse	1,061	2.6
10. United Cable	197	1.7	10. Viacom	1,068	2.6

Source: David Waterman from various sources.

of social life, Murdock said. However, the economic advantages of vertical integration limit diversity, he said. Companies operating in various media sectors want to exploit their resources to the maximum, he said. For example, if a company produces a feature film it can sell that film in movie theaters, videocassette, cable and satellite channels, generating a saleable musical soundtrack and "all kinds of spinoff products." He said, "It makes perfect economic sense to do that."

In such a system, the products that don't lend themselves to those synergies are disadvantaged, he said. As such a company runs more efficiently, Murdock said, "We come to a paradox: Although we have more distribution channels than ever before... what's filling those distribution channels up are versions of the same product."

Waterman, however, said the advantage of vertical integration

for a company that does not have substantial market shares in horizontal markets is often overstated. "Even if you have substantial horizontal market shares, vertical integration doesn't necessarily translate into a strategic advantage. Without those market shares, it's hard to imagine that vertical integration would translate into substantial anti-competitive possibilities," he said.

One thing that seems certain is that the public discussion of the effects of ownership concentration will grow. Litman, who said he was scheduled to testify before the communications subcommittee next week, said he believed that the March congressional hearings on the Time-Warner merger hearings did not give sufficient attention to trends of increasing concentration. Michael Tracy, Director of the Center for Mass Media Research at the University of Colorado at Boulder agreed, calling current U.S. public debate about television "crude" and "minimalist." □

CEO's for a day

Most of a Wall Street analyst's work is to follow companies and make judgments on the attractiveness of their stock, based on such factors as financial performance, industry conditions and management strategies. For a change, BROADCASTING asked some analysts to imagine themselves as the chief executive officer of one of the companies they watch and spell out what they would do with the company.

Chris Dixon of Kidder Peabody & Co.: The primary focus of **King World Productions** is to act as an agent between advertising agencies, the production community and independent television stations, as well as producing their own shows. Clearly, we expect a restructured television market to provide unique opportunities for experienced cash-barter syndicators. Should the European television environment follow the growth patterns of the U.S. television environment, something which appears highly likely—due to the fact that pan-European advertising is appearing increasingly unlikely due to cultural barriers between countries—King World has a unique opportunity in the European marketplace to use its previous experience in the U.S. At the same time, *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* are generating strong cash flow which can provide the basis, and some breathing room, to expand their unique syndication franchise.

In that context we would be aggressively looking to joint ventures with international television participants with the goal of becoming a dominant European television syndicator. Such a move would first act as a defensive way to protect King World's current market position in the U.S. (should increased competition develop for prime time access) and at the same time, allow the company to continue its exponential growth. In other words, it would be both a defensive and offensive strategy. □

Raymond Katz of Mabon, Nugent & Co.: What I'd do at **CBS**, and what I think is being done by the company, is: I would put the resources of the company on the screen. CBS President and CEO Laurence Tisch is putting the money on the screen, into product.

I think some of the divestitures that Mr. Tisch did were good. Others I wouldn't have done. I would not put all my eggs in one basket, meaning broadcasting. I would cast a wider net, meaning greater involvement in production and distribution of copyrighted material for entertainment and information. CBS is restrained by the financial interest and syndication rules. Clearly, I would put effort into getting them repealed or, at least, getting them relaxed—which CBS is doing. But I would not stay involved purely in broadcasting. I would move into other media, including cable. I would not

have sold the Records Group.

The future is going to be here and overseas, the production and distribution of copyrighted material into the home. I would not be a single channel in a multichannel environment. I would branch out into being a multichannel business in a multichannel environment. □

Drew Marcus of Kidder, Peabody & Co.: As CEO of **Jacor Communications**, I would focus on increasing the asset value of the company through growing operating cash flow, improving the asset mix (through attractive acquisitions), or enhancing the capital structure.

Cash flow should grow if the company continues to concentrate on effective programming, promotions and sales practices. The company is currently involved in format changes at two stations, format attacks at two others and an AM signal upgrade in Atlanta.

To limit risk in the competitive radio business, diversification across formats, geographic regions and stage of development (mature cash cows, like Jacor's Cincinnati station, and rapid-growth turnaround stations, like Tampa and Denver) is key. Jacor fits these criteria well.

While continuing this diversification, I would focus future acquisitions on radio stations in the top 20 markets. I would not diversify into other businesses. Operating a radio station is extremely management-intensive, and radio-only groups tend to have the highest success rates.

To help fund its growth, Jacor gave away a lot of stock. I would try to buy some of the outstanding warrants and preferred stock. Thus, fully diluted shares outstanding would shrink, but the trading float would not be hurt. Repurchasing these instruments for less than my \$14-to-\$15 per-share asset value estimate would help Jacor's asset value. □

Ken Goldman of Hanifen, Imhoff: I'm Stewart Blair, CEO of **United Artists Entertainment**. Being that UAE is a newly merged company, I would try to learn as much as I could about the new United Cable Television cable systems. I'd go out into the field, meet with field management, learn about what works and doesn't work and not isolate myself in the office suite in Denver. Especially in a newly merged situation such as UAE, learning how to meld the diverse operations together is of utmost importance. Now is the time to do so, rather than to focus on more acquisitions, in my opinion. I would want to at least have a basic working knowledge of the nuts and bolts out in the field. Once the process is completed, attention could then be refocused on growth through acquisition.

Announcing: Three annual awards for excellence in bio-medical journalism.

An informed public can help win the fight against cancer. Therefore, the General Motors Cancer Research Foundation has established three \$10,000 awards for excellence in bio-medical journalism relating to cancer and cancer research.

For more than a decade, the General Motors Cancer Research Foundation has honored distinguished scientists working to understand and conquer cancer. These journalism awards will extend the Foundation's work beyond the scientific community to those who play a critical role in public awareness.

A panel of prominent print and electronic journalists and journalism educators will select a winner in each of three categories:

Newspapers
Consumer Magazines
Broadcast Media

Among the criteria used in the judging will be: significance and value in promoting public

knowledge and understanding of cancer, scientific accuracy, originality, clarity of presentation, and initiative.

Entry information

The first group of awards will be presented at a special ceremony in March 1990. Articles and programs appearing during 1989 are eligible. Entries must be about cancer, cancer research, or cancer therapy; they must have appeared in a national or local mass-communication medium oriented to a lay, non-technical audience, and they must be submitted in English or accompanied by an English translation.

Complete entry requirements are contained in the awards brochure and official submission form which will be available in September 1989. For copies, write to:

General Motors
Cancer Research Foundation
26th Floor
767 Fifth Avenue
New York, NY. 10153

General Motors Cancer Research Foundation

The Top 100

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev	1988 Total Rev (in millions)	Rev Rank	% Change From '87	1988 Total Earnings (in millions)	% Change From '87	1984 ECI Rank
1	Capital Cities/ABC	\$3,749.6	78.6	\$4,773.5	(9)	7.5	\$387.1	38.7	14
2	General Electric	3,638.0	7.3	50,089.0	(1)	4.0	3,386.0	16.2	48
3	CBS	2,777.7	100.0	2,777.7	(18)	0.57	1,149.9	154.1	2
4	Time	2,156.1	47.8	4,507.0	(10)	7.49	289.0	15.6	4
5	Tele-Communications Inc.	1,705.1	74.7	2,282.0	(22)	33.50	56.0	900	9
6	Sony	1,334.2	8.0	16,677.8	(3)	45.66	549.0	86.8	20
7	Viacom	1,258.5	100.0	1,258.5	(35)	24.5	-123.1	-0.3	19
8	Gulf + Western	1,167.6	22.9	5,107.8	(8)	8.7	384.7	8.0	22
9	Warner Communications	1,058.6	25.2	4,206.1	(12)	23.6	423.2	45.5	16
10	General Instrument	783.9	60.1	1,304.7	(33)	12.9	85.5	29.2	15
11	Turner Broadcasting	777.0	96.3	806.6	(42)	23.6	-94.5	27.9	30
12	MCA	770.6	25.5	3,023.7	(17)	16.8	164.9	20.2	11
13	Home Shopping Network	744.6	100.0	744.6	(45)	12.0	25.8	11.3	N/A
14	Saatchi & Saatchi	687.2	45.0	1,527.0	(28)	26.6	88.5	20.7	N/A
15	Columbia Pictures Entertain.	663.1	47.8	1,387.2	(30)	30.1	-84.7	-267.2	13
16	Westinghouse	632.5	5.1	12,499.5	(4)	10.4	822.8	-8.6	5
17	Interpublic Group of Companies	536.4	45.0	1,191.9	(38)	22.8	60.1	22.0	8
18	Tribune	505.7	21.7	2,334.8	(20)	8.6	210.4	48.7	17
19	Cablevision Systems	493.5	100.0	493.5	(51)	64.7	-159.4	-115.4	N/A
20	News Corp.	485.7	9.4	5,188.7	(7)	31.6	467.5	-28.6	N/A
21	Disney	405.0	10.8	3,747.2	(13)	31.2	569.9	25.2	79
22	Comcast	404.1	89.8	449.9	(53)	45.5	-47.6	-407.0	72
23	Omnicom	400.2	45.0	889.2	(40)	8.6	39.2	12.7	N/A
24	Harris Corp.	390.9	18.6	2,104.8	(23)	1.0	69.6	-44.2	10
25	Gannett	390.4	11.8	3,314.5	(16)	7.6	364.5	14.1	34
26	Times Mirror	381.6	11.5	3,332.6	(15)	6.1	331.9	24.5	57
27	Scientific-Atlanta	364.4	71.5	509.8	(50)	-0.8	31.8	12.0	29
28	CVN Companies	360.9	58.8	614.4	(46)	142.1	9.8	-15.9	N/A
29	Lorimar Telepictures	357.7	68.2	524.7	(48)	-22.6	-485.4	-412.8	N/A
30	King World	318.9	100.0	318.9	(63)	23.9	66.4	45.1	N/A
31	Multimedia	304.4	69.2	439.6	(54)	7.0	26.9	115.2	46
32	Control Data Corp.	302.2	8.3	3,628.3	(14)	7.8	1.7	-91.2	63
33	United Cable TV	296.0	100.0	296.0	(65)	17.8	-4.8	42.5	43
34	Washington Post	295.4	21.6	1,367.6	(31)	4.0	269.1	44.1	49
35	Scripps Howard Broadcast.	274.7	100.0	274.7	(67)	17.3	16.5	-27.6	55
36	Rogers Communications	263.3	90.4	291.2	(62)	31.0	68.9	441.1	23
37	Tektronix	257.6	18.0	1,431.0	(29)	3.0	-8.6	-133.4	27
38	ITEL Corp.	252.7	15.4	1,643.6	(27)	29.0	24.8	198.8	28
39	Great American Commun.	252.0	79.1	318.8	(64)	236.6	-72.4	-1369.9	N/A
40	Maclean Hunter	237.2	22.4	1,058.0	(34)	15.7	79.1	-28.1	37
41	Chris-Craft	230.6	91.9	250.8	(69)	3.9	21.4	103.2	54
42	Dun & Bradstreet	213.4	5.0	4,267.4	(11)	12.6	499.0	10.5	53
43	3M Corp.	211.6	2.0	10,581.0	(5)	12.2	1,154.0	25.7	21
44	Media General	198.6	26.3	755.7	(43)	5.7	8.8	-79.5	64
45	Foote Cone & Belding	196.7	51.0	386.0	(57)	12.3	13.7	-19.5	36
46	Grey Advertising	194.1	52.0	373.3	(59)	16.4	15.4	49.4	52
47	Ogilvy Group	184.4	22.0	838.1	(41)	13.5	33.0	10.7	18
48	Century Communications	175.1	100.0	175.1	(73)	15.7	-8.5	-35.7	N/A
49	Adelphia Communications	174.3	100.0	174.3	(74)	32.7	-117.1	-52.4	N/A
50	QVC Network	171.2	100.0	171.2	(75)	148.6	5.4	139.6	N/A

Notes: CBS earnings include \$869.6 million net from sale of CBS Records to Sony. Sony figures are to March.

The Top 100

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev	1988 Total Rev (in millions)	Rev Rank	% Change From '87	1988 Total Earnings (in millions)	% Change From '87	1984 ECI Rank
51	Eastman Kodak	170.3	1.0	17,034.0	(2)	28.0	1,397.0	18.6	35
52	A.H. Belo	165.5	42.9	385.4	(58)	1.0	10.1	-54.8	41
53	Centel Cable Television Co.	153.7	100.0	153.7	(77)	18.1	8.5	1905.7	N/A
54	TVX Broadcast	150.8	100.0	150.8	(79)	13.1	-82.0	-70.8	N/A
55	Varian Associates	143.2	12.0	1,193.0	(37)	15.5	54.7	1435.2	62
56	LIN Broadcasting	137.2	60.8	225.5	(70)	8.1	82.1	-6.1	42
57	Jefferson-Pilot	126.8	10.4	1,223.5	(36)	4.3	101.2	-31.5	78
58	Meredith	120.5	16.2	746.0	(44)	18.9	31.8	-44.1	60
59	Midwest Communications	114.5	100.0	114.5	(83)	20.5	865.0	-39.9	N/A
60	Knight-Ridder	110.4	5.3	2,083.3	(24)	5.9	156.4	0.8	80
61	Westwood One	108.9	99.0	110.0	(84)	26.1	1.6	-82.2	N/A
62	Zenith	107.4	4.0	2,685.7	(19)	13.7	11.7	161.3	38
63	Liberty Corp.	107.2	26.7	401.0	(55)	6.1	24.5	-12.8	73
64	New World Entertainment	106.0	38.0	279.4	(66)	-12.9	-4.7	74.8	N/A
65	Ackerley Communications	104.6	68.2	153.5	(78)	13.5	-2.5	71.2	N/A
66	Outlet Communications	104.3	100.0	104.3	(85)	23.1	-21.8	-28.6	N/A
67	Pulitzer Publishing	103.8	26.5	391.0	(56)	6.4	19.6	47.7	N/A
68	Selkirk	103.4	100.0	103.4	(82)	14.0	5.4	73.2	56
69	Orion Pictures	101.1	22.3	454.2	(52)	11.8	10.1	-39.9	65
70	Reeves Communications	97.9	100.0	97.9	(86)	34.3	2.4	-41.9	74
71	McGraw-Hill	96.2	5.3	1,818.0	(25)	3.8	185.5	12.6	70
72	Motorola	82.5	1.0	8,250.0	(6)	22.6	445.0	44.5	12
73	Aaron Spelling Productions	76.1	100.0	76.1	(88)	-49.2	12.8	-43.6	N/A
74	Pathe Communications Corp.	74.2	20.0	371.1	(60)	-12.3	21.4	121.8	N/A
75	Park Communications	73.1	48.9	149.6	(80)	7.8	19.1	11.9	85
76	New York Times Co.	70.9	4.2	1,700.0	(26)	3.5	167.7	4.6	83
77	Jacor	69.9	100.0	69.9	(89)	59.1	-6.2	-86.2	N/A
78	Lee Enterprises	69.1	26.9	257.1	(68)	6.3	41.5	17.6	87
79	TCA Cable TV	68.9	100.0	68.9	(90)	14.1	9.6	88.8	N/A
80	Price Communications	67.0	73.3	91.3	(87)	-4.5	-12.5	-1.8	N/A
81	Jones Intercable	64.8	100.0	64.8	(91)	65.3	-15.8	-149.4	N/A
82	Reuters	60.2	6.0	1,003.3	(39)	15.7	126.1	15.9	N/A
83	Communications Satellite	60.0	16.7	358.9	(61)	7.6	61.9	231.0	99
84	Financial News Network	58.16	100.0	58.16	(97)	36.1	4.7	-5.0	N/A
85	American Family	54.5	2.3	2,324.6	(21)	-23.9	108.9	6.7	91
86	Arvin Industries	52.5	4.0	1,313.3	(32)	0.5	3.5	-92.5	92
87	A.M.E. Inc.	52.5	100.0	52.5	(92)	32.1	2.0	-56.6	N/A
88	Burnup & Sims	47.9	25.4	188.4	(72)	-7.8	9.4	45.0	81
89	Chyron	43.7	100.0	43.7	(95)	-4.5	-1.1	-133.0	N/A
90	C-Cor	43.5	95.0	45.8	(94)	49.6	3.2	129.5	N/A
91	Fries Entertainment	43.3	100.0	43.3	(96)	24.9	2.9	514.0	N/A
92	BMA Corp.	41.4	8.1	510.6	(49)	12.1	22.3	-66.2	N/A
93	Barris Industries	37.7	100.0	37.7	(98)	21.3	0.4	102.4	N/A
94	Republic Pictures	36.1	69.4	52.0	(93)	84.8	0.3	-70.7	N/A
95	Mark IV	35.4	6.2	569.7	(47)	54.5	22.7	47.4	N/A
96	Clear Channel	35.1	100.0	35.1	(99)	8.1	2.4	13.5	N/A
97	Unitel Video	34.9	100.0	34.9	(100)	12.4	1.4	-32.0	N/A
98	Oak Industries	34.6	17.5	197.8	(71)	8.6	12.9	56.4	86
99	Pico Products	32.5	100.0	32.5	(101)	-5.8	-2.7	-999.6	N/A
100	Playboy	28.8	18.0	159.9	(76)	-1.2	2.6	-76.2	N/A

Rogers Communications figures are to August. Selkirk figures are for eight months to August.

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Fifth Estate fortunes: The top 100 top \$38 billion

According to exclusive ECI index, top companies in communications and related businesses improved their revenue performance, with total revenues at \$214 billion

BROADCASTING's 11th annual survey of the Fifth Estate's Top 100 publicly traded companies shows total revenues from electronic communications-related operations at \$38.5 billion, with combined total corporate revenues of \$214.8 billion. Both revenue figures are up significantly from 1987. Total revenues for the Top 100 companies rose 14.23%, or \$26.8 billion, over the \$188 billion posted in 1987. Communications revenues, which are reflected in BROADCASTING's Electronic Communications Index (ECI), are up \$6.6 billion, or 20.6%, from 1987 ECI revenues of \$31.9 billion.

This year's chart, which appears on pages 54 and 55, differs from past tabulations, with the main ranking for all companies this year based on their ECI revenues rather than total reported revenues. The primary example of this difference is General Electric, NBC's parent. GE's total revenues of \$50 billion far outstrip the next major company's total revenues, Eastman Kodak, at \$17 billion. But when ECI revenues are compared and ranked, Capital Cities/ABC emerges as the top ECI company with \$3.7 billion from Fifth Estate business out of total revenues of \$4.8 billion.

The two-page chart lists each company's ECI ranking, revenue and percentage of total revenue. The fourth column of the chart lists that company's total revenue, followed next by its ranking based on total revenue. Percentage changes for total revenues and earnings over 1987 figures are also listed.

For purposes of comparison, the far right-hand column of the chart shows each company's ECI ranking as of 1984.

BROADCASTING published its first survey of the Top 100 companies in electronic communications in 1978. Since that inaugural edition, the Top 100 list has served as a partial guide to the entrances and exits of major, publicly traded companies in the Fifth Estate.

RCA, Transamerica, 20th Century-Fox Film Corp., Columbia Pictures Industries, Metromedia, Capital Cities Communications, MGM, A.C. Nielsen Co. and Combined Communications are just some of the top companies that have taken on new shapes, either as subsidiaries, or corporate parents.

Candidates for the Top 100 are publicly traded companies with business interests in the entire range of the radio, TV, cable, satellite and allied businesses. As reported in BROADCASTING's weekly "Stock Index" (page 67), and as part of the basis for this report, members of the Fifth Estate are identified as those falling into five distinct

groups: broadcasting, broadcasting with other major interests, programming, cable, service and electronics/manufacturing.

BROADCASTING's ECI calculations are based primarily on line of business information provided by the company. In cases where a company does not make that breakout, a company's ECI is based on estimates by securities analysts or BROADCASTING's own estimates.

To evaluate each Top 100 candidate on an equal footing, revenue figures are used that most closely approximate a company's fiscal results for calendar year 1988.

As might be expected, the group with the highest percentage of ECI revenues are the broadcasters, reporting an overall 86.3% of revenues coming from Fifth Estate business. Cable comes in a close second, with 70.9% of that group's revenues contributing to their ECI. Programmers take in an average 31.5% of revenues from radio, TV or cable businesses. (Other revenue streams for programmers—which are not factored in as part of the ECI—are the home video market and traditional theatrical exhibition.) The service industry, which includes advertising agencies and the Arbitron and Nielsen ratings services, garner 21.2% of revenues directly from ECI-related business.

Next follow the companies with major interests outside of broadcasting, most notably publishers, such as the New York Times Co. or McGraw-Hill, but also including companies with interests in other unrelated areas, such as insurance, as with BMA Corp. Holding companies, such as Reliance Group, are included in this group. Collectively, this group takes in 16.2% of its revenues from the Fifth Estate.

Finally, the group with the smallest percentage of ECI revenues, electronics and manufacturing, has an overall ECI of 6.8%. This includes companies such as 3M, Arvin Industries and Kodak. □

The price of admission to the Top 100

Listed below are the total revenues for the 100th company on each of BROADCASTING's 11 annual surveys. No survey was done for 1978 revenues. Dollar amounts below are in millions.

1977	Cowles Commun.	\$11.7
1979	Kansas State Net.	19.6
1980	Comcast Corp.	24.8
1981	Comcast Corp.	35.9
1982	Cable TV Indus.	32.3
1983	Cable TV Indus.	29.3
1984	Gray Commun.	40.4
1985	Century Commun.	55.2
1986	Barris Industries	60.2
1987	A.M.E. Inc.	39.8
1988	Unitel Video	34.9

Applying a little hindsight

That part of the human character which likes to judge is very active in media deals. No sooner have certain transactions been completed than a chorus of opinions—"underpaid" or "overpaid"—fills the telephone lines and printed pages. This story reexamines three such deals: Ted Turner's purchase of the MGM film library, Robert Price's spinoff of seven radio stations to Fairmont Communications, and Rupert Murdoch's purchase of six television stations from Metromedia. The three controversial transactions are reconsidered in light of the properties' subsequent operating performance, the change in the financial structure, and other criteria.

Perhaps the major cause of controversy is the personalities of the heads of the respective companies. Turner, Price and Murdoch all give highly individual stamps to their company's operations, and each is seen as possessing a unique vision of how their company should operate. Critics say their vision is blinded by empire building or other faults. Put more favorably, it might be said that these transactions had a unique value not shared by other companies.

The control of these companies by their respective chief executives also allowed them to take losses or risks that a company with more diverse ownership would not consider. Thus Turner, Price and Murdoch can take the long view. Whether that long view is the right view is a question already at least partially answered for all three deals.

Turner-MGM

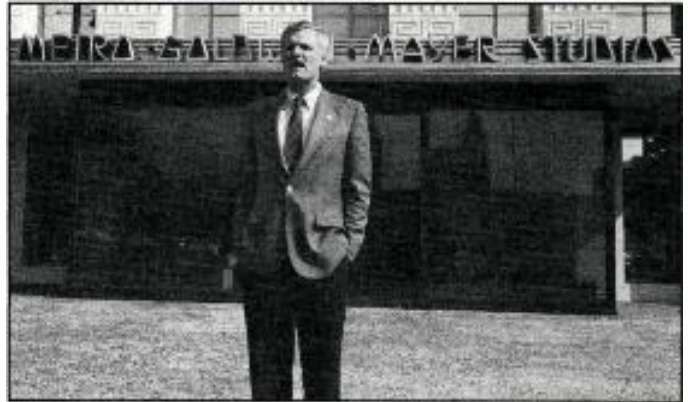
It is tempting to link Turner's March 1986 purchase of the MGM film library, the most significant transaction in the company's recent history, with the Turner Broadcasting System's favorable appraisal by investors. TBS stock has, in the past 12 months, risen from around \$10 to \$35, while one issue of debt has more recently moved to within less than 1½% of comparable Treasury yields. But how much has the library contributed to TBS and at what point will it actually pay for itself?

The rationales offered at the time for buying the 4,000-film library were many, and until financing problems cropped up, included a desire by Turner to keep the studio and get into the movie-making business. Another chief item on Turner's agenda was WTBS(TV) Atlanta, and the acquisition was seen as a way to both fix the cost and long-term supply of programming for the superstation whose existence was threatened by the then-unknown outcome of syndicated exclusivity reimposition. Other less tangible goals were talked about, including the desire to avoid being "shut out" by the mergers taking place—the desire to buy the "Rembrandts" of the programming business. Said Turner: "I had a distribution system that wants old movies and I like old movies."

The net cost to TBS was perhaps roughly \$1.3 billion bearing an effective-interest and required-dividend rate in excess of 14%. The stock transaction involved assumption of debt and tax-loss carry-forwards, and the subsequent spinning off of a number of divisions and assets.

It was because of luck, strategy or both that Turner has been able to refinance some of the debt at lower rates, although incremental revenue from the MGM library may still not cover interest and required dividends. None of this begins to deal with principal repayment, which may require another refinancing before 1993, although that may be more of an opportunity—to lower interest costs and extend debt maturities—than a problem given the continued growth of TBS.

One incalculable factor in the deal is the 30% ownership in TBS that Ted Turner effectively gave up when new investors were brought in to retire troublesome preferred stock. If one looks at the private market value of the company, estimated by securities analysts at between \$2.5 billion and \$3 billion, then *Gone With the Wind* and company satisfied Ted Turner's taste for old movies at a personal cost of roughly \$1 billion. However, if you are considering the actual value of Turner's remaining securities, his total holdings in TBS stock have actually increased over the past 12



Ted Turner

months.

It is not necessarily clear that TBS's private market value would be significantly less had the MGM library not been purchased. Using recent valuation estimates from Donaldson, Lufkin & Jenrette (DLJ), and excluding both the MGM-related debt and all revenue from syndication licensing and Turner Network Television, TBS appears to have a net value of roughly \$2.5 billion, roughly the same as the current value applied to it by DLJ. Whether the stock market would have recognized that value is an unanswerable question.

Solely as an insurance policy for WTBS, the MGM policy in retrospect was clearly expensive. Most of WTBS's recent success has less to do with programming and more to do with increasing cable penetration, up at least 33% in the past three years—the performance of CNN has been even better and Turner at one point considered selling a piece of the news service to help finance MGM. And fears of syndicated exclusivity have not been borne out, since WTBS has been able to acquire national programming rights. One admirer of the MGM deal, Jeff Epstein, chief financial officer of King World Productions, said that TBS's programming costs are now at least partly fixed. However, they are a high fixed cost; the old movies and children's shows that make up most of MGM have not been the kind of programming on the leading edge of price increases.

But it may not have been the MGM acquisition's immediate success but rather its immediate failure, which may help ultimately salvage the deal. Turner turned his above-mentioned problem with preferred stock—that would have slowly reduced his control over the company—into an advantage, obtaining significant equity investment in TBS from cable operators. Having gotten them inside the tent, he can count on their help to make sure it stays up.

Only shortly after the MSO's \$568 million investment in TBS, TNT was announced. At least 75% of the new cable service's programming is said to come from the MGM library (now called Turner Entertainment Co.) but that is not necessarily the same as saying that TNT could not have been created without the library. A much greater help has been the willingness of the TBS investors (cable operators) to jump-start the basic service with immediate carriage and high per-subscriber fees, which this year are expected to account for two-thirds of revenue.

So with the expected success of TNT, combined with greater revenue near-term from foreign licensing and longer-term from increased use of the library by WTBS, Turner's MGM acquisition may at some point in the future be a success.

Price-Fairmont

"In Osborn I trust," might read the \$50 million in notes which Price Communications took upon spinning off seven radio stations for \$120 million to Fairmont Communications, a group managed by Osborn Communications. Many were skeptical in September

1987, because the notes represented most of the profit Price was claiming in the \$120 million deal. That skepticism became entrenched when one of the original buyers backed out of the deal and their bank financing fell through.

The deal for the three AM and four FM stations was completed



Robert Price

only when the financing was offered by Prudential Bache's merchant banking arm, headed by John Whitman, a Price director, and when the investor's role was taken up by Osborn, whose chief executive officer was a former vice president of Price. To some it appeared the sale was being forced through by Robert Price, a former investment banker and head of a highly leveraged group owner.

The stations involved were KIOI-FM San Francisco, bought in 1983 for \$12 million; WNIC-FM and WMTG(AM) Detroit, bought in 1985 for \$17.6 million; WLAC-AM-FM Nashville, bought in 1985 for \$20 million, and KKOJ-AM-FM Albuquerque, N.M., bought in 1986 for \$16.5 million. Those prices included non-compete agreements that were quickly written off, so by the time the stations were sold to Fairmont they had a carrying value of just over \$50 million which, subtracted from the \$70 million cash Price received from Fairmont, provided a gain of roughly \$19 million. The gain was actually on just 73% of the group since Price was allowed to buy 27% of Fairmont for a nominal amount.

On paper the notes yield 12½% for the first three years, with varying portions drawing 18% in the following three years. Interest, however, is not being paid in cash, at least for the time being, so Price instead gets additional notes. If the notes are not paid off by 1992 Price will get additional equity as well so that theoretically, by the end of year seven, the par value of the notes could have increased to \$137 million and Price would also own roughly 37% of the stock, with control of the board as well.

While providing incentive for payment in the long term, the notes are both subordinate to any current and future senior debt and highly dependent on operating results. Thus, accounting rules do not permit Price to record any of the note proceeds or interest as gain, nor do they allow him to carry the notes on his balance sheet as an asset. The risk is mostly Price Communication's since only \$2 million in equity was put into Fairmont, and the first layer of debt—a bank loan that recently refinanced Prudential Bache's bridge loan—is secured by the capital stock of the stations. Given the level of risk, one observer said the notes really have a present value of closer to \$35 million rather than \$50 million.

Final judgment on Price's Fairmont sale won't occur until the notes, and accrued interest, are paid off, but so far things look good. Price said he took the \$70 million cash "and retired debt and saved more interest than the cash flow we were losing."

More important, the group, managed by Osborn Communications, is performing well since the sale with 1988 cash flow up more than 30% (to what one investor said was \$13.5 million) over the prior year, and with ratings, off of which future sales will be made, up for most stations in the winter 1988-89 Arbitron and Birch books. Tom Gammon, chairman of Americom, the Washington-based brokerage firm, said: "I would estimate all four operations will show significant cash flow growth in 1989 over 1988

with the possible exception of Albuquerque which will only have moderate growth." Prospects for the stations imply a current value for Fairmont of about \$150 million, said Gammon, enough to cover principal and interest on all debt while leaving perhaps \$20 million to be split among the equity investors, of which Price would get 27%. Price himself said only that several offers for Fairmont have vindicated his trust in the deal.

But Price Communication's exposure to a change in Fairmont's fortunes still exists and, in fact, the group recently purchased another AM-FM combination in Portland, Ore., for \$8 million. Price said he approved of the purchase and is counting on the note covenants to take care of the company's interests. That is an uncertainty that makes some nervous but which Bob Price has already shown he can live with.

Murdoch-Metromedia

In the same month that Turner acquired MGM, Rupert Murdoch completed acquiring six of Metromedia's TV stations for more than \$1.5 billion. No one doubted that the seller, John Kluge, had made a sizable profit in a short period of time; what was less certain was whether soon-to-be-citizen Murdoch had made a good buy.

Like Turner, Murdoch leaned on the performance of the overall company to refinance the highly leveraged transaction shortly thereafter at lower rates. The \$1.1 billion in 13% Fox TV preferred notes was replaced with bank financing, interest on which at the time was just over 7%. Also like MGM, the newly acquired property was used to build a new entity, in this case the Fox network, which was started just half a year later, in October 1986.

While the re-financing has reduced the direct burden on the properties, analysts say the performance of the network affiliates has yet to fulfill the promise held. Fox chooses to keep station results hidden, and outside reports sometimes show surprising variation—one just-released study by a well-regarded analyst lists net group revenue at \$390 million, while another newspaper report said company officials pegged ad sales at "more than \$500 million." Such a difference makes it hard to analyze the group, even presuming agency commissions within the latter figure.

What virtually everyone does agree on is that cash flow over the last three years has not grown as much as Fox had hoped, considering the expected benefit of the Fox network. After underperforming projected growth in both fiscal 1986 and 1987, station cash flow declined for the year ending June 30, 1988, the second year of the network. News Corp. said, "Fox stations achieved higher revenue but lower operating earnings than in the previous year, in an intensely competitive industry environment. The stations have put in place more aggressive sales and programming efforts, and are working for greater efficiencies through the development of more cost-effective original programming."

It may be the program development of the stations, and not of



John Kluge and Rupert Murdoch

the network, which has recently worked for the greatest benefit of the group. *A Current Affair* is said to bring in \$15 million in profits for the group, and thus would account for a significant part of the cash flow increase that Jeffrey Russell of Drexel Burnham said will be reported for fiscal 1989.

If analysts' reports are correct, Fox TV Stations will have something close to \$110 million in cash flow, excluding group overhead, in the recent 12 months. Cash flow improvements compared to two years ago at WNYW-TV New York and WTTG(TV) Washington, have been countered by weakened results at WFLD-TV Chicago, KRIV-TV Houston and KTTV(TV) Los Angeles. Both WFXT-TV Boston and KDAF-TV Dallas are said to lose money.

Meanwhile, blended interest rates on the bank loans, some of which have fixed rates, others having "caps" or "collars," have risen to perhaps between 10% and 11%, thus indicating a shortfall on interest coverage in the third year of the transaction. The after-

tax impact may not be as severe.

If one includes results of the Fox network there is an additional \$30 million that might be produced in the coming fiscal year, assuming the newly introduced Monday night programing is successful, after a break-even in fiscal 1988 and a reported \$100 million loss in fiscal 1987. One analyst cautioned, however, that "development costs for other nights could push any real return further out into the future."

Thus, like Turner Broadcasting System, the size of News Corp. allows it to wait out the TV stations' near-term shortfalls which analysts said exist. Fox and Turner both face programing and advertising imperatives, but the latter company also has the intrinsic logic of fixed program costs and a growing subscriber base. If Murdoch ever decided to sell the group it is uncertain what he would be able to get since station multiples in general have fallen since he bought them. □

Sandler Associates: taking stock in the Fifth Estate

Investment firm has track record of choosing media winners; now it's looking at private firms

Deal" stocks of the past, such as Essex Communications and Heritage Communications, and those of the present, such as Outlet Communications and LIN Broadcasting, have at least one thing in common: a significant ownership position taken by Sandler Associates. The most successful of the media-only investment operations, the New York-based firm now controls more than \$600 million of public equities. While its investments rarely make headlines, its track record has made a lot of money for clients, among them many of the owners and chief executive officers of the Fifth Estate. With ownership positions in every publicly held cable stock, and various other public media concerns, Sandler is looking to buy on the private market and is on the verge of raising a fund to do so.

"When I pitch a client, my story is that we're not a money manager," said Harvey Sandler, general partner of Sandler Associates. "We're making long-term bets on several businesses within a small number of industries that we're experts in."

So far, the bets have paid off. Sandler Associates, an investment partnership investing in stocks of media and communications companies, has an impressive record. Since February 1980, the fund has achieved a compound annual return to limited partners of 33% through Dec. 31, compared to a 15.4% return from the Standard & Poors 500. An investor who put in \$100,000 to start and kept money in the partnership—as most of the 14 original limited partners have—would end up, about nine years later, with \$1.3 million. After starting out with \$4 million capital, the managed fund has grown to more than \$300 million—with only \$50 million of that representing new investors. The partnership's holdings have

grown more than 34% so far this year.

Meanwhile, the organization that Sandler founded has spawned new forms: Sandler Capital Management, a registered investment adviser overseeing about \$275 million in assets, and SCM Partners, another investment limited partnership with about \$30 million in assets.

Over the years, Sandler's concentration on media has led to major holdings in many Fifth Estate companies, big and small, including those that have triggered 13-D disclosure filings. Currently, the company owns more than 5% of a single class of stock in Cablevision Systems Corp., Adelphia Communications Corp., Multimedia, Outlet Communications, Jones Intercable, Century Communications Corp. and broadcaster Gray Communications Systems, among others.

"We're probably the largest shareholder of a dozen companies," said John Kornreich, the Sandler Associates general partner who serves as a one-person research department. "Because our money under management has grown, and because we specialize, we're going to tend to have very large positions."

Sandler's holdings have breadth, as well as depth: "We own every cable stock," said general partner Barry Lewis, who works as the group's stock trader.

The Sandler organization's holdings are focused in three areas: cable, cellular telephone and media companies believed to be candidates for sale or restructuring. Sandler estimated that cable stocks make up roughly 50% of the stocks under management, with cellular accounting for 25% and the balance comprising companies viewed as takeover candidates.

Before Harvey Sandler started Sandler Associates, he was at Goldman Sachs for 14 years as a media and special situations analyst. After doing corporate finance work with the firm's merg-

Sandler Associates—Investment performance

Annual net return to limited partners

1980	+ 42.7%
1981	- 13.9
1982	+ 25.0
1983	+ 67.0
1984	+ 8.8
1985	+ 55.6
1986	+ 51.3
1987	+ 44.3
1988	+ 36.8

Capital, in millions, at year's end

1980	\$6.1
1981	7.9
1982	9.4
1983	18.3
1984	25.9
1985	51.3
1986	97.8
1987	190.1
1988	238.4

Note: Fiscal years 1980-86 end Sept. 30. FY's 1987 and 1988 end Dec. 31. 1987 figures cover 15 months; 1980 figures cover eight months

ers and acquisition department in the late 1970's, Sandler says he got "turned on" to M&A work—"looking at values, looking at the buyers and sellers of properties"—and progressively disenchanted with being an analyst: "I loved doing the research, but I did not love what you had to do afterwards, which was write a report or call clients. I like to pick stocks." For six years, Sandler managed money on his own.

Barry Lewis joined Sandler in the beginning of 1986, after working for 20 years at Katz Communications. Although the organization maintains its positions for the long haul, Lewis trades smaller portions of its holdings as he sees fit, such as selling some of a company's stock when "the market gets a little ahead of itself," as he puts it. Lewis, who worked 20 years in various positions at Katz Communications, also works the phone as a broker. In the past two years, he has put together about 14 broadcasting deals. John Kornreich, who joined the organization last summer, worked at the firm of Neuberger & Berman for 14 years, serving variously as an investment analyst, a portfolio manager and general partner.

Sandler is attempting to branch out beyond his successful work in public-market investment into a formalized private-market deal-making structure under the Sandler banner. In that attempt the firm has brought on Mike Marocco, a former Morgan Stanley vice president, who has joined Sandler as president of Sandler Media Group, which will try to raise between \$75 million and \$100 million for a limited partnership that would invest in private media deals. Marocco will also be working as an investment banker.

While the partners invest, for the most part, in the public market, their long-term investment strategy is based upon their understanding of valuations in the private market. "The only commonality we have is that we know what things are worth," said Sandler. "The only thing that we do better than anybody else is know the value of businesses. And why? Because we grew up in them, we live them. Whenever there's a deal, we want to know exactly what the price is, and why."

"Right after the crash of 1987, we were not concerned about the prices of the stocks," said Lewis, referring to Sandler's cable holdings. "What we were very concerned about was: Did the value of these systems change? We were very concerned about: Was the money available to do deals? Because if there weren't going to be any deals, then obviously the prices of these systems were going to

go down. And if the prices of systems go down, then the prices of the stocks are going to go down," he said. Until people started talking about doing deals again after the crash, "it was very, very scary," he said.

What helps the partners in their valuation, said Kornreich, is the network of people they know in the industries they cover. "We have unusually good contacts with everybody in the business," he said. "And because we manage their money and because we're respected for what we do, we hear everything going on in the business. We're very well plugged in to all the goings-on... And my job is to make sure I stay on top of that kind of thing."

For several years, the group has largely stayed out of broadcasting and other advertising-supported media, including newspapers. Some of the reasons Sandler points to are fragmentation in the market and consolidation among consumer goods manufacturers. He noted, however, "We do own things in that area, but I would say we don't own them for the reason that they're in the broadcast business." LIN Broadcasting, which has operations in broadcasting and cellular phones, is one of Sandler's largest holdings, but, he said, "We don't own them for broadcasting." (LIN announced that it plans to spin off its group of seven television stations ["In Brief," May 29].)

What might make them more bullish on broadcasting stocks, Lewis said, is runaway inflation. A recession would point them towards purchases of radio stocks, because of radio's traditionally good performance in hard times, Lewis said.

Sandler said he thinks broadcasting could be a good investment in the private market. "I think that *some* of the people who bought the Knight-Ridder stations will do well. I think there are opportunities. But not necessarily in the stock market. I think you've got to own them, get the cash flow up and sell them. And finance them right. I'd rather do a private television deal than buy public stock."

The group's bullishness on cable is not affected by one of the potential threats to the security of the industry: "We've determined that the telco threat is not something we're going to worry about," Sandler said.

In fact, one of Sandler Associates' largest holdings is about 2.8 million shares of A and B stock of Tele-Communications Inc. which Sandler started buying in 1980.

Multimedia stock is another of the group's three largest holdings. Two weeks ago, the group filed an amended 13-D on Multi-

Critiquing the holdings

Harvey Sandler's comments on some of the larger holdings in the Sandler organization's portfolio:

- **Adelphia Communications Corp.:** Adelphia we view as a participant with management in a public leveraged buyout. The company is very highly leveraged. It's got a billion dollars in debt. We now own a very, very big stake.
- **Cablevision Systems Corp.:** Best cable demographics in the business. Fits our profile of where we want to be, which is cable systems and cable programing. There are really only two or three ways you can play programing.
- **Century Communications Corp.:** We're basically betting on [president] Leonard Tow and his ability to grow asset values. We obviously like his move into the cellular business. We were there early—in the IPO [initial public offering]—and maybe he listened to us, I don't know, but now he's a player in cellular.
- **LIN Broadcasting Corp.:** It's a stock I personally have owned for 20 smart years. It's a company we originally invested in because of the financial astuteness of [President] Don Pels, but later it became a cellular player—the premier cellular player in the business.
- **Multimedia:** Multimedia was a Goldman Sachs client. Went public in 1970. I was the analyst at Goldman, so I know the

company for 20 years. I'm very, very close to management. We love their mix of business. We love the management and their operating style. We keep thinking that this is the Harvard Business School textbook study of how companies should operate, particularly in the media business, because you really have to run your business for cash flow, and not worry about earnings per share. They've done an incredible job of really maximizing asset values, and not net income—earnings per share—which we don't look at at all.

- **Outlet Communications:** Even though we are not fans of the television business per se, if you wanted to be in it, they probably have the best of all worlds. They have state capitals, growth markets, NBC affiliates, wonderful ratings with an up trend on the news and early fringe. And of course, the shareholder base, who owns the company, [and] what may happen made us continue to buy the stock.

- **TCA Cable TV:** A wonderful little regional cable operator that watches the nickels and dimes. It's got real good margins.

- **Viacom:** I've always loved the mix of assets. I go back 18, 20 years with that company. And today we're making a bet on a wonderful, wonderful management team, a terrific mix of business [and] wonderful synergy between businesses for the first time. What everybody worries about, which is Showtime and television, is not all that important, on a relative basis.

media disclosing a 12% ownership interest (up from 10.7% in March) at a public-market value of more than \$120 million. The third is the more than 500,000 shares of LIN, bought at an average cost, Lewis estimated, of \$25 per share and trading last week at more than \$100.

The partners have gotten more interested in cable programming, although they admit there are few ways to play it in the market. Last fall, said Lewis, they began to buy Viacom aggressively. "We got very turned on to the profit potentials of cable programming networks," he said.

One mistake the group made, said Lewis, was with one cable programming stock, Turner Broadcasting System. "We never really took a major position in Turner," Lewis said. "Turner stock has been one of the great success stories over the past year. The stock's almost doubled this year alone. And we were not there. We missed that one."

One example of Sandler Associates' pick as a restructuring candidate is Gray Communications Systems, a company that operates three television stations and a newspaper. "There's an example of what we thought was...a company that shouldn't be around," Sandler said. "The company is in the middle of doing something. We think we helped that along in our own way." One asks oneself, Sandler said, "What's a company with 500,000 shares outstanding, with four properties, doing being public?"

Thus one sees how the group's ownership of a company is not necessarily a passive one. Sandler admitted that he was one of the people who lobbied LIN to spin off its broadcast operations. Multimedia is another company that the partners have not been shy about giving advice to. "They owned an independent station in Nashville that we never thought they should own," Sandler

said. "So we kept bugging them: they should get out of it and put their money in cable, which is something we would have liked them to have done. They chose just to pay off debt, but we found them a buyer. And we did this transaction," he said, pointing to the tombstone advertisement crediting Sandler Capital Management. "That's sort of how it works in a perfect world," he said.

Sandler sees his forthcoming venture for working in the private media market, Sandler Media Group Inc., as an extension of work that he, Lewis and Kornreich have already done. Lewis has brokered media properties before. All three have invested their own money in various private-market media ventures before. And Sandler is quick to relate his investment in the stock market to the investments of firms like Kohlberg Kravis Roberts. "We're doing the same thing that these guys who are taking over companies are doing," Sandler said. "We happen to be buying pieces of them, and we're buying them at wholesale. They're buying them at retail and leveraging them up. That's the difference." Sandler said that he and his associates would be investing their money along with client money in the new venture, and that the investments could include passive investments.

Commenting on how well he has done up to now, Sandler separated his organization's success from the successes of the media business: "Some people say: 'Gee, it's the industry.' Well, sure, the industry is good, but it doesn't compare to our numbers," he said. "And I think that's a function of being in the right place at the right time—a little bit of leverage, having the right kinds of ideas." □

By George Mannes, Geoff Foisie and Anthony Sanders

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At the Movies: syndicated film packages keep pace

Despite competition from VCR's and cable, demand remains strong for packages currently on market

Despite increased cable penetration and the explosion in recent years of VCR usage, the syndication marketplace for movie packages continues to be strong. Although prices paid for top packages appear to be leveling off, movie packages currently in the market are generating strong interest from stations.

Paramount's Portfolio XIII, launched just three weeks ago, has already cleared 16 of the top 25 markets, including New York (WPIX-TV), Los Angeles (KCOP-TV), Chicago (WLS-TV), Philadelphia (WPVI-TV), and San Francisco (KBHK-TV). Among the titles included in the package are "Top Gun," "The Untouchables," "Fatal Attraction," "The Golden Child," and "Crocodile Dundee."

In Los Angeles, where movie packages traditionally command the highest prices, sources said KCOP paid approximately \$400,000 a title for the 27-title package. That price tag market represents a slight decline from the \$425,000 price reportedly commanded by its predecessor, Portfolio XII. (Paramount reportedly had been asking \$500,000 per title for its latest collection.) In New York, sources put the price paid by WNYW-TV for the package at around \$200,000 per title. In Chicago, WLS-TV is paying "around \$135,000 per title," according to a station source.

One complaint heard in regard to that

package is the availability dates for some of the titles. For instance, "The Untouchables" may not be available to the stations buying the package until 1997, depending on how quickly the movie completes its network run. "It's probably the biggest downside of the package," said Janeen Bjork, vice president, director of programming, Seltel. "After its theatrical run, multiple airings on cable, videocassette sales, then in 1997, 'The Untouchables' becomes available; by then who cares?" said Steve Bell, senior vice president and general manager, KTLA-TV Los Angeles.

Steve Goldman, executive vice president, Paramount, said there are two reasons why the delay for some of the titles will not affect their ability to draw audiences in the syndicated run. First, he said, "many of the titles will become available before projected availability dates" because their network run will be completed sooner than the time allotted. Secondly, he said, "good movies replay again and again," citing the recent strong network performance of "Ferris Bueller's Day Off" and "Top Gun."

Bill Frank, president, KCOP, Los Angeles, said that although the availability dates for some of the titles is a concern, "all in all we thought it was worth it because titles like 'Top Gun' and 'Crocodile Dundee' will play again and again."

Portfolio XIII has some formidable competition in the marketplace from movie packages already being sold as well as from forthcoming packages. Columbia's Showcase I, launched in October, "has been

selling very well," according to Barry Thurston, president, syndication, Columbia Pictures Television, adding, "The majority of the top 50 markets are cleared. Even with the new feature packages coming out, the market is still very strong for ours." The 22-film package includes "The Karate Kid II," "La Bamba," "Roxanne," and "St. Elmo's Fire."

Thurston expects that Showcase I will be sold to a greater number of stations than any previous Columbia movie package. Thurston said the company has set a goal of 120 clearances for the package.

Even with a number of packages available, Thurston doesn't believe that the market will soften. "There has always been room for a strong movie package to command top dollars, and I suspect that others with strong packages will do well also," he said.

Televenture's Pegasus movie package has been cleared in more than 90% of the country. The 20-film collection includes "Peggy Sue Got Married," "Blind Date," "Agnes of God," and "Nothing In Common." According to William Kunkel, president, domestic distribution, Televentures, the strength of their Pegasus I package will make the launch of Pegasus II much easier. Kunkel expects Pegasus II to be released before the fall. Titles tentatively in the package are "The Principal," "Like Father, Like Son," "Suspect," and the current release "See No Evil, Hear No Evil."

The next big package launched will be Warner's Volume XXVIII. Dick Robert-

Prime time providers

For the third year in a row, Lorimar Television is the leader in supplying prime time programming to the three TV networks. Lorimar has all of its 6.5 hours of programming from last season returning to the network schedule plus an additional two hours. The three new shows making up the additional two hours are *The People Next Door* and *The Hawaiian* on CBS and *Family Matters* on ABC. Columbia, ranked ninth last year with three hours of programming on the networks, jumps to second place this year, doubling its output to six hours of programming for the 1989-90 season.

Producer	'89-'90	'88-'89	% change
Lorimar Television	8.5	6.5	+2.0
Columbia	6.0	3.0	+3.0
Stephen J. Cannell	5.0	4.0	+1.0
Fox Television	4.5	2.5	+2.0
Universal	4.5	5.5	-1.0
Warner Brothers	4.5	3.5	+1.0
Paramount	3.5	4.5	-1.0
CBS News	3.0	3.0	—
MGM/UA	3.0	3.5	-0.5
Viacom	3.0	1.0	+2.0

Disney/Touchtone	2.5	2.0	+0.5
ABC News	2.0	1.0	+1.0
ABC Sports	2.0	2.0	—
Carsey-Werner	2.0	1.5	+0.5
CBS Entertainment	2.0	0.0	+2.0
New World	1.5	1.5	—
STF Productions	1.5	1.5	—
Cosgrove-Meurer Prod.	1.0	1.0	—
GTG Entertainment	1.0	2.0	-1.0
NBC Productions	1.0	0.0	+1.0
Alien Productions	0.5	0.5	—
Barbour/Langley Prod.	0.5	0.0	+0.5
Beyond Int'l Group	0.5	1.0	-0.5
Carson Productions	0.5	0.5	—
Castle Rock Ent.	0.5	0.0	+0.5
MTM	0.5	2.0	-1.5
Our Production Co.	0.5	0.5	—
Quantum Media	0.5	0.0	+0.5
Aaron Spelling Prod.	0.0	1.0	-1.0
ABC Circle Films	0.0	1.0	-1.0
Reeves Entertainment	0.0	1.0	-1.0
Republic Pictures	0.0	1.0	-1.0
Vestron	0.0	0.5	-0.5

son, president, Warner Brothers Domestic Television Distribution, would only say that the package will be released soon, and "will be the biggest package out this year." Robertson said distributors of lesser-known titles could have the most trouble in the future. "The market is very strong for major studios but I wouldn't want to be out there selling a B-package," he said. Robertson said stations are downsizing their film libraries and "are not buying the middle and lower packages. It's real tough trying to sell a package without the locomotive titles that the studios have," he said.

Although Paramount's Portfolio XIII has just begun getting clearances, plans for Portfolio XIV are under way. Tentative titles for the future package include "Coming to America," "The Accused," "Star Trek V," and "Crocodile Dundee II." □

NATPE limits exhibitor space, food, alcohol

Move is to create more 'productive business environment,' according to NATPE President Phil Corvo

In response to the desires expressed by distributors after last February's NATPE International Program Conference to create a more business-oriented environment (BROADCASTING, May 15) and reduce costs where possible, NATPE announced new policies and procedures for its annual conference. NATPE President Phil Corvo said the changes are effective June 1, 1989, with next year's convention in New Orleans to be fully compliant with the new regulations.

"We took great pains in setting rules and regulations that would provide for a more productive business environment, where the buying and selling of television programming could more effectively take place," Corvo said. "NATPE carefully consulted distributors, stations, board members and the executive committee to form a mutually acceptable policy."

The following rule changes instituted by the NATPE Board of Directors are in effect for the 1990 Program Conference in New Orleans:

- A footage cap of four tiers—1,000, 3,000, 5,000 and 7,000 square feet—will be allotted to each company, based on its 1989 exhibitor contract (for example, an exhibitor that had 2,700 feet in 1988 would have a cap of 3,000 for 1990). NATPE will review exhibitor requests for expansion to the cap levels on a first come, first served basis. Expansion beyond the cap would require a special presentation to the NATPE exhibition committee.

- In an effort to create a more manageable marketplace and open opportunities to hold the conference in other venues around the U.S., NATPE will reduce overall floor space to 225,000 square feet in 1990 (240,000 square feet were required for the 1989 convention) and downsize an additional 5,000 square feet in each of the fol-

lowing three years. Because of this, new companies wishing to exhibit may be asked to accept less space than requested.

- Free floor passes will be provided to exhibitors at a ratio of one pass per three company registrants, to a maximum of 25 free floor passes for any exhibitor. Additional credentials will be available for \$180 per day or \$350 for the duration of the conference. NATPE will substantially increase security, with all individuals not properly credentialed to be escorted out of the building.

- Space will be provided on the exhibit floor for restaurants and snack bars operated solely by the convention center. NATPE will not share in any of the food revenues and expenses. Exhibitors will be permitted nonalcoholic beverages in their booths, but food will be prohibited in the exhibits, except in a company's pre-designated area for employees.

- Live demonstrations will not be permitted on the exhibit floor, and all cartoon and show characters will be restricted to the exhibit booths only. Celebrity names must be submitted in advance, and only actors (not producers or directors) from television shows being represented at NATPE will be granted star passes. Persons under the age of 18 will not be admitted, with the exception of those eligible for star passes.

- Additional floor hours have been set aside for foreign buyers, with 9:30-11:30 a.m., Wednesday, Jan. 17, 1990, and 9:30 a.m.-12:30 p.m., Thursday, Jan. 18, being designated for the overseas clients.

- All NATPE activities conducted off the exhibition floor for the benefit of its membership, such as the Iris Awards, general and individual sessions, will not be affected by the the new policy. □

With empty 1989-90 dance card, Spelling looks to future

Production company has to release some staff, but still has midseason and syndicated irons in fire

For the first time in 25 years, Aaron Spelling Productions is without a prime time network offering, and the Hollywood studio is trying to grapple with pared down production and some recent departures.

Long-running *Dynasty* has aired its final episode and *Nightingales* and *Heartbeat* have received their network pink slips, but President and Chief Operating Officer Jules Haimovitz says the series producer has 50 shows in various conception and development stages for the 1990-91 season.

"When there are no productions going on, it is just natural there will be some full time production people who will have to go on to other things," said Norman Henry, senior vice president of production, after turning in his resignation after 23 years with the company. "As far as supervising productions, I really haven't had much to do lately. This gives me the chance to think about an early retirement or possibly shop

New for NATPE

"Challenges of the Next Decade" has been selected as the theme of the 27th Annual NATPE International Program Conference to be held Jan. 16-19 in New Orleans. NATPE has scheduled a full slate of workshops and seminars for the 1990 Program Conference. The topics of various seminars and workshops include: FCC regulations, cable industry issues, local programming, fragmentation, and hot issues within the programming industry. Rick Reeves, chairman of the 1990 Program Conference Committee, says that "reservations are continuing at a pace higher than at any time in NATPE's history," with 132 exhibitors reserving 92% of the available space.

myself around again. It is an exciting time for me."

Joining Henry is vice president of creative affairs Ilene Chaiken, whose planned resignation predated Spelling's current network drought. (She is joining Patchett-Kaufman Productions as senior creative executive and producer.) In all, over 20 production people at Spelling have left to pursue work elsewhere in the Hollywood community. Henry said that Spelling has a two-hour *Love Boat Reunion* on tap for next fall on CBS, and "a solid core of people still available" to produce that and other shows. Spelling is also working on revamping a Rodney Dangerfield comedy pilot for a possible mid-season pickup on NBC.

Through its acquisition of Worldvision, Spelling is offering the first-run magazine strip *After Hours* to stations, for airing in the fall season, and the psycho-serial drama *Twin Peaks* (a David Lynch vehicle) in a midseason slot on ABC. Also on the burners for Spelling is the first-run syndicated horror show *Monsters* from its Laurel Entertainment subsidiary. Haimovitz terms the parent company's lack of production as a "minor glitch," and that it should have a "negligible effect" on Spelling's profitability.

"The track record of this team never losing money in any of the past 25 years speaks for itself," said Haimovitz. "This [slowdown] should give us a chance to regroup, and actually, allow us the chance to pile some cash in the bank," he said. □

Qintex fills top posts at UA

As company's purchase of UA becomes official, appointments may reflect company intention to become force in TV production

Just months before the official completion of Qintex Entertainment's acquisition of United Artists Pictures, Australian-owned Qintex has named David Evans president and CEO of UA, and also filled four key management posts at the newly structured UA. Evans, an Australian, was previously

president and CEO of Qintex Entertainment. The rapid creation of the new UA management team may signify Qintex Chairman Christopher Skase's intent to position UA as a new force in television production, and to continue as a player in feature films.

Among the key upper-level moves: Richard Berger, president of MGM Film Group, named president of the UA Film Group; Steve Mills, formerly senior executive vice president-programing, Qintex Entertainment, named president, United Artists Television Group; David Forbes, president of marketing and distribution for the MGM/UA Film Group, continues in the position of president of marketing and distribution of the United Artists Film Group, and John Goldwyn, previously executive vice president within the MGM/UA Film Group, has been named president, production, United Artists Film Group.

Qintex purchased UA last March for approximately \$750 million from MGM/UA owner Kirk Kerkorian for every company asset except rights to the MGM name, the lion logo, a 34-title MGM library, MGM's television unit with 1,700 hours of programming and a new office building in Beverly Hills. Qintex picks up UA's 1,600-title library and foreign distribution rights to 4,000 MGM and United Artists films, including all home video rights to the latter two. The MGM properties are owned by Turner Broadcasting System.

"Strong components of United Artists are in place in all of our filmed entertainment divisions to maintain the growth of our prize library and to expand in global markets," said Evans, who came to the U.S. in 1984 after leading Australia's largest TV network (General Television Corp.) as CEO and managing director. On these shores, he formed David Evans Enterprises Inc., a worldwide distributor of Australian-produced programming. In 1986, Evans joined Hal Roach Studios, the predecessor of Qintex Entertainment, as executive vice president, and a year later was elected director of the company.

Under Evans's direction, the total assets of Qintex Entertainment grew from approximately \$220 million, up from less than \$5 million four years ago. As producers of *Lonesome Dove*, he helped CBS and Qintex score the highest rated mini-series in five years, and third-best performing multiparter ever on CBS.

In the new format, the Qintex TV unit will fold into the new United Artists Television Group umbrella, with Mills handling

its stewardship. Mills joined Qintex in 1988 after serving a 15-year stint as CBS Entertainment's vice president of motion pictures and mini-series development. He also worked in programming for ABC, and has been involved in 500 network TV projects, including *Lonesome Dove*, *The Karen Carpenter Story*, *The Promise*, *Fallen Angel* and *George Washington*. □

PBS and the new summer season

Viewed as "a time of opportunity" by public television, the summer season will again launch a substantial amount of new programming in PBS's national schedule. In addition to premiering a 10-part series on the evolution of democracy around the world, a two-hour drama based on a court decision that established protection of Native Americans under the Constitution, and several musical, comedy and holiday specials, PBS will debut many new shows within established PBS series.

Close on the heels of dubious elections in



A Capitol Fourth

Panama, PBS will air *The Struggle for Democracy*, a series of 10 new one-hour programs looking at the democratic experience in 30 nations, featuring such figures as Libyan leader Muammar Qaddafi, New Zealand Prime Minister David Lange and former President Jimmy Carter. Patrick

Watson hosts the WQED(TV) Pittsburgh production, which will air on consecutive Tuesdays, July 11 through Sept. 12. Democracy Films, Toronto, the CBC and Central Television of Birmingham, England, were co-producers.

In its second year, The American Documentary Inc.'s series *P.O.V.* (point of view) is the forum this summer for 10 new independently produced documentaries, ranging in length from 30 to 90 minutes. Subject matter ranges from a debutante ball in Washington—*Coming Out*—to New York street performers—*No Applause, Just Throw Money*, to threats to the public health posed by nuclear weapons plants—*Dark Circle*. The series appears each Tuesday, July 18 through Sept. 26, at 10 p.m. ET.

Entering its fifth season, the KTCATV Minneapolis-produced series, *Alive From Off Center*, will present 11 new 'performance arts' programs, including rock music star and producer David Byrne's 60-minute celebration of Brazilian culture and *Ile Atye* (The House of Life), which opens the season at 8:30 p.m. ET July 5. *Alive from Off Center* will air Wednesdays, July 5 and Aug. 30, at 8:30 p.m. ET, and Thursdays, July 6 and Aug. 31, in the same time period.

The American Masters series, airing Mondays at 9 p.m., will begin its season with new programs focusing on live theater. On June 26 Joanne Woodward hosts a 90-minute exploration of *Broadway's Dreamers: The Legacy of the Group Theatre*. And on July 3, *Harold Clurman: A Life of Theater* looks at the man credited with introducing method acting to the U.S. Other documentaries in the series profile jazz musicians Louis Armstrong and Charlie Parker and writers James Baldwin, Truman Capote and Neil Simon.

Leading off the schedule of single-segment specials on June 7, 10 p.m. NYT, is *Leo Kottke: Home and Away*. The 60-minute KTCATV documentary follows the guitarist through concert performances and a drive through the countryside near his Minnesota home. WNED-TV Buffalo, N.Y., is scheduled to present two new 30-minute comedy specials featuring political satirist Mark Russell, June 21 and Aug. 30, each at 8 p.m. ET. And at 8 p.m. ET July 4, WETA-TV Washington and WVIATV Scranton, Pa., will present the 10th annual *A Capitol Fourth*, featuring James Galway, Henry Mancini and Pearl Bailey.

Also on July 4, at 9:30 p.m. ET, PBS will air *The Trial of Standing Bear*, a two-hour Nebraska Educational Television Network drama based on the 1879 court decision that established for the first time that Native Americans are protected under the U.S. Constitution. Connecticut Public Television produced a 90-minute exploration of the "midlife crisis" in five men's lives, *Halftime*, scheduled to air July 26 at 9 p.m. ET.

Among other new programs will be six new segments of *The Bretts II* on *Masterpiece Theater* and four new 60-minute National Audubon Society specials. Airing at 8 p.m. Sundays, beginning July 9, the Audubon series will include *Greed, Guns and Wildlife*, hosted by Richard Chamberlain, and *Sharks*, hosted by Peter Benchley.

'USA' Tomorrow

Look for more changes in television's *USA Today* in coming weeks. Executive producer Tom Kirby said his main focus since coming on board two months ago is to tie the program more closely to co-owned newspaper *USA Today*, with new segments such as the recently introduced *Sportslines*, *Moneyline* and *Newsline*. The number of stories will increase a minimum of three-fold since his predecessor, Jim Bellows, left the show, said Kirby. New graphics will be added, as will a new segment, *Across the USA*, also from the newspaper. It will focus on news between the coasts. The program's New York bureau has been cut back drastically, from 23 to five production staffers, with others being added in new offices in Phoenix (where *Across the USA* segments will originate), Denver, Minneapolis and Atlanta. A Dallas office will be opened this summer and a Boston office in the fall.

Mizlou readies road show for Sports News Network

Service will be 24-hour sports news wheel with constant updates, interviews and highlights; company feels service will have marketing, cross-promotion benefits to operators

HBO and MTV may have made the biggest programming news on the NCTA exhibit floor, but Mizlou Communications was working behind the scenes providing operators with their plans for a CNN-type sports service, the 24-hour Sports News Network.

Mizlou now turns its attention to taking its show on the road to sign affiliates in time for SNN's fall debut. John Steinlauf, SNN executive vice president, who moved from ESPN in January to help develop the service, said operators were "extremely impressed" with the production value of Mizlou's demonstration tape. Steinlauf said they also liked the pacing, and in particular, the cross-promotion benefits of the service.

For instance, Steinlauf said, Mizlou will have maps of the entire nation and logos "where games are being seen in the local area." SNN, he said, will preview upcoming sporting events on regional sports services, national basic and pay services. Mizlou will have reporters at many of the major sports venues to preview an upcoming game each evening.

Operators envision sports fans tuning in to Mizlou to get a preview of the evening's activity, move to the regional sports service

to watch a game of local interest, then move back to Mizlou after the game, or between periods, or innings, to get an update on what's going on elsewhere. SNN's basic formats will be features, scores and highlights updated regularly.

The cross-promotion, Steinlauf feels, "solidifies the bond between the sports fan and the cable system." It will also help Mizlou sell its programming to cable systems, which get a new service, and help in promoting the various national and regional sports networks they carry.

Mizlou sees an opportunity in that the sports news shows on other cable programming services are confined to set time periods. ESPN's wrap-up show, *Sports Center*, is sometimes preempted, and may face more preemptions next year when 175 Major League Baseball games hit its schedule, Steinlauf believes.

Mizlou also believes SNN will be a hit with the fans. A study conducted by Malarkey-Taylor found that 83% of 500 randomly selected males expressed positive interest in SNN's programming. Mizlou is aiming to grab a portion of the 97 minutes each day the typical cable subscriber devotes to sports news.

Mizlou is entering the fray just as Financial News Network announced it was converting its weekend sports service, *Score*, to a largely sports new service. FNN business coverage would be carried on weekend

mornings, with *Score* being shown in the other portion. Steinlauf said: "FNN is certainly doing an excellent job in the financial area." But he noted that it has shuffled its sports programming around on weekends. "Our feeling is that the service that does [sports] full time is the service that wins the franchise," he said.

Like other services, Mizlou faces the battle of channel capacity. SNN would appear to be perfect as a wraparound to regional sports services, but part-time carriage is not at the top of Mizlou's list. "We are a 24-hour service," said Steinlauf, and "we'd rather price ourselves as a 24-hour product." Many regional sports networks may move to pay or mini-pays over the next several years, he said, but Mizlou wants to remain on basic. Steinlauf said Mizlou's rate card will be under 10 cents.

One thing Mizlou said operators found appealing was the help SNN might give to lift penetration of pay regional sports services. By staying on basic, Steinlauf said, SNN can serve as a marketing vehicle for pay sports services. The penetrations of many full-pay regional sports services hovers around 10%, and Steinlauf believes SNN can help operators raise that.

At the moment, SNN will carry three minutes of local advertising. SNN has been testing the use of between seven and nine minutes for national avails with focus groups. "We're trying to reduce the clutter

Week 36: NBC 14.1, CBS 10.1, ABC 9.1; CBS wins news, 9.2/21

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show			
1.	27.3/42	N	NBC Tuesday Movie	33.	10.7/24	A	Perfect Strangers	65.	4.6/12	F	21 Jump Street
2.	21.6/35	N	NBC Monday Movie	34.	10.5/20	C	Jake and the Fatman	66.	4.5/8	A	ABC News Special: Cold War
3.	18.9/34	N	Cheers	35.	10.4/19	N	Bob Hope 86th Birthday	67.	4.5/11	N	Magical World of Disney
4.	18.5/37	N	Cosby Show	36.	10.4/21	N	NBC Sunday Movie	68.	4.3/9	F	Garry Shandling Show
5.	17.8/34	N	Different World	37.	10.3/19	C	Smothers Brothers Special	69.	3.9/9	F	Reporters
6.	16.5/34	N	Golden Girls	38.	10.2/18	C	Wiseguy	70.	3.9/8	F	Tracey Ullman Show
7.	16.3/28	N	Dear John	39.	9.9/18	A	MacGyver	71.	3.4/7	F	Beyond Tomorrow
8.	16.2/33	N	Empty Nest	40.	9.7/15	C	Miss Universe Pageant	72.	3.4/7	F	Duet
9.	16.1/34	N	Hunter	41.	9.6/17	C	Equalizer				
10.	15.7/29	N	L.A. Law	42.	9.4/22	N	227				
11.	15.6/31	C	CBS Sunday Movie	43.	9.0/15	A	ABC Mystery Movie				
12.	15.2/26	N	Matlock	44.	9.0/16	C	Heartland				
13.	14.5/24	A	Wonder Years	45.	8.5/17	N	NBC Friday Movie				
14.	14.3/25	A	Barbara Walters: 50th Anni.	46.	8.2/14	C	Garfield Special				
15.	14.0/24	A	Who's the Boss?	47.	8.2/13	C	This is America, C. Brown				
16.	13.9/27	A	Growing Pains	48.	8.0/16	C	CBS Friday Movie				
17.	13.9/30	C	Murder, She Wrote	49.	8.0/16	C	Jesse Hawkes				
18.	13.9/26	N	ALF	50.	7.7/16	C	Beauty and the Beast				
19.	13.6/34	C	60 Minutes	51.	7.7/14	C	Live-In				
20.	13.5/25	A	Head of the Class	52.	7.7/16	F	Married...With Children				
21.	13.3/21	C	Designing Women	53.	7.6/15	C	48 Hours				
22.	13.3/21	C	Newhart	54.	7.0/16	F	America's Most Wanted				
23.	13.3/23	N	Hogan Family	55.	6.7/14	A	ABC Sunday Movie				
24.	12.7/21	C	Murphy Brown	56.	6.6/15	A	Mission: Impossible				
25.	11.9/20	C	Kate and Allie	57.	6.5/14	C	West 57th				
26.	11.8/24	A	Full House	58.	6.5/14	N	Family Ties Special				
27.	11.6/20	N	Unsolved Mysteries	59.	6.4/15	C	Paradise				
28.	11.2/17	A	American City Awards	60.	6.2/13	A	North and South Book II, part 3				
29.	11.2/22	A	Just the Ten of Us	61.	6.1/11	A	ABC Family Classic				
30.	11.2/22	A	Mr. Belvedere	62.	5.5/12	N	Family Ties				
31.	11.0/24	N	Amen	63.	5.0/13	A	Incredible Sunday				
32.	10.9/21	A	20/20	64.	5.0/10	F	Cops				

Syndication Scorecard*			
(Week ending May 21)			
Rtg.	Show	Sns.	Covg.
1	13.3 Wheel of Fortune, syn.	229	99
2	11.8 Jeopardy	212	98
3	10.3 Star Trek	233	97
4	9. Cosby Show	198	97
5	9. Oprah Winfrey Show	217	99
6	8.2 Wheel of Fortune, wknd	209	93
7	6.9 This Weekend in Baseball	118	88
8	6.6 Current Affair	149	91
9	6.6 Entertainment Tonight	167	93
10	5.9 Good Kid-Bad Times	176	93
11	5.7 Donahue	227	99
12	5.5 Geraldo	202	99
13	5.5 People's Court	187	94
14	5.2 Star Search	151	96
15	5.2 War of the Worlds	221	97

* Nielsen syndicated weekly pockerplece

ter," said Steinlauf, which he believes might help sell the service to subscribers.

SNN will program four dayparts. From 9 a.m. to 5 p.m., it will preview any of the day's sports events, report their results and also follow up with off-the-field news stories. It will also present live interviews, player profiles and previews of evening games.

The early evening segment, 5 to 8 p.m., will recap the day's activities, plus provide live reports from the sites of key evening matchups. The 8 p.m.-2 a.m. segment will provide sports coverage akin to what the broadcast networks do on election night: up-to-the-minute reports, highlights, scores and live reports, plus post-game wrapups and interviews. The 2 a.m. to 9 a.m. segment will begin with wrapups of West Coast games, plus a review of the entire day's activities.

SNN has secured a transponder on Satcom IV for its fall launch. Heading up SNN's sales force is Craig Wilson, senior vice president, affiliate sales and marketing, who formerly was with Request TV. □

'Youthquake' looks to crack teen syndication market

Roll-out of magazine program targeted for January 1990

Youth in the television viewing market will have a reality-based program of their own. At least that is the hope of New York-based distributor J.M. Entertainment, whose syndicated *Youthquake* is looking to attract the ever-prized pocketbooks of the teen market by using a cross-promotion effort involving TV, radio and advertisers.

Youthquake has been running as a series of one-hour specials in the syndicated barter market. J.M. Entertainment spokesman Brian Molfese says the show is now shooting 26 episodes for a planned Jan. 1, 1990 roll-out of first-run half-hour programs available for the syndicated marketplace. According to Molfese, *Youthquake* has clearances in 110 markets, reaching 81% of U.S. television households. He said the teen magazine has cleared 47 of the top 50

Life after Jim and Tammy

Following more than two years' semi-banishment in bankruptcy limbo, Heritage Ministries, the television operation founded by Jim and Tammy Bakker, last week severed ties with its parent corporation and "established its own identity," according to its president, the Rev. Sam Johnson. Saying it had closed a \$1.85 million cash deal for 11 acres and three buildings in Charlotte, N.C., the ministry said it was also near signing an agreement that will place edited versions of its "flagship program," *Heritage Today*, on the ACTS cable network, beginning today, June 5.

Claiming the program reaches 80 broadcast stations and more than 1,000 cable systems via The Inspirational Network, The Christian Television Network and the Keystone Inspirational Network (the last a home-dish-only service), affiliate broadcasting director John McEntee said the deal with ACTS, which reaches seven million cable homes and another 1.8 million low-power TV receiving homes, will extend the program's reach to 72 million. Stephen Mernick, Canadian developer and winner of the bankruptcy court bidding, had refused to sell the original PTL facilities to Heritage, said the latter. The Bakkers, reportedly seeking to start a new operation in central Florida, relinquished their ties to Heritage after charges of malfeasance and sexual improprieties drove Jim Bakker temporarily from the airwaves in March 1987.

markets, but is awaiting firm commitments in New York, Los Angeles and Chicago.

Youthquake originally aired locally on WFAA-TV Dallas after a run as a radio show [then known as *On Location* and later *Wave-length*] on KKDA-FM there. Jennifer Magin is current host of the show, creator, and president of Media Eye Productions, the producers of *Youthquake*.

Media Eye is using what Molfese de-

idea is to use local radio stations to promote the local airing of *Youthquake* through contests. In turn, the local TV station will run a "crawl" promoting the radio station and the contest.

"We are trying to reach the 12-24 age demographics, focusing on that market which usually listens to the radio," Molfese said. "At the same time, we are offering advertisers the opportunity to identify with



'Youthquake'

scribes as a "turn-key marketing approach to attract stations and advertisers." The

show. One of the segments of our show called 'Top Volume' allows local stations to present area advertisers the opportunity to 'billboard' sponsorship of that segment," he said.

Molfese says J.M. Entertainment is handling station clearances and national advertising sales. He added that the half-hour format will offer three minutes of national and 3½ minutes of local commercial time to advertisers.

"*Youthquake* is a newsfeatures youth-oriented version of *P.M. Magazine*, using the 28-year-old Jennifer as a mobile reporter in strictly on-location venues. The show's first special aired in February, featuring segments such as the "Rock 'N Roll Cuisine Cookbook" with Dweezil and Moon Unit Zappa's favorite recipes, to special reports on how Glasnost has affected the future of Russia's youth, and 'snowboarding' at a Utah ski resort. □

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Dennis votes for compulsory license repeal

Seven months after first vote on issue, FCC commissioner joins Patrick in backing law's elimination for local as well as distant signals

It took seven months, but FCC Commissioner Patricia Diaz Dennis finally joined FCC Chairman Dennis Patrick last week in voting for an FCC recommendation to Congress calling for repeal of the compulsory copyright license entitling cable systems to carry distant and local broadcast signals.

Dennis's vote was critical to Patrick's goal of recommending repeal of the license for local as well as distant signals. When the proceeding first came to a vote last fall (BROADCASTING, Oct. 31, 1988), FCC Commissioner James Quello voted to recommend repeal of the license for distant signals only, arguing that the license for local signals should be retained to encourage cable carriage of local signals and to facilitate the passage of a must-carry law.

At the time, Dennis said she favored doing away with the license for distant and local signals, but would withhold her vote until unspecified changes in the language of the recommendation were made.

The recommendation is unlikely to make much of an impact on Capitol Hill. Indeed, at the National Cable Television Association's annual convention two weeks ago, Ed Baxter, chief counsel and staff director for the Senate Copyright Committee, said the license is at no immediate risk. Last fall, Congress adopted the Satellite Home Viewers Act of 1988, which expanded the license to cover distribution of broadcast signals to homes via satellite, he said. However, he said, when the satellite license expires in six years, the cable license may be reviewed along with the satellite license.

If anything, Congress is inclined to support preservation of the license for local signals. Many lawmakers favor passage of a must-carry law requiring cable systems to carry a certain number of local signals. And any such law would likely be premised on a compulsory license for local signals.

Four bills are pending—two in the House and two in the Senate—that affect the com-

pulsory license. But rather than eliminating the license, they limit its applicability to cable systems that carry local signals.

NCTA President James Mooney made the same point Baxter did, noting that the call for repeal of the license comes "just as Congress finished expanding it to cover the backyard dish market. Congress and the commission seem not to share the same view on these matters."

Mooney also said the FCC seems "to be



a little off the deep end" with its recommendation to repeal the license for local signals. "This would put cable operators and local broadcasters in a position where cable could not even retransmit local signals by joint agreement—the original rights owners in Hollywood would have to consent, too, presumably for a price."

NCTA is negotiating with broadcasters in an effort to come up with a mutually acceptable must-carry law. Also, in now-dormant talks with the programming industry, NCTA has indicated a willingness to accede to a watering down, if not elimination, of the license for distant signals.

The National Association of Broadcasters, which has long objected to the license for distant signals, said the FCC has gone too far in calling for repeal of the license for local signals. Said Jeff Baumann, NAB executive vice president and general counsel: "We agree with Commissioner Quello that without the local compulsory license it would be extremely difficult to mandate new local carriage provisions. We trust that Congress will share the concern of Commissioner Quello when it evaluates the

FCC's recommendations."

Dennis balked at voting at the October meeting primarily because the staff-written and Patrick-approved recommendation at that time suggested that Congress erred in passing the Cable Copyright Act of 1976 that established the compulsory license.

It is not clear why it took seven months for Dennis to cast her vote. One source said that the version of the recommendation she ultimately signed has been on her desk for nearly two months.

To pressure her to vote, Patrick scheduled the recommendation for a second vote at last Wednesday's (May 31) open meeting. The maneuver apparently worked as Dennis cast her vote by signing the recommendation prior to the meeting. After she signed, the proceeding was dropped from the meeting agenda.

Noel Gunther, an aide to Dennis, would not comment on the seven-month delay, but he explained her position.

According to Gunther, Dennis felt the compulsory license had outlived its original purpose—to create a practical mechanism by which cable systems could secure copyright to broadcast signals. Congress felt the "transaction costs" associated with cable systems negotiating individually with broadcast stations and other programmers for copyrights would be prohibitive, he said.

But over the years the cable operators have demonstrated that they can negotiate for carriage with a host of cable networks like ESPN, CNN, USA Network and Lifetime. "It's economical for ESPN to deal for carriage on cable systems with 300 subscribers," he said.

Other media have to negotiate privately for distribution rights, he said. "It seems a little strange to have to carve out an exception for cable systems so it can carry broadcast signals now that cable is a mature industry," he said.

With the Dennis vote, Patrick and Quello iterated their positions. Like Dennis, Patrick believes that cable systems are capable of negotiating with broadcasters for copyright just as they do cable networks. He also feels the government-controlled copyright fees, which amounted to about \$150 million in 1987, are less than the "market-clearing" price of the broadcast signals.

Because of the distant-signal license, Quello said last fall, "the cable industry is enjoying a free ride at broadcasters' expense and this cannot continue indefinitely."

Quello also explained his vote in favor of maintaining the license for local signals. Having no license for local signals, he said, "would conflict with the possibility—and I think the probability—that must carry will be reinstated by Congress in 1989." □

Minimizing the negative

Legislation (S. 999) to rid the airwaves of negative advertising in political campaigns was offered last month in the Senate by Ernest Hollings (D-S.C.) and John Danforth (R-Mo.), the chairman and ranking minority member, respectively, on the Commerce Committee. The bill requires candidates who attack their opponents to do so in person. Also, a broadcaster must make free time available to candidates attacked by ads run by independent committees. The National Association of Broadcasters says the measure poses "serious problems." Also, senators introduced a bill (S. 1009) that would force broadcasters to offer political candidates advertising time protected from preemption and at their lowest commercial advertising rate.

Switch is on for syndex

Program insertion gear in demand prior to return of syndex

A new demand for improved program-insertion systems for cable TV systems has been created by the return of syndicated exclusivity rules. Operators will soon need to cope with multiple blackouts a day, sometimes on more than one channel at the same time. The first company offering to fill that demand is Channelmatic Inc. of Alpine, Calif.

At the National Cable Television Association's equipment exhibition in Dallas, Channelmatic demonstrated a preliminary version of its program-insertion system.

up to four filler channels, which can originate from either another channel on the cable system or an external videotape recorder. Together, the PCU-1A and AM-88 cost approximately \$6,000. Additional switchers, at \$2,750 each, can be added to the system to provide as much channel-insertion capability as individual cable operators will need. But, Watson said, the typical cable system will not need more than one switcher.

The company plans to have all hardware and software elements to the system developed and ready for shipping by the fourth quarter of this year, in time to complete installations before the new syndex rules

Channelmatic is a 15-year-old company that over the years has completed deals with all of the current top 100 multiple system operators. Watson estimated that the company currently holds about 80% of the ad-insertion market. He also estimated that Channelmatic grosses about \$1 million a day. □

Cable complaints find listeners in Congress

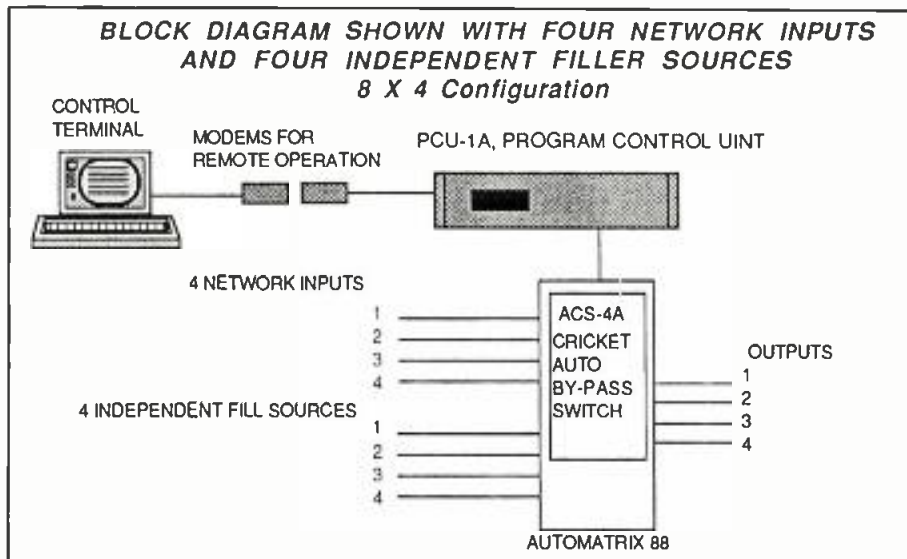
House Telecommunications Subcommittee member Ron Wyden (D-Ore.) and other House members are becoming increasingly aware of cable subscriber complaints, the congressman told attendees at a luncheon co-sponsored by the New York chapter of the Federal Communications Bar Association and the Communications Media Center of the New York Law School.

Asked about cable legislation, Wyden talked about the growing number of complaints over how cable systems are treating their subscribers. "Certainly some cable systems seem to have engaged in singularly bad public relations and community relations," he said. In his own community, Wyden said he hears calls for "significant" reregulation of the cable industry.

Wyden also said that he believes it is important to explore the issue of whether the Bell operating companies should be permitted to become manufacturers and providers of information services, albeit with safeguards to protect against cross-subsidization.

The "real issue" in this session of Congress, Wyden said, is whether Congress will play a more activist role in determining telecommunications policy, or continue to leave its formulation to federal judges and unelected administrators. "The question is whether the flesh is up to the task." The politics are "treacherous," he said, because the issue pits powerful local constituents against one another.

Calling the impending fight between Hollywood and the networks over the FCC's financial interest and syndication rules a battle between "overdogs," Wyden said that Congress would prefer that the parties in the dispute reach an agreement by themselves.



A diagram of one possible insertion configuration

"We really don't have any direct competitor in switching manufacturers out there that will offer its switching hardware when the syndex shoe drops," said Michael V. Watson, Channelmatic vice president of sales. "We are taking the approach that syndex should be dealt with like a traffic/ad sales system." He said they have developed "a universal, open-architected approach" that allows for earlier developed buses and traffic computers to be incorporated into the system.

Several companies, including Channelmatic, have marketed ad-insertion equipment, which has been used most commonly for blacked-out cable sports programming. "It's really a different application of the same hardware," Watson said. The core of the system is made up of two pieces of hardware: the PCU-1A programable clock unit and the AM (auto matrix)-88, an 8x8 video and stereo audio switcher. Other optional components will also be available, such as the ACS-4A Cricket 4-channel automatic changeover switch for "a degree of fail-safe back-up. The Cricket monitors primary output and, depending on signal degradation or loss of signal, will switch to an alternate source," Watson said.

The switcher can be adjusted to black out up to seven channels at once and fill in with

take effect on Jan. 1, 1990. At the latest, deliveries are expected to start a month before the deadline. Channelmatic said it was satisfied with the interest the system received at the NCTA exhibition. Traffic past the booth was about a tenth of what Channelmatic had hoped for, Watson said. But orders and potential leads were twice what was expected. It declined to name the operators that bought systems until all contractual arrangements have been completed.

Washington Watch

Children's fund. Senate Commerce Committee unanimously adopted legislation (S. 797) that would create \$10 million endowment to fund educational television programming for children (BROADCASTING, April 17). It is brainchild of Senator Daniel Inouye (D-Hawaii), chairman of Communications Subcommittee, who sees measure as means of fighting current "crisis" in education in U.S. Endowment would be administered under National Telecommunications and Information Administration with money appropriated for fiscal 1990 and going directly to producers in form of grants. Programming must air for first two years only on public television; later when distributed on commercial television, programs must run without commercial interruption. Ten-member advisory council would be created to help oversee endowment. Commerce is expected to hold hearings on other children's television bill pending in Senate that would limit amount of advertising during children's programs. Committee source predicted that measure would also move. There is a general feeling that "both bills are needed."

Digital audio: Cable's sound investment

New services cost operators little while holding promise of attracting audiophiles

Just as VCR's had an effect on pay cable programming services, another hot consumer trend, the compact disk and its digital sound quality, is also causing ripples in the cable industry. This time, however, it's a wave cable operators hope to catch.

The new trend is digital radio: various music formats delivered by the cable operator—through unused portions of his spectrum—to subscribers for a monthly fee. (The digital services can, but don't have to, take up video channel space.) In essence, it puts the cable operator in the digital radio business.

There are three principal digital radio services currently vying for the cable operators' attention, all providing a host of commercial-free formats for a monthly fee. The formats are delivered in digital, which is rapidly replacing analog as the delivery medium of choice for the audiophile.

At NCTA, Digital Cable Radio, a service

of the Jerrold Division of General Instrument; CD 18, a service of International Cablecastings, and Digital Radio Labs, were briefing operators on their plans.

DCR plans to deliver 16 radio formats and 12 cable services in digital form for a

Del Beccarro said the technology is addressable, which will allow for pay-per-listen operation.

Jerrold has signed a number of cable operators to test the service in several markets. Del Beccarro said ATC has signed for

	DCR	CD/18	DRL
Launch date	Year's end	Fourth quarter	Year's end
Formats & pricing	16 formats, 12 cable services for \$10-\$12 8 formats for \$7	18 formats, 10 cable services for \$6-\$8	20 formats 6 cable services for \$7.50
Tuner costs to operator	\$65*	\$50-\$60 (sale or rent)	\$85 (sale or rent)
Headend costs	\$5,000-\$15,000	\$1,500-\$2,000	\$2,000
Service/op. split	One-third/two-thirds	\$2.50/\$3.50-\$5.50	\$3.25/\$4.25 average
Break-even figure	Less than 500,000	300,000	N/A

*Suggests operators give free to subscribers

monthly fee to subscribers of between \$9.95 and \$11.95.

DCR has tested its service on Comcast's Willow Grove, Pa., systems; Scripps Howard's Sacramento system, and Cablevision Industries, Deland, Fla., system. In the Willow Grove test, which is ongoing, DCR achieved buy rates of between 7% and 10%, said David Del Beccarro, vice president, new business development of Jerrold. (Digital audio formats are delivered through the cable plant to the home. There, one wire splits off to serve the television, while the other is connected to the stereo. A small decoder is placed in or on the stereo to tune to the service.)

The test also found that audiophiles were most likely to order digital service, DCR said. Penetration of compact disks, which employ the digital format, is 25% nationwide, according to DCR, while within the Willow Grove test, 33% of digital subscribers owned CD's. Additionally, said Del Beccarro, usage was high. Tape and FM use declined in homes taking the digital audio service. Del Beccarro also said that there was no drop in pay services during the six-month test, and that churn of the service was "very low."

The formats include major categories—jazz, country, classical, new age, easy listening, children's, Latin and gospel—as well as subsections of formats. For instance, there are several rock formats—rock, hit list, classic rock and heavy metal. There are also golden oldies, light favorites, urban contemporary and romantic interlude formats. At the moment, DCR is only playing singles, said Del Beccarro, but hopes to add concerts and albums, if record companies cooperate. Like other digital services, it is negotiating with music licensing organizations for product.

three systems, including Oceanic Cablevision in Honolulu and its Rochester, N.Y., system. Continental has committed two systems, including its Jacksonville, Fla., system. Cox, Comcast, Cablevision Industries, Harron and Greater Media have also committed one system each. In all, DCR will be marketed to 750,000 basic homes, Del Beccarro said.

While DCR has gained the support of a wide array of operators, CD/18, a service of International Cablecasting Technologies, has the backing—and part ownership—of TCI. That backing has given CD/18 a leg up on distribution. It will be marketed in TCI systems serving four million basic homes, and in Prime Cable's, which adds another 500,000.

CD/18 delivers 18 digital radio formats, plus the audio of roughly 10 cable services, commercial free, for between \$6 and \$8 per month, said Molly Seagrave, vice president, communications. CD/18 keeps a base

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April dollars

National spot radio billings were \$110,112,400 for April 1989, a 54.9% increase from April 1988's \$71,108,800 figure and a 23.9% adjusted rise over April 1988's adjusted total of \$88,860,000. The year-to-date 1989 figure was \$311,352,100, a 20.9% increase over the \$257,452,900 figure for the same period in 1988, and a 14.2% adjusted rise over the year-to-date adjusted total of \$272,597,200 for 1988. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top-15 rep agencies.

of \$2.50 per month per subscriber.

Its equipment is priced competitively with other services (see chart).

CD/18 is also armed with its own statistics. Its research found that 61% of all cable subscribers were interested in digital services and, on average, were willing to pay \$7.50 per month for them.

Digital Radio Labs plans to launch a 20-channel digital radio service on Oct. 15 for \$7.50. The audio of six cable services will also be included. (DRL is owned by Digital Engineering Laboratory, in turn owned by Rockwell International.)

DRL Chairman Doug Talley said the service's headend costs are \$2,000, with tuners costing operators \$85. Operators can price however they wish, said Talley, although DRL suggests \$7.50, based on Nielsen research that found 30% of 3,000 subscribers surveyed very likely to subscribe at that figure. DRL retains \$3 per month of the total retail fee.

DRL has been testing its service in the Los Angeles area. Its formats include two versions of adult contemporary, classic rock, country, classical, new age, jazz and contemporary hits, and one version of urban contemporary, easy listening, hard rock, middle of the road, music of the 50's, 60's and 70's, and specials.

For those MSO's signing before Oct. 15, DRL will cover the \$2,000 headend cost, unless the system has less than 10,000 subscribers. In that case, costs will be shared. Charter subscribers also gain a 50 cents per subscriber per month discount for the length of the three-year affiliation contract. DRL will also provide operators \$1 per subscriber of marketing support at launch and 75 cents per year for each subscriber. □

FCC comes up short on shortwave

Commission has no money to attend frequency coordination meetings; BIB/VOA may come to rescue and pay for trip to conference in Boulder

Six times a year, in the U.S. and Europe, representatives of the international shortwave broadcast services of Canada, West Germany, the United Kingdom, the Netherlands and the U.S. hold frequency coordination meetings as a means of enabling the services to avoid mutual interference. The U.S. sends representatives from the Voice of America and the Board for International Broadcasting's Radio Free Europe and Radio Liberty. Until last fall, an FCC representative went also, to represent the private sector. The commission was absent from the last four meetings. But it may make it to the July meeting in Boulder, Colo., thanks to the generosity of the Voice of America and the Board for International Broadcasting's Radio Free Europe/Radio Liberty.

The commission has about given up on funding the representation. The cost is small, even by FCC standards—about \$10,000 for three trips to Europe and two to cities in the U.S. or Canada. The sixth

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meeting of the year is always held in Washington. But somehow, the commission is unable to find the funds. Even if Congress passes the \$400,000 supplemental appropriation Chairman Dennis Patrick says the agency needs this year if it is to avoid having to furlough everyone for three days, money, says Charles Breit, acting chief of the international staff, would not be available, even for a trip to Boulder.

But a BIB official involved in the coordination meetings, Ron Carberry, indicated last week that a short-range solution may be at hand. He said BIB and VOA "feel it is important for the FCC to be represented. We'll support the FCC in any way we can. If we have to, we'll split the cost. We don't like the idea, but we'll do it. We're all broadcasters." Carberry estimated the cost for transportation and per diem for the five-day meeting at less than \$900. However, neither agency as of midweek had yet made an official commitment.

Private international shortwave broad-

casting is not a major force in the U.S., but the number of its licensees is growing. In 1980, there were four; today, there are 17. Most fill their schedules entirely or substantially with religious programming. Two, WRNO New Orleans and KUSW Salt Lake City, are straight commercial operations. And the Christian Science Publishing Society has established a global system of shortwave stations that, in addition to some religious material, offers a heavy budget of news and information service rivaling the Voice of America's.

The government has been under pressure from the private international broadcasters to represent them at the Boulder and future frequency coordination meetings. They have written letters to the commission expressing concern about their interests not being protected. National Association of Broadcasters President Eddie Fritts also wrote, conveying the concern of the NAB's International Committee that the absence of the FCC puts private American broadcast-

ers at a disadvantage at the coordination meetings. None of the letters has yet been answered; staffers say they wanted to be able to report a decision on how the commission would respond to their concerns.

The apparent willingness on the part of BIB and VOA to help the commission past the immediate crisis would mean that the agency will be represented at the next two frequency meetings, for the September session will be held in Washington. But beyond that, the money crunch remains.

However, the VOA official involved in the frequency coordination sessions, Tom Walsh, besides stressing that the matter was still under review by VOA officials, indicated that his agency's charity, if extended, would not be unlimited. "This is no precedent," he said. "It's just to get us through the next meeting. After that, the FCC has to look hard at its budget. If it regards [the frequency coordination meetings] as important, they'll have to put their own resources behind them." □

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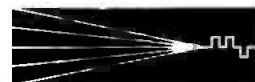
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Keeping an eye on the left

That's purpose of new publication; 'TV, etc.' hopes to expose what it sees as liberal biases in media

A bimonthly newsletter has emerged with the express aim of "getting people up in arms" about what the publication says are liberals and liberalism in the entertainment business, specifically including television. *TV, etc.*, published by the Media Research Center, a conservative organization based in suburban Washington, promises in its first issue to "examine the political biases in the entertainment world, including prime time network and cable television programming, recent movie and record releases, and [to provide] in-depth reporting on the political activities of the stars themselves."

The political biases that concern the publication are liberal. And the publisher, L. Brent Bozell III, makes no secret of his feelings, and hopes. "If it [the newsletter] gets people up in arms, that's good," he said last week. As for the programs cited in the newsletter, he said, "We want people to stop watching them. We want people to let producers and advertisers know that they're sick of liberal political propaganda on TV." But the publication does not limit itself to bashing programs for allegedly liberal bias. It is concerned as well with people in the entertainment business who espouse liberal views.

The first issue contained a variety of targets. A review of ABC's *Head of the Class* describes it as "a study of leftist programming at its worst." It describes the star, Howard Hesseman, as "a liberal activist who appeared last fall in the AFL-CIO's 'Union Yes!' ads" and says his "personal ideological views are reflected in his portrayal" of an advanced-placement history teacher. ABC's *thirtysomething* was said to be "a hot commodity for advertisers" but one that conservatives may want to give "the cold shoulder."

The issue also contains exchanges between characters in prime time programs ridiculing former President Reagan (NBC's *Family Ties*) and Vice President Dan Quayle (NBC's *227* and *Golden Girls*) and promoting gun control (CBS's *Designing Women*). But the initial issue appears to have been months in preparation. "The Geraldo Award"—which is to be given in every issue to "the most outrageous example of sensationalism and/or factual distortion by those in the entertainment industry"—went to three episodes of *TV 101*, the CBS series about a high school broadcast journalism class. The episodes, which aired Feb. 25, March 4 and March 11, dealt with a high school girl's unwanted pregnancy and her decision to terminate it. The series disappeared two weeks after the third show

aired, a victim of poor ratings, a fact *TV, etc.* mentioned "thankfully" in a footnote.

TV, etc. is modeled on MRC's *Media Watch*, which reports on the allegedly liberal biases of the national news media. Bozell, in a note in Vol. 1, No. 1, says the center has received "tremendous feedback from Americans nationwide for our efforts to hold the electronic and print media accountable for their news content," adding, "We hope to duplicate this success in *TV, etc.*, providing the American people with the necessary facts to document the bias of the Hollywood Left." Bozell said the publication initially is being distributed at no charge to some 4,000 "opinion leaders," including members of Congress, "conservative activists," advertisers, producers, and journalists.

In *TV, etc.*, there are faint echoes of "Red Channels," the paperback book published in 1950, at the height of the hysteria over whether communists had infiltrated American institutions, including the entertainment industry. The book destroyed or damaged the careers of those in radio and television it listed as being communist sympathizers. *TV, etc.* does not warn about communist infiltration. And Bozell rejects the suggestion that *TV, etc.* is meant to cause the "blacklisting" of entertainment industry members, as "Red Channels" had done. "That's an ugly term to use," he said. "It is a basic function of a free market that if people don't want to watch a program, they have a right to tell advertisers. Some may call it blacklisting or censorship. We call it exercising free will. The net-

works," he added, "have a right to continue a program in the wake of expressions of public disapproval."

TV, etc., however, does not stop at focusing attention on television programs or films. The lead story in the issue, for instance, is headed "Ladies of the Left," and describes the Hollywood Women's Political Committee, a fund-raising group, as "one of the most powerful leftist forces in Hollywood today." The story says the committee "[boasts] a lengthy membership roster of liberal luminaries [men as well as women, as it turns out]," including Rosanna Arquette, Ed Asner, Diahann Carroll, Tyne Daly, Morgan Fairchild, Jane Fonda, Goldie Hawn, Donna Mills, Sidney Poitier, Robert Redford, Ally Sheedy and Barbra Streisand. Those "celebrities," the article says, "join forces with Hollywood producers, writers and agents, pooling their resources to help liberal politicians win elections." And a section on "The Music Industry" denounces artists—Tracy Chapman and Lou Reed—as well as their latest record releases as liberal.

Even remarks that *TV, etc.*'s editors regard as unduly liberal win their authors a place in the newsletter. And some of the comments are hardly rabid. Geoffrey Owens, who appears in *The Cosby Show*, found his name in the newsletter on the strength of the following that had been quoted in the Jan. 20, 1989, *Washington Post*: "I'm definitely not a Bush supporter. I was an avid Dukakis supporter."

It remains to be seen whether that "gets people up in arms." □

Laid low

A U.S. Customs Service radar balloon similar to the kind the U.S. is considering as a platform for the transmitter to be used in a TV Marti test is temporarily out of service after being hit—while on the ground—by a "dust devil" tornado in Arizona. Customs Service officials ordered the aerostat down when it was warned that a small tornado with winds of under 100 miles per hour was on its way. But the head of the interagency task force planning the TV Marti test did not appear concerned. Robert Coonrod, acting deputy director of Voice of America, said the administration will use a General Electric balloon assigned to an Air Force base on Cudjoe Key, Fla., for anti-smuggling and other purposes. And he said that in 10 years in the Air Force service, the balloon suffered weather-caused damage only once, and then damage was moderate; Coonrod said it was repaired on the spot. But the threat that the weather poses means a balloon must be dropped as soon as handlers hear of an approaching storm. To keep TV Marti on the air when a balloon is down, the planners are considering aircraft backup. Coonrod said a request for proposals was released last week, asking for bids on an aircraft-based system that would provide the television service to Havana without causing interference either to American or foreign stations. An airplane would be required to fly within U.S. air space.

But as for the Customs Service balloon, which normally floats 10,000 feet above Fort Huachuca, Ariz., as part of an effort to guard against drug smuggling across the Mexican border, it was downed May 10, and it is expected to be out of service for about five weeks. It was manufactured by the Westinghouse Defense Electronic System Co.

Network satellite deals mean no capacity shortage in 1990's—maybe. Last month's separate next-generation satellite deals—between CBS and Hughes Communications and between ABC and AT&T (BROADCASTING, May 29)—create an unexpected scenario for the next generation: four broadcast television C-band satellites in orbit: two from AT&T, two from Hughes. Although the deals make more concrete the domestic satellite picture for the 1990's and beyond, industry players were still cautious in speculating what the deals will mean for the satellite operators and their customers in the next decade.

Had both networks settled on the same carrier, whether Hughes or AT&T, two satellites would likely have done the job, as Telstars 301 and 302 now serve those two networks. But Hughes and AT&T are both now set on launching two birds each. (NBC, the only network committed to Ku-band distribution to affiliates, is thought likely to renew business with co-owned GE Americom later in the 1990's.)

Both the CBS and ABC television networks said their separate deals should be approved by their respective boards sometime in July. Although the two networks had previously pointed to 'synergistic' advantages in continuing to share the same satellites, CBS reached an agreement in principle to purchase 10 C-band and two Ku-band transponders on two Hughes Communications satellites, and ABC will stay with AT&T, purchasing seven C-band and two Ku-band transponders. Hughes's Galaxy 7 and Galaxy 4 are to be launched in 1992 and 1993, respectively. AT&T plans to launch in early 1993 two of the largest satellites ever proposed—Telstar 401 and Telstar 402, each sporting 48 transponders, half C-band and half Ku-band.

For Hughes, the deal with CBS constitutes a coup. Earlier this spring, Hughes had already assured it will continue to provide satellite capacity to about half the cable programmers in the U.S., including HBO and the Turner Broadcasting System (BROADCASTING, Feb. 27). But up to now, the El Segundo, Calif.-based subsidiary of General Motors has provided only limited satellite services to broadcasters—thanks to its purchase of Western Union's Westar satellites last year. Hughes had hoped to launch at least one satellite for broadcasters when it bought that system, said senior vice president, video services, Jerry Farrell. Now, carrying CBS, "a prestige anchor" on two Hughes birds, said Farrell, "will help in our marketing with PBS," a current Westar customer, and other broadcast programmers. The two-satellite CBS decision followed a year of negotiation and "was not spur of the moment," he said.

In any case, without CBS aboard the Telstar system to occupy substantial capacity and, equally crucial, to attract other broadcast TV programmers, AT&T faces a considerably difficult job filling a combined 48 C-band and 48 Ku-band transponders on two hybrid birds. AT&T spokeswoman Daisy Ottman said of the deals only that "we intend to go ahead with the Telstar plans, and we expect to fill the capacity on those satellites."

"We take their word for it," said ABC telecommunications director Brent Stranathan—"a word good for 35 years."

As for what the deals will mean to other potential users of the four broadcast TV birds, Stranathan said the agreements "solidify an important foundation in the next generation—that there will be at least three, if not four, players [operators]." AT&T, Hughes, GE Americom and GTE Spacenet. "From a user perspective, we thought that was important," he said, adding that ABC was "potentially prepared to," but did not, make price trade-offs to assure that more capacity is launched.

Although John Tagliaferro, president of Hughes Television Network, said the launch of four broadcast TV birds "will probably loosen things up more" than if one operator had won both networks, he was cautious in his optimism that there will be surplus capacity. HTN, along with its new owner IDB Communications, currently uses and/or brokers 15 C-band transponders. "We expect our [satellite capacity] needs will be greater" in the next generation, he said of HTN, the uplinker and encryption provider for almost all local Major League Baseball rightsholders. Al-

though sports backhaul is not limited by a need to use the network's birds, "some is best routed" on them, he said—in part because TV stations have a limited number of dishes pointed at a limited number of birds, and in part because teleports in many major league cities look at network birds due to other contracts.

Tagliaferro noted that "the thing people forget when they forecast [capacity need] growth is all the new applications. Satellite's innate ability to create networks overnight," he said, explains the current growth in private business video, data and voice networks. "If carriers stay true to their words and don't put up any satellites on speculation, if they really mean that, and if new users continue to appear, capacity could tighten up."

GE Americom signs next-generation launch deal. GE Americom has signed an agreement with French rocket launch company Arianespace to put GE's Satcom C-1 into orbit in early 1991. Construction of that satellite, said Americom, has been completed. The contract also provides for the launches of Satcom C-3 and Satcom C-4, birds dedicated to cable programming distribution, with C-1 designated an in-orbit back-up satellite for those users. All three birds will carry 24 C-band transponders.

Americom and a consortium of cable programmers led by Viacom and including The Weather Channel, C-SPAN and Lifetime were last week still working out the details of a deal that will provide the programmers with 18 to 20 transponders on C-3 and C-4, to be launched in September and October 1992 and ready for operation in early 1993. Americom said it has tentative cable programmer commitment to 34 of 48 transponders on C-3 and C-4.

Japan DBS adopts Videocipher. General Instrument Corp. announced last Tuesday (May 30) that it had formed a joint venture with Tokyo-based C. Itoh & Co. and Century Research Center Corp. of Japan "to market an enhanced version of Videocipher commercial and consumer descrambling systems" in Japan. Japan Videocipher Corp., which will also establish a satellite TV Descrambler Authorization Center (DAC) in Japan, will market encryption systems to cable TV operations and to an estimated 25 million uncabled homes in Japan.

"General Instrument will contribute the system, design, development and software based on the successful Videocipher scrambling system used extensively in the United States since 1986," said GI, which will also provide uplink scrambling and descrambling equipment. The co-venture, said a company spokesman, "is certainly an endorsement of the engineering team here." C. Itoh will handle marketing and distribution of satellite systems.

Latecomers. Arts & Entertainment, which has been testing encryption of its distribution signal since April 24, will begin fixed key scrambling on June 12 via its transponder 12 on Hughes Communications' Galaxy I. The move, said one source, is the direct result of HBO and other programmers having given up options on several encryption tier bits, or codes, that had been "warehoused." The limited number of bits available (56) had been effectively filled, leaving no codes for A&E and others to join the majority of cable programmers that are scrambling. Others said to be on the verge of scrambling include The Nashville Network and the Financial News Network.

As of last week, Videocipher manufacturer General Instrument was testing the new Videocipher II Plus encryption system via a transponder controlled by Tele-Communications Inc.'s home dish distribution company, Netlink. Specifications on VC-II Plus will be disseminated in July to manufacturers of receivers that include integrated VC-II units in preparation for roll-out of the consumer descramblers toward the end of September, said GI. Although the new system will incorporate 200 more tier bits, virtually all programmers have said they will not use those extras because owners of current VC-II's would not be able to subscribe to any programming encrypted outside the existing 56 codes.

ACE changes

The Board of Governors of the National Academy of Cable Programming approved changes in the ACE award categories, creating a distinction between programs made for U.S. cable networks and programs acquired from foreign sources. A new set of five international categories was created: documentary, comedy/drama, cultural/performing arts, informational and children's programming. To be eligible in the domestic categories, a program must have initial world exhibition on a national or regional cable network in the U.S., or be a co-production and have an initial U.S. exhibition on a national or regional cable network. The board added other changes including categories under sports for "news series" and "commentator/analyst"; separated categories under "short-form programming" into "special" and "series," and created a new "animated programming" category.

Cable decoder

The National Captioning Institute is introducing a new decoder it hopes cable operators will use to provide closed captioned programming to the hearing impaired and those learning the English language. The TeleCaption 4000, being produced by Sigmatron and Promex, retails for under \$200, said Don Thieme, executive director of NCI. Currently some 250,000 decoders are in use for closed captioned broadcast and cable programming, he said, with ATC's roll-out of 1,000 decoders in the Rochester, N.Y., area the latest to sign on. Thieme estimates that over seven million of the 90 million television homes have family members with some form of hearing impairment. Add to that the number of people learning English as a second language, and Thieme believes there is a strong market for the decoder, particularly in areas such as New York, Miami, Southern California, Chicago, and Houston.

The 4000 can caption more than 375 hours of cable and broadcast programming. NCI said the 4000 is cable-ready and can replace the existing converter on the subscriber's set. The decoder will be available in August.

Playing it again

Nederlander Television and Film Productions Inc., General Motors and A&E Cable Network will jointly present world premiere productions of four one-act plays by Pulitzer Prize winners Eugene O'Neill, Tennessee Williams, Marsha Norman and Paul Zindel. Produced by Nederlander and underwritten by GM, the one-hour plays will be aired with limited commercial interruption on A&E's *Stage* next fall and in the first quarter of 1990 and will be



Happy day. Employees of Suburban Cablevision of East Orange, N.J., display the ACE award the system won for overall programming commitment for large-market systems in the 1989 system ACE awards. Pictured (l-r) are Suburban's Cecilia Antoinette, Steve Mayer, Bruce LaRose, Barbara Vorrius, Margie Myers, Matt Loughlin and television actor Bill Burrud. Burrud served as host of the awards ceremony, presented by the National Academy of Cable Programming during the NCTA convention.

hosted by Anthony Quinn.

The first production will be Williams's *27 Wagons Full of Cotton*, starring Lesley Ann Warren, Peter Boyle and Ray Sharkey. Zindel's *Let Me Hear You Whisper* is next, followed by O'Neill's *The Rope*. James Earl Jones will star in Norman's *Third*

and *Oak: The Pool Hall*. The productions will be taped at New York City's Unitel facilities.

Cable ad revenue growing

Cabletelevision Advertising Bureau said basic cable network ad revenue grew 40.5%

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that year. In 1991, the Eastern Show, traditionally held in late August or early September, will return to Atlanta.

Weather return

The Weather Channel has reinstated its "Tri-State Weather" forecasts for the benefit of subscribers within 120 miles of New York City. Weather Channel President Michael Eckert said after the volume of viewer response during the program's hiatus in February and March, the service decided to return it to the schedule. The three-minute forecast will be seen four times each weekday, in the final three minutes of each half hour between 4:57 p.m. and 6:27 p.m. On weekends, the update will run at the end of each half hour from 5:27 a.m. to 10:27 a.m. The updates will replace the videotext forecasts normally seen in that slot.

Phone facie

MTV has joined ABC and MGM/UA in signing with FDR Interactive Technologies, which provides mass audience interactive telephone services. FDR can process 30,000 calls simultaneously, or 1.8 million per hour, through 800- or 900-service numbers. MTV plans to use the technology in promotions and programs such as its video music awards and its game show, *Remote Control*.

New bounce

ESPN has signed an exclusive four-year agreement with Atlantic Coast and Big East basketball conferences to televise *The ACC-Big East Challenge Week*. Each year in December, eight Big East teams will play eight ACC teams in four doubleheaders, one each night, Monday

through Thursday. Team pairings, site announcements and a corporate sponsor will be announced in early June.

Atlantic lineup

"Cable Cares" is the theme of the eighth annual Atlantic Cable Show, to be held in Atlantic City, Oct. 3-5. Co-sponsored by the Maryland, Delaware, District of Columbia, New Jersey, New York and Pennsylvania Cable TV Associations, the show will feature panels on cable and the community, HDTV, cable and Wall Street, telcos, and the future of cable programming. Bill Daniels, chairman of Daniels & Associates, will be the keynote speaker. Last year 192 companies were represented, and the show was attended by more than 3,700 people.

Technology

Malone looks to the future with Cable Labs

TCI president sets out his views of industry's new R&D effort

The Cable Labs, its proponents believe, is the key to the cable industry's technological future.

Recognizing that the best way to maintain and increase their share of the video market is to make sure their undergirding technology is state of the art, the largest cable operators got together and formed Cable Laboratories Inc. earlier this year. The basic mission: to collect and disseminate technical information, fund research and development through grants and investments and pass resulting innovations on to cable systems.

The Cable Labs, which will be based in Boulder, Colo., with a satellite office in Cambridge, Mass., will start with an annual operating budget of \$9 million, two-thirds of which is earmarked for R&D projects.

The Lab is still in its formative stage. Cable Labs President Richard Green, a former broadcast engineer at CBS and the Public Broadcasting Service, has been busy in recent months organizing the main office in Boulder and assembling the Cable Labs team. Thus far, six executives, including Green, are on board and six more are expected before the end of the year.

When it finally gets down to work, the labs will be focusing on advanced television systems, fiber optic applications and a whole range of issues under the "consumer interface" umbrella.

John Malone, president of Tele-Communications Inc., was instrumental in persuading fellow cable operators to support the Labs and is now serving as its first chair-

man. What follows are some of Malone's thoughts on the Labs.

On the basic mission:

"Are we going back to fundamental physics, build ourselves a cyclotron and see what happens when we bang neutrons together? The answer is no. But I think some of the stuff that is being talked about is pretty fundamental in the science of our business. You are talking about improving the quality of television pictures, improving



Malone

operators was so serious that everybody...was trying to keep their ideas proprietary. And then along came Congress and made it legal to have joint R&D efforts. That was the facilitator. The combination of an increasingly cooperative cable industry [in the post-franchising era] and the legal exemption from antitrust allowed us to do it—bingo. Guys like Dick Leghorn have been proposing Cable Labs for years."

On the labs' priorities:

"Everything can be first if you realized that not all the work is going to be done in the labs. The whole name of the game is that you have a broad front. It's not just a spearhead. It's not Patton's Third Army. What we have here is the whole allied expeditionary force. [Green] is the chief of staff. We have a lot of allies. The labs is the conductor and leader by example on a broad front of R&D efforts, all of which are interrelated, some of which are totally under the aegis and direction of the Cable Labs and a whole bunch of which are going on independently in other organizations. But all are aimed at serving the cable industry and finding a market in the cable industry."

On whether the \$9 million a year is enough:

"We will play it by ear. This is a way of getting started. This is the way of trying to create the body, and we thought we better start with the brain, so are trying to build the head first....This creates the infrastructure and a reasonable basic level of R&D and system engineering activities. As individual projects arise, we can either try to expand and have everybody participate or

On how the labs got started:

"We tried to get the Cable Labs concept going back in the early 80's. At that time, franchising competition among the major

we can offer opportunities for those interested parties to fund over and above. The payoff may be license and patent positions that could generate revenues. Right now, we are looking at three or four investment opportunities in other people's product-oriented R&D that some in the industry believe have wonderful upside both as investments and in terms of their impact on the business."

On what the typical cable system will look like in five years if Cable Labs does its job:

"It will probably have some fiber links in its longer trunk runs so that the number of amplifiers in cascade will have been reduced....[That] will very substantially increase channel capacity and improve picture quality....The headend will look quite a bit different because it will have a lot of pre-processing in it that will improve the quality of the picture as it is perceived at the other end. Hopefully, every headend will have some kind of broadband data origination capability for one-way videotext services like X*Press."

On the Cable Labs' developing technology to put cable in the telephone business:

"I don't think that's within the scope yet. We are limited to 1% common ownership by judicial decree, by law and by regulation. If in fact it looks like the government is moving away from those restrictions, then I think it would be prudent for us to look at that. When you talk about telephone and cable, you are talking about two separate systems owned perhaps by the same entity, but with few common elements in terms of technology....There are two distinct industries with two distinct technologies. Whether government wants to force them together is another matter."

On the Cable Labs' advanced television role:

"In the short term, we should do everything we can to improve the picture in a way that broadcasters and cable companies can participate in and maximize value to the consumer in the near term. If that leads to a new generation of TV that is improved television rather than advanced television—whatever the hell the difference is—so be it. Clearly we should take NTSC as far as it can go. The question is, what do you do next?"

"The cable labs will come out with its technical assessment. It's up to cable operators and NCTA to have an industry position on what it all means. Do we go to something that probably doesn't work for the broadcasters? There are a lot of people in cable that would love to gate the broadcasters out of this one and just say, Let's go to a standard that the broadcasters really can't distribute. And some people in the industry would like to be spectrum hogs. They say, Well, as long as a couple of channels get distributed high definition, that probably is all the public needs. You go to 30 mhz on HBO and ESPN and one pay-per-view channel and forget about everybody else. It's up to Cable Labs...to

come back and tell us what are the options."

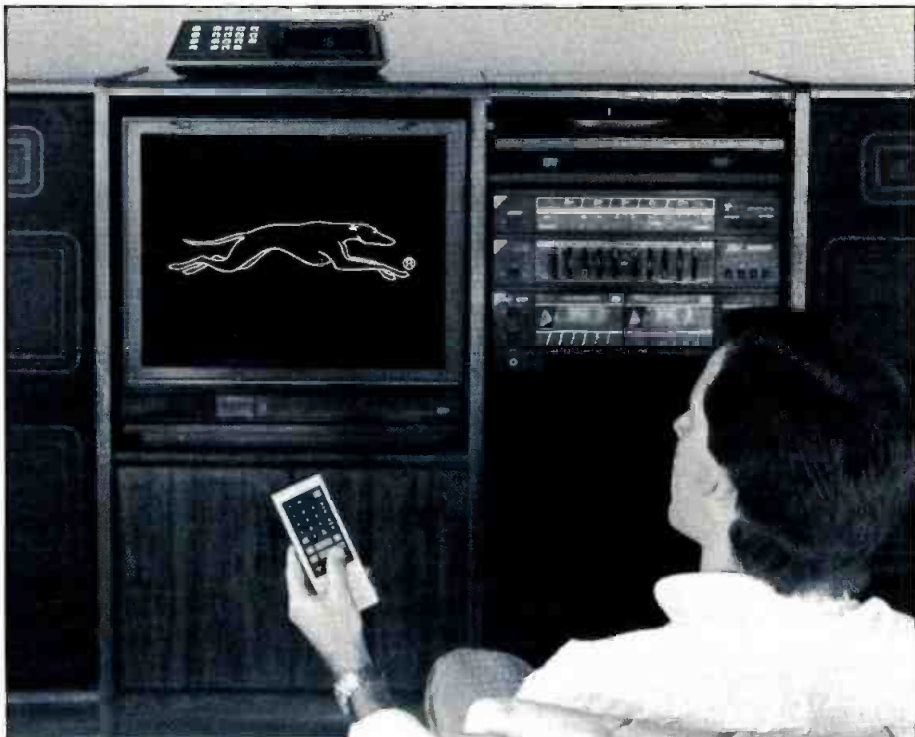
On scrambling:

"Scrambling is A-number one right down the center of what I hope Cable Labs will get involved in. We have a major problem with security, and that goes for music as well as video. If we are going to be a distribution company, we've got to worry about leaks in our bucket. That is an absolutely critical area for cable labs to be involved in. Clearly the [General Instrument's] Videocipher II [satellite scrambling system] has been a disaster from a security point of view vis-a-vis the earth station....Unless we come up with better scrambling systems, satellite to home broadcast-

ing as a supplement to cable in low-density areas is absolutely doomed. People cannot make a business out of it if people can steal the product. A good solid solution to the scrambling problem is absolutely mandatory. The scrambling of cable signals into the home has probably worked better because there is also a physical check that can be made on whether a guy is a subscriber or not. But those scrambling systems tend to screw up the picture. That has got to be an essential part of what the cable labs work on."

On whether the broadcasting industry should follow and create the Broadcasting Labs:

"I can't understand why every industry



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by taxing whole industries. When you do research individually company by company, the focus gets much too short term." □

Equipment monitoring via satellite

National Supervisory Network will monitor station equipment from hub in Colorado, make adjustments, run tests, turn on security systems and alert engineers to problems

A number of difficulties are faced by broadcast stations with automated transmission facilities, according to Bill Sepmeier. Chief among them are untrained personnel and a

long list of FCC regulations that sometimes require 24-hour monitoring of the remote control system to insure compliance. As a solution, Sepmeier plans to launch the National Supervisory Network (NSN) next month.

NSN will be a satellite-linked system designed to help stations comply with regulations involving transmitter control, operation logs, Emergency Broadcast System

tests and tower lighting. Engineers at the network's "hub" in Avon, Colo., will be available to monitor a station's controls seven days a week, 24 hours a day. In the case of an emergency, an alarm goes off at the hub and the engineers contact the station engineer. In some cases, the transmitter can be restarted from the hub. NSN engineers can also be called upon to reduce power for nighttime operation, test backup power systems, activate security systems at the transmission facility and other functions normally done by studio personnel.

Sepmeier, president of NSN, has been a full-time engineer for more than 20 years and has worked in radio as an announcer, salesman and traffic manager. He has designed and built several radio stations and assisted in the construction of two TV stations. He is a member of the Society of Motion Picture and Television Engineers, Society of Broadcast Engineers and the Association for Broadcast Engineering Standards. Other chief personnel are M.L. (Muffy) Montemayor, secretary, treasurer and general business manager, who last year built two radio stations, and Lynn Osburn, who will join NSN June 19 from KBPI-FM Denver, where he is director, engineering operations.

"I'm getting calls from major markets, medium markets and small markets," including stations in Boston and Milwaukee, Sepmeier said. "The interest is as varied as the particular need of the owner for a more reliable operation."

The system has been linked with one station over the past year during a research and development phase in Colorado. NSN began only to seek client stations this month, but Sepmeier conservatively estimates that the network will be up and running by the end of June. "We have kept this absolutely secret.... The decision was made to keep this project completely under wraps. There's no point in giving the idea away any sooner than you need to," he said.

Sepmeier said that there is no reliable way to predict how popular NSN will be, but that his goal is to have 250 stations on line within the first two years. "I will be more than happy to accept more than that. Our software and network configuration can certainly handle it," he said. At about 250 stations, NSN will upgrade the system with a second satellite channel and other enhancements. Additional engineers to be stationed at the hub will be hired as needed. The plan is to employ one engineer for every 10 stations on the network. "It's real hard to say [what the best ratio is] because no one has ever done this," Sepmeier said, adding that he doesn't anticipate any difficulty finding qualified engineers.

Except for a few low-cost upgrades to a typical station's automation equipment, the software of the system is written to allow stations to plug into it quickly and at no

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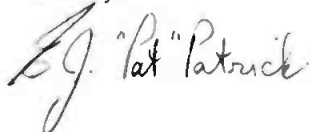
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expense, he said. NSN will provide satellite and computer hardware and software, including a proprietary computer card for interface between the satellite equipment and Emergency Broadcast System equipment, at no charge. The base rate for the service is \$800 a month, or \$9,600 a year.

As a selling point, NSN compares its annual rate to the cost of maintaining a minimum wage operator at a studio remote control 24 hours a day, seven days a week. The cost of the operator at today's minimum wage of \$3.35 an hour would cost \$33,369.33, including unemployment and social security taxes. NSN says it would save the station \$23,769.33. If the mini-

imum wage is raised to \$4.25, the increase favored by President Bush, the savings would be \$32,734.23, NSN says.

But Sepmeier stressed that the system is designed to be an aid to local engineers, not to encourage the elimination of engineering staffs at smaller stations. "Basically, I've configured this network to assist the engineering staff as much as the management and the ownership," he said. "We can help the engineer quite a bit by giving him a lot of accurate data in a well-summarized form and by giving him a person at the other end of the telephone that can watch his equipment and anticipate problems and speak the same language." □



HDTV 'Roses'

Another production company, Infinity Filmworks, is beginning to explore production in 1,125/60 high-definition video. The company has completed shooting for "To Dream of Roses," a 15-minute fantasy that will involve heavy use of special effects. Infinity is working in association with Berkshire Motion Pictures and is shooting at Paisley Park Studios, a Minneapolis facility built by rock star Prince.

The Japanese advertising agency Dentsu Inc. hired Infinity to complete the project for the 1990 World Expo in Osaka, Japan. It is Infinity's first experiment with HDTV, said Steve Schklair, co-producer and director of photography for the project. The final product will be transferred to 70-mm film for display at the expo.

Equipment for the project was rented from another HDTV studio, 1,125/60 Productions, New York. Sony 100-series cameras and recorders will be used because the 300-series equipment shown at the National Association of Broadcasters convention is not yet available. The project involves two cameras, two recorders and an Ultimatte 4 system modified for HDTV.

Three weeks of shooting in high definition has ended, with some shooting to follow in film. Filming will be for some slow motion shots (slow motion has not yet been perfected for high-definition video) and for some "reality" scenes, Schklair said. The main character in the show will move from film-based reality to fantasy scenes on video featuring use of blue screen matte effects. About 85% of the production will be video.

For this production, there will still not be much cost savings, compared to using film. "What we are doing would probably cost a lot more to do in film because of the time it takes to do film opticals," Schklair said. However, he said that the cost of the equipment itself is still very high. But that will not deter Infinity from future work with high definition, "especially in terms of composite work and special effects work.

It's a much more efficient way to produce composite shots because you can see the final composite before it's recorded," he said.

Digital image handler

Sony Corp. of America has introduced the DIH-2000 digital image handler for transmitting still video pictures over standard telephone lines, digital leased lines or ISDN. Using real-time image compression/decompression technology, the DIH-2000 can transmit a color image with 500 lines of horizontal resolution over a



standard phone line in about a minute and a half, according to Sony.

One user of Sony's transmission system is Harry Marks of Marks Communications, a broadcast graphic design firm working for ABC Entertainment. After designing graphics at the Post Group in Hollywood, Marks uses a transceiver to send the images across town and get quick approvals from ABC. The DIH-2000 will be available in August for \$12,995, not including keyboard.

SOLD!

KABB-TV, San Antonio, TX has been sold by Alamo Broadcasting Corporation, Paris Schindler and Family, Principals, for \$11,500,000 to River City Television Partners, Barry Baker and Larry Marcus, Principals.

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Hill looks at HDTV standard-setting

Subcommittee asks witnesses about importance of standards and what government's role should be; witnesses offer diverse opinions

A House subcommittee held a hearing last week to, according to Subcommittee Chairman Representative Ralph M. Hall (D-Tex.), learn more about high-definition television standards, "especially international production and the existing standard-setting process." If the committee's goal was to find points of industry consensus on the importance of HDTV standards and what government's involvement in their development should be, it found little. Instead, five different witnesses to the Subcommittee on International Scientific Cooperation hearing last Wednesday (May 31) gave five distinct opinions.

At the center of the production standard discussion was whether the goal of the U.S. should be a single, worldwide system. Appearing in support of that ultimate goal was James C. McKinney, chairman of the Advanced Television Systems Committee (ATSC). Taking the opposing position was Richard Solomon, research associate at the Massachusetts Institute of Technology's Advanced Television Research Program.

Three of the five witnesses had specific suggestions for the Congress and the federal bureaucracy. Joel Chaseman, chairman of Post-Newsweek Stations and the Associa-

tion of Maximum Service Telecasters (AMST), said government and industry attention should be on approval of a transmission standard first. He renewed AMST's call for increased appropriations to the FCC for more personnel to concentrate on HDTV standardization. "Increasingly, HDTV is being touted as a cure for an extraordinary variety of this country's economic ailments." While AMST doubts that HDTV is such a cure, Chaseman had "no doubt at all about this technology's importance to the future of our uniquely American over-the-air broadcast system." Without adequate spectrum and a system that will be competitive with cable and other competitors, that system could be destroyed, he said.

Daniel Lankford, market development vice president, AT&T Microelectronics, Berkeley Heights, N.J., said several U.S. government departments are now involved in different aspects of HDTV technical standards development and that Commerce is the logical coordinating body. He proposed the appointment of "an HDTV executive" to be the head coordinator.

An even larger intergovernmental coordinating committee is what is really needed, according to the Committee of Corporate Telecommunications Users, a New York-based association of 30 firms that use telephones for various applications, including finance, insurance, credit card, telemarket-

ing and other companies. HDTV standards will affect not only the broadcasting industry, said Kenneth L. Phillips, the group's chairman of legislative affairs, but a broader segment of the economy as well.

The debate on the production standard Hill was in the aftermath of the extraordinary meeting of the CCIR (International Radio Consultative Committee) held in Geneva last month (BROADCASTING, May 29). Just before that meeting, at the urging of the ATSC and other organizations, the State Department changed its stance on international production standards. It withdrew its push for adoption of the 1,125/60 system in 1990, but said the world should work toward the ultimate goal of standard adoption by 1994. After withholding a push by CCIR's European members to standardize the Eureka 1,250/50 immediately, the U.S. position was accepted. McKinney was the primary spokesman on production standard issues at the meeting.

But, said Solomon, the State Department should have told the CCIR that it would not discuss HDTV production standardization at all in 1985, rather than choosing to back 1,125/60. Both the European-developed 1,250/50 and 1,125/60, which was originally developed by Japan's NHK network, are flawed, Solomon said, because they are based on analog technology which is wasteful in spectrum and not enough of an increase in quality over the current TV systems. The Europeans and Japanese "know their current analog proposals are throw-aways," Solomon said. "They know that to get from here to there, you have to start moving. They hope to get us to pay them to learn what resolution systems are all about [through purchases of the first-generation HDTV sets]. Then they will be ready when the next generation of digital high-resolution systems comes."

Solomon also criticized the CCIR process and his perceived rush to agree upon a worldwide standard. There is no immediate need for HDTV at its level of development today, and by slowing down the process, it will buy the U.S. the time to catch up with Europe and Japan in development of a superior, digital-based system of its own in the so-called "leapfrog" scenario which has been advocated by several other witnesses in recent months.

McKinney defended CCIR and the goal of working for a world production standard and warned that developing an "all-American" system that would fulfill the needs of American industry and consumers alone is dangerous. He cited his recollection of the FCC's handling of citizens band (CB) radio standards in the 1970's when he was a staff member there. Because Japanese companies were dominating the market with low-cost, high-quality CB radios, American manufacturers such as Motorola and E.F. Johnson petitioned the FCC to change the standards to give U.S. companies an advantage. "The FCC made those changes, and citizens band died. Foreign manufacturers had their products ready before U.S. companies got tooled up. Prices went up because of the added sophistication that was mandated by the FCC, and people simply quit buying citizens band sets." □

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WGKT(AM)-WPHD(FM) Buffalo, N.Y. □ Sold by Howard Communications Inc. to Metroplex/Robinson Broadcasting Co. for \$6.4 million. **Seller** is owned by Bob Howard, who has no other broadcast interests. **Buyers** are headed by Larry Robinson, Norman Wain, Robert Weiss and David Ross. Metroplex/Robinson owns WERE(AM)-WNCX-FM Cleveland. Metroplex also owns WFYV-FM Atlantic Beach, WNLTFM) Clearwater, WHYI(FM) Fort Lauderdale, WFYV(AM) Jacksonville, WJYO(FM) Mount Dora, WHBO(AM) Pinellas Park and WPRD(AM) Winter Park, all Florida; WKIX(AM)-WYLT(FM) Raleigh, N.C., and WERE(AM)-WNCX(FM) Cleveland. WGKT is fulltimer on 1400 khz with 1 kw. WPHD operates on 103.3 mhz with 49 kw and antenna 340 feet above average terrain.

WLNK(AM)-WGMX(FM) Norwalk, Conn. □ Sold by Hanson Communications Inc. to CRB Broadcasting of Connecticut Inc. for \$5 million. **Seller** is owned by Michael F. Hanson, who has no other broadcast interests. **Buyer** is owned by Edward Rogoff and also has interest in WJBR-AM-FM Wilmington, Del.; WZZR(FM) Stuart, Fla.; WFAS-AM-FM White Plains, N.Y.; WAEB-AM-FM Allentown, Pa., and WTCR-AM-FM Huntington, W.Va. WNLK is fulltimer on 1350 khz with 1 kw; WGMX(FM) operates on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

Wycb(AM) Washington □ Sold by shareholder of Howard Sanders, debtor in possession, to Columbia Community Broadcasting Inc. for \$3,540,000. **Seller** is owned by Howard Sanders, who has no other broadcast interests. **Buyer** is owned by Alexis Herman, who has no other broadcast interests. Wycb is fulltimer on 1340 khz with 1 kw-D and 500 kw-N.

WXTX(TV) Columbus, Ga. □ Sold by Columbus Family TV Ltd. Partnership to Columbus Family Broadcasting Inc. for \$2,832,522. **Seller** is owned by Stephen D. Kent, who has no other broadcast interests. **Buyer** is owned by John D. Pezold, who has no other broadcast interests. WXTX is independent on ch. 54 with 1,000 kw visual, 100 kw aural and antenna 1,140 feet above average terrain.

WPLB-AM-FM Greenville, Mich. □ Sold by Flat River Broadcasting Co. to Goodrich Theatres Inc. for \$2.3 million. **Seller** is owned by Robert G. Lewis, who has no other broadcast interests. **Buyer** is owned by Robert E. Goodrich. Goodrich Theaters Inc. is licensee of WVIC-AM-FM East Lansing and WSNX-AM-FM Muskegon, both Michigan; wxlp-FM Moline, Ill., and KSTT(AM) Davenport, Iowa. WPLB(AM) is fulltimer on 1380 khz; with 1 kw-D and 500 w-N, DA-N. WPLB-FM operates on 107.3 mhz; 50 kw and antenna 360 feet above average terrain.

WPTN(AM)-WGSQ(FM) Cookeville, Tenn. □ Sold by Gallaher & Huffines to American Network Group of Cookeville, for \$2.3 million. **Seller** is owned by Drue Huffines and Robert Gallaher, who has no other broadcast interests. **Buyer** is owned by Frank J. Spalluzzi, who has no other broadcast interests. WPTN is daytimer on 780 khz with 1 kw-D. Wgsq operates on 94.3 mhz with 3 kw and antenna 1,640 feet above average terrain.

WFIA(AM)-WXLN-FM Louisville, Ky. □ Sold by Edward Wetter to Jim Kincer for \$2.1 million. **Seller** is equally owned by Edward Wetter and Edwin Tornberg and they have no other broadcast interests. **Buyer** has no other broadcast interests. WFIA is fulltimer on 900 khz with 1 kw-U. WXLN-FM operates on 103.9 mhz with 3 kw and antenna 490 feet above average terrain.

WAXA(TV) Anderson, S.C. □ Sold by Mary R. Kupris, executrix of estate of Anthony C. Kupris, to WLOS-TV Inc. for \$2 million. **Seller** is headed by Mary Kupris, who has no other broadcast interests. **Buyer** is owned by Alan Henry. WLOS-TV Inc. is licensee of WLOS(TV) Asheville, NC. WLOS-TV Inc. is wholly owned subsidiary of AMC of Delaware Inc., which in turn, is wholly owned subsidiary of Anchor Media Ltd. Anchor Media Ltd. is licensee of KORK(AM)-KYRK-FM Las Vegas; KLDD(AM)-KZEW(FM) Dallas, and WSYX(TV) Columbus, Ohio. Anchor Media Ltd. owns all outstanding stock of Sandia Peak Broadcasters Inc., licensee of KZSS(AM)-KZRR(FM) Albuquerque, N.M. Entities ultimately controlling Anchor Media Ltd. also ultimately control Anchor Media Television Inc., licensee of KOVR(TV), Calif. WAXA is independent on ch. 40 with 2,570 kw visual and 257 kw aural and antenna 1,050 feet above average terrain.

WWRL(AM) New York □ Sold by Eugene D.

Jackson and Sydney L. Small to Sydney L. Small for \$1,985,600. **Sellers** have no other broadcast interests. **Buyer** has no other broadcast interests. WWRL is fulltimer operating on 1600 khz with 5 kw-U.

WHAT(AM) Philadelphia □ Sold by Main Line Communications Inc. to KBT Communications Inc. for \$1.65 million. **Seller** is owned by Reginald LaVong, who has no other broadcast interests. **Buyer** is owned by William C. Anderson and has no other broadcast interests. WHAT is fulltimer on 1340 khz with 1 kw-U.

WNAV(AM) Annapolis, Md. □ Sold by Duchossois Communications Co. of Maryland Inc. to Encore Broadcasting of Maryland Inc. for \$1,625,000. **Seller** is owned by Richard L. Duchossois, who also owns WHFS(FM) Annapolis. **Buyer** is owned by Jacob Einstein, who has no other broadcast interests. WNAV is fulltimer operating on 1430 khz with 5 kw-D and 1 kw-N.

KJTL(TV) Wichita Falls, Tex. □ Sold by Wichita Falls Television Ltd. to BSP Broadcasting Inc. for \$1,587,000. **Seller** is owned by Peter L. D'Acosta, who has no other broadcast interests. **Buyer** is owned by F. Lanham Lyne Jr., who has no other broadcast interests. KJTL operates on ch. 18 with 2,820 kw visual and 282 kw aural, with 1,080 feet above average terrain.

KLCY(AM)-KYSS-FM East Missoula, Mont. □ Sold by USA Broadcasting Co. to Western Broadcasting Co. for \$1.25 million. **Seller** is owned by John D. Mattus, who has no other broadcast interests. **Buyer** is owned by Dale D. Moore, who has no other broadcast interests. KLCY is fulltimer on 930 khz; 5 kw-D, 1 kw-N; KYSS-FM operates on 94.9 mhz;



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30.2 kw, and antenna 2,490 feet above average terrain.

KUUY(AM)-KKAZ(FM) Cheyenne, Wyo. □ Sold by KQY Inc. to Windsor Communications Inc. for \$1 million. **Seller** is owned by John Hough, who also owns KBIT(AM)-KOOK(FM) Billings, Mont. **Buyer** is owned by Paul E. Lowrey. Windsor Communications is licensee of WWSM-AM-FM Hayward, Wis. KUUY is fulltimer on 870 khz with 10 kw-D and 1 kw-N.

KKAZ(FM) operates on 100.7 mhz with 100 kw and antenna 490 feet above average terrain.

CABLE

Systems serving Quinton, Kinta, Longtown, Enterprise, Brooken and Keota, all Oklahoma □ Sold by Beaver Lake Cable Co. to Mission Cable Co. LP. **Seller** has no other cable holdings. **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan, serving approximately 50,000 subscribers. System

serves about 1,711 subscribers with 2,955 homes passed. **Broker: Communication Resources Unlimited Inc.**

Systems serving Huntsville Valley, Nordic Valley and Eden, all Utah □ Sold by Myvocom Inc., to TWC Inc. **Seller** is owned by Pat Asbill. **Buyer** is headed by Neil Schnog. System serves approximately 200 subscribers with 1,000 homes passed. **Broker: Frank Boyle & Co.**

International

NCTA looks to the wired world

Association, buoyed by increased international attendance, hopes to draw even more interest from abroad

The National Cable Television Association will expand efforts to attract international participation at its annual spring convention, following a substantial jump in non-U.S. attendance at last month's meeting in Dallas.

More than 300 international executives attended the three-day conference, representing about 6% of total paid registrants, according to NCTA's Barbara York, vice president, industry affairs. By comparison, the 1988 meeting in Los Angeles drew only 1% of its paid registrants from outside the U.S.

Some 17 countries were represented, York said, including participants from Japan, South Korea and Hong Kong in the Far East, and from Germany, France, the UK, Sweden and Belgium in Europe, as well as from Brazil and Canada.

York said the association will move to address the growing presence of foreign countries next year, possibly with a separate meeting-lounge area and the addition of a second international panel. NCTA will probably do more solicitation abroad to promote the conference, she said.

One sign of interest in international subjects came at an international panel session during the meeting that York said attracted a standing room crowd estimated at 400.

The panel, entitled "Cable Invades Europe: Challenges and Opportunities," focused on the potential benefits and risks of direct investment in cable systems and program services overseas.

Moderator Mark Sena of Communications Equity Associates noted that U.S. cable and other companies are searching abroad for opportunities "in a very energetic way," given the scarcity of new U.S. franchises and the fierce competition for system sales in this country.

Among the companies he said are actively involved in European cable are United Cable, Jones, ATC and Cox, with investments in the UK, Scandinavia and France. U.S. telephone companies Pactal and US West and financial institutions Bank of Boston and Prudential Bache are also investing in European cable.

Although the number of U.S. investors abroad remains small, Sena said he expects that number to "radically change" in the next year because many other companies are looking at deals and franchise applications, particularly in the UK, which he said is the most active market for cable.

Jonathan Polier, former counsel for the cable operations of Group W and Tribune and now working in Paris, added that while France's still-small cable industry is dominated by a handful of established players and that among U.S. investors only US West currently has holdings, a number of American companies have been working

with him on entering the French market.

Mark Booth, head of Robert Maxwell's Entertainment Group in London, said he saw real opportunity in Europe because of the potential upsides in the growth of TV viewing and of TV advertising as a percentage of gross national product, both now well below U.S. levels across Europe.

Sena warned, however, that "this isn't to suggest there's a U.S. gold rush happening in Europe. Anyone looking there would be well advised, in addition to getting good legal and tax advice, to be very cautious. European deals are not for everyone." Sena argued that beyond cultural and language barriers, there are varied ownership restrictions and a maze of regulatory differences.

Panelist Nimrod Kovacs of United Cable agreed that with the U.S. cable business maturing, international cable presented a key growth opportunity, particularly in Europe. He also added, however, that such investments are a "fairly high risk proposition," with a regulatory environment much more complicated than in the U.S., an infrastructure still catching up to support cable's potential growth and competing technologies like SMATV and direct-to-home satellites that may not be limited to the niche businesses that they are in the U.S.

"It's a long-term play," Kovacs said. "If you want to generate a positive cash flow in two years, forget it. Five years, maybe. Ten years, probably. It needs courage and long-term vision."

Bank of Boston's London-based Susan Harris noted that it would take approximately \$11 billion to \$13 billion to build cable to cover the UK's approximately 22 million TV households, an investment she characterized as big for a small country, but nevertheless relatively attractive.

Harris added that U.S. companies are not the only potential investors in the new medium. There is a "fair amount" of interest emerging among UK and European companies, she said, including commercial broadcasters looking to diversify, publishers and film companies, as well as European phone companies and small British investment firms.

Noticeably absent from the investor ranks, she said, at least in the UK where Bank of Boston is focusing its efforts, are the UK's major banks and large institution-

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al investors, many of whom saw investments earlier this decade in UK cable fail, partially under the weight of overaggressive growth assumptions.

Cable industry participation in the international arena of programming was also noted at NCTA's opening program, where HBO's Michael Fuchs said the pay cable service has been involved in the program co-production area "from day one, [and] everyone is now in that ballgame." Fuchs added that he foresaw a day when television would take a more international form as co-produced programs increasingly air simultaneously in different countries. □

Distant Signals

NBC has hired **Patrick Cox**, the former head of Rupert Murdoch's Sky Channel, to manage NBC's European operations and develop its business activities in the region. Cox ran Sky Channel during its formative years as a pan-European service. He left Sky for rival Robert Maxwell when the channel shifted towards its current focus on the British direct-to-home satellite business. The British executive had most recently headed consulting and investment group European Media Holdings (EMH). Cox will report to NBC International head J.B. Holston III and the new unit, NBC Europe, will operate out of GE International offices in London. He will also continue as chairman of EMH, although the group's management will be taken on by director Alain d'Aboville. Also hired for NBC's new European division as manager of finance was Paul Le Druillenc, former financial controller of Sky Channel. □

Sky Television, the UK direct broadcast satellite service launched last February, will give away free decoders for its pay Sky Movies service. The giveaway is an effort to capitalize on the postponement of Sky TV rival British Satellite Broadcasting, which last month announced plans to delay the launch of its multichannel service from this fall to next spring because of equipment delays. Instead, BSB plans to air only an interim, part-day promotional channel to public viewing sites like hotels and pubs. Sky TV is itself a victim of slow dish sales and is also now fighting a \$1.5 billion lawsuit it filed last month against partner Walt Disney over disputed plans for a pay UK Disney Channel. Sky said the decoder giveaway would begin when the units start coming off assembly lines of manufacturers Thomson and Phillips, anticipated this month. It said retailers report that dish sales, now limited to 12,000-15,000 units a month, have been hurt by consumer concerns about having to buy a decoder once Sky Movies is scrambled. The service, now airing in the clear, plans to encrypt next fall, and although no firm date has been set, Sky believes it will

Nice assignment

After months of consideration, the State Department released the names of the 38-member team making up the U.S. delegation to the International Telecommunication Union plenipotentiary conference in Nice, France, which began May 22 (BROADCASTING, May 22). Most of the delegates—26 members—are from the government, the remainder from the private sector. One of the government officials on the delegation is FCC Chairman Dennis Patrick, but he was scheduled to attend only the first four days of the five-and-a-half-week conference, which began May 23. (when began?) Ambassador Sonia Landau, the U.S. Coordinator for Communications and Information Policy, is also on the delegation. She is expected to spend about three or four weeks in Nice. The members of the delegation follow:

Chairman: C. Travis Marshall, ambassador, Department of State. **Vice chairmen:** Daniel H. Clare, Department of State; Michael Fitch, FCC; Harold G. Kimball, National Telecommunications and Information Administration; Francis S. Urbany, BellSouth. **Senior delegates:** John R. Bolton, Department of State; Sonia Landau, ambassador, Department of State; Janice Obuchowski, NTIA; Dennis Patrick, chairman, FCC. **Delegates:** Dexter Anderson, U.S. Information Agency; Earl Barbely, Department of State; William M. Borman, Motorola Inc.; Bohdan Bulawka, Department of State; William J. Cook, Department of the Navy; Raymond B. Crowell, Comsat; Cecil R. Crump, AT&T; Douglas V. Davis, FCC; James D. Earl, Department of State; Ben C. Fisher, Fisher, Wayland, Cooper & Leader; R. T. Gregg, Orion Networks Systems; Wendell R. Harris, FCC; Richard J. Holleman, IBM Corp.; William H. Jahn, Department of State; Thomas Johnson, U.S. Mission, Geneva; Barbara Miller, Department of State; William Moran, NTIA; Clark Norton, Department of State; Philip C. Onstad, Control Data Corp.; Larry Palmer, NTIA; Richard Parlow, NTIA; Anne W. Patterson, U.S. Mission, Geneva; Samuel E. Probst, Atlantic Research Corp.; Joseph P. Richardson, U.S. Mission, Geneva; Philip H. Sach, MCI International; Richard E. Shrum, Department of State; Robert Smith, NYNEX Corp.; Francis K. Williams, FCC. **Administrative officer:** Marcia L. Norman, Department of State.

beat BSB's encrypted movie service to air. Sky also filed a complaint with British TV and advertising authorities claiming that BSB advertising in recent weeks "falsely promised" BSB would be on the air in September and receivable on a small, square satellite aerial (squarial). "BSB misled the public and has now been rumbled," said Sky TV Chairman Andrew Neil. "There will be no September launch and no squarial this year. BSB spent 2 million [pounds] in the past few weeks promising something it knew they could not deliver. It was a pure spoiling tactic. Now it has backfired on BSB."

BSB declined to comment late last week on the Sky challenge.

In related news, **James Lawenda**, an executive with Anheuser-Busch's Busch Media Group, has been hired as Sky TV director of sales, it was announced by Pat Mastandrea, former Fox Broadcasting ad-sales head and now Sky TV man-

aging director and chief operating officer. At Busch Media, Lawenda was responsible for buying network TV, cable and syndicated TV, national radio and Hispanic-language TV and radio. The 35-year-old executive joined Busch from Darcy McManus Masius and was formerly with ABC. □

Italian public broadcaster **RAI** is distributing Italian-language programming to Latin America via **PanAmSat's** new PAS-1 satellite. The two-hour-a-day telecasts, which began last month to reach program clients and others, include evening news, variety shows and sports programming. Also on the satellite, which reaches Latin America and Europe, are U.S. programmers CNN, ESPN, Mexico's Tele-mundo and Spanish-language European service Eurovisa, as well as National TV of Chile and PanAmericana TV of Peru.



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NBC, Sears join hands for promotion

Network hopes to familiarize viewers with its new shows using a contest contained in Sears charge card, mailers

Several promotional announcements were made at the recent NBC affiliates meeting in San Francisco ("Top of the Week," May 29). Sears and NBC announced a cross-promotional plan centering on a contest that NBC hopes will familiarize viewers with the five new prime time series and *Quantum Leap*. On-air promotions will begin 10 days before the contest's Sept. 3 start and will be produced and paid for by NBC, while Sears will distribute inserts in its charge card bills—excluding the Discovery card—and catalogue mailers. Sears will also promote the contest and shows in four successive Sunday supplements, each having a circulation of 50 million, according to NBC. No money will change hands between the two companies, said John Miller, senior vice president, NBC Entertainment.

NBC had been preparing its contest at the same time as CBS developed its previously announced tie-in with K mart (see BROAD-

CASTING, May 15). The two promotions are similar in many respects, although the CBS contest requires viewers to watch particular shows while the NBC contest does not. The CBS contest is a numbers game; the NBC contest involves questions about the shows.

Miller said affiliates will have opportunities to "localize" the promotion if they choose. Alan Cohen, NBC's vice president, network marketing, said the promotion is one way for the networks and stations to tap into dollars allocated to newspapers, which currently receive at least two-thirds of advertising expenditures from mass retailers such as Sears: "What we think will happen is that there will be a shifting to television to promote image, rather than just sale prices." The retailer has not agreed to any specific level of advertising on the network, said Alan Gerson, vice president, program standards and marketing policy, NBC.

Each of the four grand prizes for the contest, "America's Brightest Stars—NBC, Sears and You," includes an appearance on an NBC prime time show.

Miller also discussed some of the network's other promotion efforts, including a

month-long theme news promotion, "America's Vital Signs," and advertising for the daytime and Saturday morning schedule. The latter promotion includes "ads in comic books and a significant cable buy."

Bill Fouch, vice president, affiliate marketing, corporate affiliate relations, urged greater participation by affiliates in the network's marketing plans, (noting that less than half currently do so). Fouch discussed other marketing work of use to affiliates, including the annual sales conference and the marketing advisory group (MAG).

Rosalyn Weinman, vice president, program standards and community relations, reported on the network-developed public service campaign on behalf of education, "The More You Know." She announced that as part of "phase two" of the campaign, to be unveiled in August, President George Bush has tentatively agreed to tape a spot.

George Hiltzik, president, Peacock Enterprises, discussed marketing of NBC-related merchandise. In recent months, the independent distributor has decided to run stores itself, rather than having affiliates do so. Stores are soon to be opened in San Jose, Calif., and elsewhere and a redesigned portable "kiosk" will soon be ready. □



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JWT sees promise in local cable ads

According to advertising agency report, drawing card for local sales is ability to target and to extend cable reach; downsides include high CPM's and lack of audience data

There are many obstacles to using local cable advertising, a report on cable advertising from J. Walter Thompson suggests, but it goes on to say that local cable offers "unique opportunities to reach targeted audiences that may not be covered by broadcast alone."

Local cable (\$400 million in 1988) remains a poor cousin to the national cable buy, JWT said. "Even for experienced media buyers, the bottom line is that analyzing and purchasing local cable can be a bewildering experience." Still, JWT said, local revenue has doubled in the past two years and "growth is expected to continue throughout the next decade."

The chief advantage of local cable advertising, the report said, is to build reach in cable homes and to deliver targeted audiences.

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	First	\$91,050	4	\$2,385	166	\$0.12
Centel Cable TV	First	\$42,800	17	\$2,159	20	\$0.09
Chris-Craft	First	\$58,816	11	\$1,255	-40	\$0.05
Clear Channel	First	\$10,013	25	(\$685)	NM	(\$0.18)
Cosmos Broadcasting	First	\$23,913	1	\$310	-77	NM
Heritage Media	First	\$20,761	6	(\$6,157)	NM	(\$0.32)
MGM/UA	Second	\$241,882	53	(\$14,731)	NM	(\$0.29)
News Corp.	Third	\$1,631,910	55	\$27,447	NM	\$0.11
Outlet Communications	First	\$22,479	4	\$16,850	NM	\$2.57
Price Communications	First	\$19,688	-19	(\$10,089)	NM	(\$1.40)
QVC Networks	First	\$52,486	38	\$1,182	15	\$0.08
Scientific-Atlanta	First	\$134,945	5	\$9,661	24	\$0.41
TCA Cable TV	First	\$18,294	14	\$2,881	53	\$0.24
Tele-Communications Inc.	First	\$655,400	33	(\$51,400)	NM	(\$0.29)
United Cable TV	Third	\$77,936	18	(\$1,207)	NM	(\$0.03)
Viacom	First	\$341,120	16	\$199,112	NM	\$3.73
Warner Communications	First	\$1,455,700	24	\$101,000	74	\$0.57

Broadcasting revenue for **A.H. Belo** increased 2%, to \$37.5 million. ■ **Cosmos Broadcasting** is subsidiary of The Liberty Corp. Company attributed earnings decline primarily to "increased expenses associated with recent programming purchases..." ■ **Chris-Craft Industries** said television division's earnings were hurt by substantial increase in programming costs. ■ **Clear Channel Communications** said half of revenue growth came from company's 16 radio stations, with balance from startup of two new TV stations. Company earned \$25,000 in first-quarter 1988. ■ **Gannett** said that on pro forma basis, first-quarter local revenue rose 9%, while national revenue increased 3%. Operating income improvement for group was "primarily because of improved radio station results," while TV margins were affected by "higher costs for syndicated program rights." ■ In prior year's first quarter, **Heritage Media** posted \$4.8 million loss. Company's television revenue was flat, at \$7.4 million, while radio station revenue increased 9%, to \$3.1 million. Radio operating cash flow was reported at

\$96,000, compared to a \$400,000 loss in prior year's first quarter, while television operating cash flow increased 3%, to \$3.5 million. ■ **News Corp.** said Fox Broadcasting Co. had "essentially break-even result" over first nine months of fiscal year. ■ **Outlet Communications** had loss of \$9.2 million in first quarter 1988. Company netted gain of \$24.9 million in first-quarter 1989 on sale of two radio stations. ■ In prior year's first quarter **Price Communication** posted \$14.7 million net loss. Company's results include gain on debt repurchase. In first quarter, company also repurchased 160,700 shares of common stock. ■ **Scientific-Atlanta** said "good CATV results" was key factor in third-quarter performance. ■ **Tele-Communications Inc.** had net loss of \$7.3 million in first-quarter 1988. Company said increased loss resulted from increased interest expense and losses of affiliates, primarily associated with purchase of 42.5% interest in parent company of Storer Communications. TCI said "negative impact" is expected to continue along with additional interest and depreciation charges from United Artists Communications and United Cable TV merger. ■ **Times Mirror** said station revenue was flat at roughly \$22 million while operating profit fell 14%, to \$7.3 million, despite "some improvement" at division's largest property, KDFW-TV Dallas. ■ **Viacom** had net loss attributable to common stock of \$61.1 million in first-quarter 1988. 1989 turnaround came from \$304.8 million pretax gain from sale of Long Island and Cleveland systems.

But local cable is used only by a few retailers, principally banks and auto dealers, and the reasons are many, JWT said.

First, local cable CPM's are several times higher than broadcast, JWT said, and even higher national cable networks, on a CPM basis. Broadcast CPM's are less than \$10 per household, while spot cable can start at \$30. When faced with a multimarket buy, national cable quickly covers what a handful of spot markets could deliver. When national advertisers buy local cable, JWT said, it is usually through sponsorships on regional sports services.

There is also the problem of "insufficient audience data," JWT said. JWT recommended using meters as much as possible, since diaries have been known to underreport viewing in cable homes by as much as 50%, the report said. Additionally, only in large markets have cable networks begun showing up in the ratings books, by reaching the 20% weekly come ratings level.

Another problem the industry is addressing is the matter of reach. Many markets have interconnects, but many others don't, JWT said, and even those with interconnects do not include all systems in the DMA.

There are also problems, JWT said, in verifying that spots run. Local advertisers, it said, must be ready to accept the cable operator's affidavit, which often doesn't give the day and time the commercial ran.

In its report, the agency included demographic ratings for all rated cable networks in the top 10 markets for the four rating periods of 1988. The report also lists interconnects, cable rep firms and regional sports channels. □

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For the Record

As compiled by BROADCASTING from May 25 through May 31 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

- **KYOR(AM) Globe, AZ (BAL890309EA; 1240 khz; 1 kw-D)**—Seeks assignment of license from James Mace to Gila County Broadcasting Co. for \$111,000. Seller has no other broadcast interests. Buyer is owned by Eugene A. and Patricia Pearsall. Filed March 9.
- **WYCB(AM) Washington (BTC890517EB; 1340 khz; 1 kw-U)**—Seeks assignment of license from shareholder of Howard Sanders, debtor in possession, to Columbia Community Broadcasting Inc. for \$3.54 million. Seller is owned by Howard Sanders, who has no other broadcast interests. Buyer is owned by Alexis Herman and has no

other broadcast interests. Filed May 17.

- **WPGS(AM) Mims, FL (BAL890515EC; 840 khz; .25 kw-D)**—Seeks assignment of license from Randy E. Henry to Florida Public Radio Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Randy Henry. Florida Public Radio Inc. has broadcast interests in WPIO-FM Titusville and WEGS-FM Milton, both Florida. Filed May 15.
- **WNSI(AM) Sanford, FL (BAL890515ED; 1400 khz; 1 kw-U)**—Seeks assignment of license from William A. Masi to Metro Orlando Inc. for \$284,292.19. Buyer is owned by William A. Masi and also owns WVCF(AM) Ocoee, FL. Filed May 15.
- **WXTX(TV) Columbus, GA (TEMP890515; ch. 54; 1,000 kw-V; 100 kw aural; HAAT: 1,140 ft.)**—Seeks assignment of license from Columbus Family TV Ltd. Partnership to Columbus Family Broadcasting Inc. for \$2,832,522. Seller is owned by Stephen D. Kent, who has no other broadcast interests. Buyer is owned by John D. Pezold, who has no other broadcast interests. Filed May 15.
- **WFIA(AM)-WXLN-FM Louisville, KY (BTC890512HP; 900 khz; 1 kw-U; FM: BTCH890512HQ; 103.9 mhz; 3 kw; HAAT: 490 ft.)**—Seeks assignment of license from Edward Wetter to Jim Kincer for \$2.1 million. Seller is equally owned by Edward Wetter and Edwin Tomberg and has no other broadcast interests. Buyer has no other broadcast interests. Filed May 12.
- **KWCL(AM) Oak Grove, LA (BAL890509EK; 1280 khz; 1 kw-D)**—Seeks assignment of license from Baker Broadcasting Co. to West Carroll Broadcasting Inc. for \$15,000. Seller is headed by Ketih Baker and has no other broadcast interests. Buyer is owned by Jerald Womack, who has no other broadcast interests. Filed May 9.
- **WNAV(AM) Annapolis, MD (BAL890510EA; 1430 khz; 5 kw-D; 1 kw-N; DA-N)**—Seeks assignment of li-

cense from Duchossois Communications Co. of Maryland Inc. to Encore Broadcasting of Maryland Inc. for \$1.625 million. Seller is owned by Richard L. Duchossois, who also owns WHFS(FM) Annapolis. Buyer is owned by Jacob Einstein, who has no other broadcast interests. Filed May 10.

- **WPLB-AM-FM Greenville, MI (AM: BAL890518GG; 1380 khz; 1 kw-D, 500 w-N, DA-N; FM: BALH890518GH; 107.3 mhz; 50 kw; HAAT: 360 ft.)**—Seeks assignment of license from Flat River Broadcasting Co. to Goodrich Theatres Inc. for \$2.3 million. Seller is owned by Robert G. Lewis, who has no other broadcast interests. Buyer is owned by Robert E. Goodrich. Goodrich Theatres Inc. is licensee of WVIC-AM-FM East Lansing, MI; WSNX-AM-FM Muskegon, MI; WXLN-FM Moline, IL, and KSTT(AM) Davenport, IA. Filed May 18.
- **KLID(AM) Poplar Bluff, MO (BAL890511EB; 1340 khz; 1 kw-D)**—Seeks assignment of license from Poplar Bluff Broadcasters Inc. to Walker Communications Inc. for \$22,000. Seller is owned by Bruce Schneider, who has no other broadcast interests. Buyer is owned by Truman J. Walker. Walker is President of K-W Broadcasters Inc., licensee of KJEZ-FM Poplar Bluff. Filed May 11.
- **KWOC-AM-FM Poplar Bluff, MO (AM: BTC890518ED; 930 khz; 5 kw-D, 500 w-N, DA-N; FM: BTCH890518EE; 94.5 mhz; 14 kw; HAAT: 215 ft.)**—Seeks assignment of license from Bluff City Broadcasting Inc. to Zimmer Broadcasting Co Inc. for no financial consideration. Seller is owned by Jerome R. Zimmer. Buyer is owned by Jerome R. Zimmer, John P. Zimmer, James L. Zimmer and Donald W. Zimmer. John P. Zimmer is president, director and 33.33% owner of Hirsch Enterprises Inc., licensee of KZIM(AM) Cape Girardeau, MO. He is also president, director and 16.4% owner of Zimmer Broadcasting Co., licensee of KEZS(FM) Cape Girardeau, MO. Filed April 18.
- **KLCY(AM)-KYSS-FM East Missoula, MT (AM: BAL890515EF; 930 khz; 5 kw-D, 1 kw-N; FM: BALH890515EE; 94.9 mhz; 30.2 kw; HAAT: 2,490 ft.)**—Seeks assignment of license from USA Broadcasting Co. to Western Broadcasting Co. for \$1.25 million. Seller is owned by John D. Mattus, who has no other broadcast interests. Buyer is owned by Dale D. Moore, who has no other broadcast interests. Filed May 15.
- **KLTW(FM) Great Falls, MT (BAPH890510HS; 100.3 mhz; 100 kw; HAAT: 1,046 ft.)**—Seeks assignment of license from Larry G. Fuss Sr. to Great Falls Radio Group for \$26,199. Seller is owned by Larry G. Fuss, who has no other broadcast interests. Buyer is owned by Richard P. Smith, who has filed applications to acquire following: CP for KSUX(FM) Winnebago, NE; licenses for operating stations KSPG(AM)-KBUZ(FM) El Dorado, KS. Filed May 10.
- **WBLA-AM-FM Elizabethtown, NC (AM: BAL890410EC; 1440 khz; 5 kw-D, DA; FM: BAPH890410ED; 105.70 mhz; 2.13 kw; HAAT: 118 ft.)**—Seeks assignment of license from Bladen Broadcasting Corp. to WCTN Inc. for \$130,000. Seller is owned by Robert Hester, who has no other broadcast interests. Buyer is owned by Gerald Waters, who owns 50% of Waters & Brock Communications Inc. that purchased WBZB Broadcasting Service Inc. in Selma, NC, in December 1986. He is president of that corporation and actively engaged in operation of radio station WBZB(AM). On Nov. 30, 1988, Waters & Brock Communications Inc. was granted low power television broadcast station CP, TV call sign W35AR, permit file BPTTL-880622PS. Station location is Smithfield-Selma, NC. Filed April 10.
- **WJHB(AM) Fair Bluff, NC (BAL890511EC; 1480 khz; 1 kw-D)**—Seeks assignment of license from Bledsoe Broadcasting Corp. to Arnsan Broadcasting Co. for \$35,000. Seller is headed by Virginia W. Bledsoe, who has no other broadcast interests. Buyer is owned by Don D. and Shari Arnsan, who have no other broadcast interests. Filed May 11.
- **KZZY(AM) Rugby, ND (BTC890518EC; 1450 khz; 1 kw-U)**—Seeks assignment of license from Gary C. and Beverly A. Pearson to Richard and Alice Ivers and Delhart Nygard for \$10,000. Sellers have no other broadcast interests. Delhart Nygard owns 50% of KGPC Co. in Grafton, ND, call letters KXPO-AM-FM. He is also current 50% stockholder of Rugby Broadcasters Inc. Gary C. Pearson owns 100% of Pearson Broadcasting Co., KZZY-FM Devils Lake, ND. Ownership report was filed with FCC April 3

Southeastern Opportunities for First Time Buyers

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Florida	AM/FM	\$750K	\$250K down	George Reed
Georgia	FM	\$500K	\$100K down	Ed Shaffer
So. Carolina	FM	\$600K	\$150K down	George Reed
Tennessee	AM/FM	\$600K	\$225K down	Ed Shaffer

For more information contact the listing Associate:

Ernie Pearce	404/698-9100
George Reed	904/730-2522
Ed Shaffer	404/698-9100

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to transfer ownership of KZZY to Devils Lake Broadcasting Group. Filed May 18.

■ WBRW(AM) Bridgewater, NJ (BAL890512ED; 1170 khz; .5 kw-D)—Seeks assignment of license from Somerset Valley Broadcasting Co. to Somerset Broadcasting Corp. for \$30,000 and assume debts of seller. Seller is headed by Bill Anderson and has no other broadcast interests. Buyer is owned by Anthony J. Santye, G. Robert Santye, John S. Penn, Thomas H. White and Eric R. Keller. Filed May 12.

■ KMCC(FM) Thoreau, NM (BAPH890510HU; 99.9 mhz; 37.6 kw; HAAT: 2,641 ft.)—Seeks assignment of license from Michael J. Benns to Dewey Matthew Runnels for \$30,733. Seller is owned by Michael J. Benns, has no other broadcast interests. Buyer is owner KTRA(FM) Farmington, NM. Filed May 10.

■ WBTA(AM) Batavia and WBTF-FM Attica, both New York (AM: BAL890515EG; 1490 khz; 500 w-D, 250 w-N FM: BALH890515EH; 101.7 mhz; 3 kw; HAAT: 295 ft.)—Seeks assignment of license from Stockholders Liquidation Trust to Pembroke Pines Elmira Limited for \$1.4 million. Seller is owned by John T. King, trustee, and has no other broadcast interests. Buyer is owned by Robert J. Pfuntner. He is 100% stockholder of WACK(AM) Newark, NY., which is licensed to Pembroke Pines Inc., and WELM(AM)-WLW(FM) Elmira, NY., which is licensed to Pembroke Pines Elmira Ltd. Filed May 15.

■ WWRL(AM) New York (BTC890518EF; 1600 khz; 5 kw-U, DA-2)—Seeks assignment of license from Eugene D. Jackson and Sydney L. Small, to Sydney L. Small for \$1,985,600. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed May 18.

■ WPJV(FM) Willard, OH (BAPED890517HT; 96.9 mhz; 3 kw; HAAT: 91 ft.)—Seeks assignment of license from Pioneer Joint Vocational School to Mansfield Christian School for no financial consideration. Seller is headed by Gail Leimbach, who has no other broadcast interests. Buyer is owned by Roger Shaull, who has no other broadcast interests. Filed May 17.

■ WHAT(AM) Philadelphia (BAL890517EC; 1340 khz; 1 kw-U)—Seeks assignment of license from Main Line Communications Inc. to KBT Communications Inc. for \$1.65 million. Seller is owned by Reginald LaVong, who has no other broadcast interests. Buyer is owned by William C. Anderson and has no other broadcast interests. Filed May 17.

■ WARD(AM) Pittston, PA (BTC890522EA; 1550 khz; 10 kw-D, 500 w-N, DA-2)—Seeks assignment of license from James F. Ward to his wife, Dorothy Ward. James F. Ward, president of Ward Broadcasting Corp. agrees to transfer 50% or 25,000 shares of 50,000 shares of Ward Broadcasting Corp., to Dorothy J. Ward, who will share in control over all necessary physical property and its use and also supervision over programs to be broadcast. There will be consideration to be paid or promised. Filed May 22.

■ WAXA(TV) Anderson, SC (TEMP890511; ch. 40; 2,570 kw-V; 257 kw aural HAAT: 1,050 ft.)—Seeks assignment of license from Mary R. Kupris, executrix of state of Anthony C. Kupris to WLOS-TV Inc. for \$2 million. Seller is headed by Mary Kupris and has no other broadcast interests. Buyer is owned by Alan Henry. WLOS-TV Inc. is licensee of WLOS(TV) Asheville, NC. WLOS-TV Inc. is wholly owned subsidiary of AMC of Delaware Inc., which in turn is wholly owned subsidiary of Anchor Media Ltd. Anchor Media Ltd. is licensee of KORK(AM)-KYRK-FM Las Vegas; KLDH(AM)-KZEW(FM) Dallas, and WSYX(TV) Columbus, OH. Anchor Media Ltd. owns all outstanding stock of Sandia Peak Broadcasters Inc., licensee of KZSS(AM)-KZRR(FM) Albuquerque, NM. Entities ultimately controlling Anchor Media Ltd. also ultimately control Anchor Media Television Inc., licensee of KOVRTV) Stockton, CA. Filed May 11.

■ WCCP(AM) Clemson, SC (BAL890516EA; 1560 khz; 1 kw-D, DA)—Seeks assignment of license from Tri-County Broadcasting Corp. to Godden Corners Broadcasting Inc. for \$100,000. Seller is owned by Pete Sdadajkis, who has no other broadcast interests. Buyer is owned by George W. Clement, who has no other broadcast interests. Filed May 16.

■ KKA(AM)-KQAA-FM Aberdeen, SD (AM: BAL890515EA; 1560 khz; 10 kw-D, 5 kw-N, DA-2; FM: BALH890515EB; 94.9 mhz; 100 kw; HAAT: 1,383 ft.)—Seeks assignment of license from KSOO Radio Inc., to T&J Broadcasting Inc. Seller is owned by Sylvia R. Henkin, who has no other broadcast interests. Buyer is headed by Thomas E. Ingstad, 100% shareholder of T&J Broadcasting Inc., which is licensee of following stations: KBMW(AM)-KLTA(FM) Breckenridge, MN; Wahpeton, ND, and KIT(AM)-KATS(FM) Yakima, WA. Thomas E. Ingstad is 75% shareholder of Ingstad Alaska Broadcasting Inc., licensee of KPXR(FM) Anchorage. He is president and director of Iowa City Broadcasting Co., licensee of KXIC(AM)-KKRQ(FM) Iowa City; 100% shareholder of Thomas E. Ingstad Broadcasting Inc., licensee of KIMM

(AM)-KGGG (FM) Rapid City, SD; and 25% shareholder of Radio Ingstad Colorado Inc., licensee of KFKA(AM)-KSQI(FM) Greeley, CO. Filed May 15.

■ WPTN(AM)-WGSQ(FM) Cookeville, TN (AM: BAL890512HN; 780 khz; 1 kw-D; FM: BALH890512HO; 94.3 mhz; 3 kw; HAAT: 1,640 ft.)—Seeks assignment of license from Gallaher & Huffines to American Network Group of Cookeville for \$2.3 million. Seller is owned by Druce Huffines and Robert Gallaher who has no other broadcast interests. Buyer is owned by Frank J. Spalluzzi, who has no other broadcast interests. Filed May 12.

■ WBBX(AM) Kingston, TN (BTC890426EB; 1410 khz; 0.50 kw-D; HAAT:—)—Seeks assignment of license from Beverly Ann Sweeney and William J. Miller to William R. Tullock. William Roy Tullock, who has no other broadcast interests, has arranged for total assumptions of liabilities for Hometown Broadcasting Corp. and WBBX, including personal liability of Sweeney and Miller for loan from Valley Bank of Knoxville, TN, to Hometown Broadcasting Corp., dated July 22, 1985. Buyers have no other broadcast interests. Filed April 26.

■ KULF(FM) Brenham, TX (BALH890515HV; 94.1 mhz; 3 kw; HAAT: 100 ft.)—Seeks assignment of license from Brenham Bluebonnet Communications Inc. to May Broadcasting Inc. for \$235,000. Seller is owned by Homer E. Pflughaupt, who has no other broadcast interests. Buyer is owned by Roy May Jr., who has no other broadcast interests. Filed May 15.

■ KHQS(FM) Gatesville, TX (BALH890516HX; 98.3 mhz; 3 kw; HAAT: 91 ft.)—Seeks assignment of license from C.D.L.R. Communications Co. to Gaylon W. Christie for \$50,000. Seller is equally owned by Robert Ritchey, E. Milton Dooley and Johnelle Collura, who have no other broadcast interests. Gaylon W. Christie is general partner and 50% owner of Cove Broadcasting Co., licensee of KOOV(FM) Copperas Cove, TX; 3.16 MV/M contour of station KOOV(FM) class A FM station, does not overlap 3.16 MV/M contour of KHQS, also class FM station. Copperas Cove is approximately 23 miles south, southwest of Gatesville. Filed May 16.

■ KPND(AM) Pampa, TX (BAL890512EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Golden Eagle Communications to Top O' Texas Radio for \$125,000. Seller is owned by Cecil Koonce, who has no other broadcast interests. Buyer is owned by Harry G. Hoyler, who has no other broadcast interests. Filed May 12.

■ KJTL(TV) Wichita Falls, TX (TEMP890511; ch. 18; 2820 kw-V; 282 kw aural; HAAT: 1,080 ft.)—Seeks assignment of license from Wichita Falls Television Ltd. to BSP Broadcasting Inc. for \$1,587,000. Seller is owned by Peter L. D'Acosta, who has no other broadcast interests. Buyer is owned by F. Lanham Lyne Jr., who has no other broadcast interests. Filed May 11.

■ WHRD(AM) Huntington, WV (BAL890517EA; 1470 khz; 5 kw-D)—Seeks assignment of license from Marshall University Foundation Inc. to Frederick C. Damron for \$60,000. Seller is owned by William C. Campbell. Buyer has no other broadcast interests. Filed May 17.

■ KUUY(AM)-KKAZ(FM) Cheyenne, WY (AM: BAL890509EI; 870 khz; 10 kw-D; 1 kw-N DA-N; FM: BALH890509EJ; 100.7 mhz; 100 kw; HAAT: 490 ft.)—Seeks assignment of license from KQY Inc. to Windsor Communications Inc. for \$1 million. Seller is owned by John Hough who also owns KBIT(AM)-KOOK(FM) Billings, MT. Buyer is owned by Paul E. Lowrey, Windsor Communications is licensee of WHSM-AM-FM Hayward, WI. Filed May 9.

Actions

■ KTVW Phoenix, AZ (BAPCT890123; ch. 33; 2290 kw-V; 229 kw aural HAAT: 1,710 ft.)—Granted app. of assignment of license from The Seven Hills Television Co. to Hallmark Acquisition Inc. for \$23 million. Seller is principally owned by R. Anselmo, Emilio Nicolas and Daniel D. Villanueva. Buyer is owned by Irvine Hallmark Acquisition Inc., assignee owns all voting stock and 75% of equity in Univision Holdings Inc., which in turn owns all stock of Univision Station Group Inc. USG is licensee or permittee of following full power UHF stations: KFTV Hanford, CA; KDTV San Francisco; KMEX-TV Los Angeles; WLTV Miami; WXTV Paterson, NJ; KWEX-TV San Antonio, TX; KLUZ-TV Albuquerque, NM, and KNUV Garland, TX. USG also operates six low power TV Stations: K39AB, Bakersfield, CA; K49CE Denver, CO; W47AD Hartford, CT; K48AM Albuquerque, NM; W35AB Philadelphia, and K30AK Austin, TX. Action May 17.

■ WGTG(AM) Gardens, FL (BTC890403EE; 540 khz; 50 kw-D, 1 kw-N, DA-1)—Granted app. of assignment of license from Florida Media Inc. to Dr. Harry M. Lowell for \$87,800. Seller is owned by Harry Lowell, who has no other broadcast interests. Buyer is headed by Howard L. Hoffman. Action May 19.

■ KTS(AM) Davenport, IA (BAL890317EC; 1580 khz; 500 w-D)—Granted app. of assignment of license from Quadcasting Communications Inc. to Valley Broadcast Ministries Ltd. for \$70,000. Seller is owned by A. Fred Berger, trustee for Quadcasting Communications. Buyer is owned by Jonathan B. Dethera, Bob Ritter, Larry Lewis and P. Shannon Speak, who have no other broadcast interests. Action May 18.

■ WYER-AM-FM Mt. Carmel, IL (AM: BAL890329HF; 1360 khz; 500 w-D; FM: BALH890329HG; 94.9 mhz; 50 kw; HAAT: 425 ft.)—Granted app. of assignment of license from John F. and Emmy L. Hurlbut to River Valley Radio Inc., for \$650,000. Seller has no other broadcast interests. Buyer is owned by Craig E. Fenneman. Action May 19.

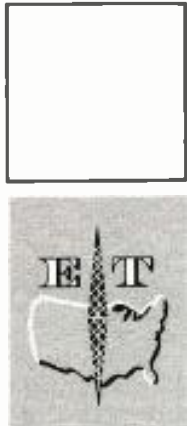
■ WLDS(AM) Jacksonville, IL (BAL890404EC; 1180 khz; 1 kw-D)—Granted app. of assignment of license from Saga Communications Inc. to Erdon Broadcasting for \$650,000. Seller is headed by Edward Christian and also owns WYMG(FM) Jacksonville and WLRW(FM) Champaign, both Illinois. Buyer is owned by Jerry B. Symons and Donald W. Hamilton. Symons is vice president of Saga Communications of Illinois Inc., licensee of WLDS(AM) Jacksonville, IL. Symons is general manager of station. Action May 18.

■ WOVR(FM) Versailles, IN (BALH881004GN; 103.1 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from B. N. Herlong to Modern Communications Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Bradley S. Reichel, Jerry W. Johnston and Wayne T. Posz. Action May 17.

New Stations

Applications FM's

■ Burney, CA (BPED890427MB)—Wilma Foster, State of Oregon 89.7; 2.28 kw; 440 m. Address: P.O. Box 3175. Principal has no other broadcast interests. Filed April 27



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■ Chico, CA (BPED890502MA)—KXOL Inc. seeks 88.1 mhz; .109 kw; 392 m. Address: C/O 1252 E. 10th St., Chico, CA 95928. Principal is owned head by Marcus A. Smith. Filed May 2.

■ Copperopolis, CA (BPH890502MD)—American Radio Brokers Inc. seeks 105.5 mhz; 3.0 kw; 100 m. Address: 1255 Post St., suite 625, San Francisco 94109. Principal is headed by Chester P. Coleman, who has no other broadcast interests. Filed May 2.

■ Copperopolis, CA (BPH890502ME)—Copperopolis Broadcasting Co. seeks 105.5 mhz; 0.50 kw; 228 m. Address: 269 Monte Vista, Oakland, CA 94611. Principal is owned by Nicholas Henderson and Raveesh Kumra. Henderson is also general partner in Sacramento Broadcasting Co., Austin Broadcasting Co., Eden Prairie Broadcasting Co., Winton Broadcasting Co., Camas Broadcasting Co., and Cleveland Broadcasting Co. Henderson holds 55% partnership interest and Raveesh Kumra holds 45% partnership interest each, with 55 and 45 votes and percentage of votes, respectively. Filed May 2.

■ Copperopolis, CA (BPH890501MI)—Thogar Inc. seeks 105.5 mhz; 0.468 kw; 254 m. Address: 2317 Rose Ave., Modesto CA. 95355. Principal is owned by Garry Edward Thompson and Kathy Diane Thompson. Joe and L. Ann Gross, parents of K. Diane Thompson, own 60% interest in Goldrush Broadcasting Inc., licensee of KDJK(FM) Oakland, CA. Filed May 1.

■ Copperopolis, CA (BPH890501ME)—Threshold Communications seeks 105.5 mhz; .096 kw; 536 m. Address: 1656 N. Calif. Blvd, suite 100, Walnut Creek, CA 94596. Principal is owned by James T. Arata and Douglas A. Wulff. Principals have no other broadcast interests. Filed May 1.

■ Los Banos, CA (BPED890503MI)—Los Banos Educational Services Inc. seeks 106.9 mhz; 3.0 kw; 100 m. Address: 12550 Brookhurst St., suite A, Garden Grove, CA 92640. Principal is headed by George Sullivan, who has no other broadcast interests. Filed May 3.

■ Los Banos, CA (BPH890503ME)—Busama Inc. seeks 106.9 mhz; 3.0 kw; Address: 46200 Paseo Padre Parkway, Fremont, CA. 94539. Principal is owned by Amador S. Bustos and Rosalie L. Bustos. Amador S. Bustos and his wife, Rosalie, own 50% of Toro Broadcasting General Partnership (Amador has 1/3 vote in Toro and Rosalie has 1/3 vote in Toro). Toro is 30% stockholder in Coyote Communications Inc., which was awarded CP for channel 241A Morgan Hill, CA. Filed May 3.

■ Los Banos, CA (BPH890502MC)—Vieira & Lloyd seeks 106.9; 3.0 kw; 100 m. Address: P.O. Box 20340, San Jose, CA 95160. Principal is owned by Batista Vieira and Terry Lloyd. Ethnic Radio of Los Banos Inc., licensee of KLBS(AM) Los Banos, CA., is 100% owned by Batista S. Vieira and his wife Delores M. Vieira. Filed May 2.

■ Mecca, CA (BPH890503MG)—Coachella Valley Wireless Corp. seeks 97.7 mhz; 3.0 kw; -48 m. Address: 6021 Eastwood St., Alta Loma, CA 91701. Principal is headed by Armando Navarro, who has no other broadcast interests. Filed May 3.

■ Mecca, CA (BPH890503MC)—Country Club Communications Inc. seeks 97.7 mhz; 3.0 kw; 100 m. Address: P.O. Box 1270, Palm Desert, CA 92261. Principal is owned by William S. Hart Sr., who has no other broadcast interests. Filed May 3.

■ Helen, GA (BPH890426MI)—Helen Broadcasters Inc. seeks 105.1 mhz; 0.422 kw; 263 m. Address: Route 1, Box 1250, Helen, GA 30545. Principal is owned by Charles A. Smithgall and Lessie B. Smithgall. Charles A. Smithgall III, son of Charles A. Smithgall and Lessie B. Smithgall, is officer, director and shareholder of Ring Radio Co.,

licensee of WCNN(AM) North Atlanta, GA. and is in process of acquiring ownership of WAGQ(FM) Athens, GA. Filed April 26.

■ Helen, GA (BPH890427MC)—Shull Broadcasting Co. seeks 105.1; .56 kw; 220 m. Address: 1 Radio Road St. Augustine FL, 32084. Principal is owned by Douglas Shull who also owns WFOY(AM)-WUVU(FM), both St. Augustine. FL. Filed April 27.

■ Helen, GA (BPH890427MD)—Joseph A. Vandegriff seeks 105.1; 0.226 kw; 361 m. Address: P.O. Box 997 Helen Ga. 30545. Principal has no other broadcast interests. Filed April 27.

■ Helen, GA (BPH890427ME)—White County Broadcasting Co. seeks 105.1; 3.0 kw; 100 m. Address: P.O. Box 235, Cleveland, GA 30528. Principal is headed by Anthony Lamar Canup and George M. Pass, who have no other broadcast interests. Filed April 27.

■ Hinesville, GA (BPH890504MC)—Patriot Broadcasting Co. seeks 104.7 mhz; 3.0 kw; 100 m. Address: 120-A Liberty Ave., Hinesville, GA 31313. Principal is owned by D.E. Steel Jr. who has no other broadcast interests. Filed May 4.

■ Waynesboro, GA (BPH890427MJ)—Gralean Broadcasting Co. seeks 107.1 mhz; 3.0 kw; 100 m. Address: P.O. Box 389, Baxley, GA 31513. Principal is headed by Al Graham. Al and Margaret Graham are sole principals of South Georgia Broadcasters Inc., licensee of WUFE(AM)-WBYZ(FM) Baxley, GA. Filed April 27.

■ Waynesboro, GA (BPH890427MI)—Clifford Jones seeks 107.1 mhz; 3.0 kw; 100 m. Address: P.O. Box 832 Waynesboro GA, 30830. Principal also owns and operates WBRO(AM) Waynesboro, GA. April 27.

■ Haliimaile, HI (BPH890503MD)—MBC Limited Partnership seeks 105.5 mhz; 3.0 kw; m. Address: 400 Holokai Rd., Haliimaile, HI 96708. Principal is headed by Caroline M. Lowenthal who has no other broadcast interests. Filed May 3.

■ Kahaluu, HI (BPH890504MG)—Shaka Broadcasting Ltd. seeks 106.1 mhz; .035 kw; 975 m. Address: P.O. Box 1570, Kealahou, HI 96750. Principal is headed by Cynthia Denise Barron, who has no other broadcast interests. Filed May 4.

■ Kawaihae, HI (BPH890504MA)—Triad Broadcasting Hawaii Ltd. seeks 106.9 mhz; .300 kw; 307 m. Address: P.O. Box 58, Ooakala, HI 96774. Principal is owned by Colin H. Naito who has no other broadcast interests. Filed May 4.

■ Sparta, IL (BPCT890515)—Rita Wyse seeks 674 khz; 142 m. Address: Rte 1, Box 26W, Archbold, OH 43502. Principal has no other broadcast interests. Filed May 15.

■ West Lafayette, IN (BPED890503MB)—Purdue University seeks 101.3 mhz; 2.50 kw; 109 m. Address: Northwestern Avenue, West Lafayette, IN 47907. President of Purdue University is Steven Beering. Purdue also owns and operates WBAA(AM) West Lafayette, IN. Filed May 3.

■ Hinesville, GA (BPH890504MN)—Bullie Broadcasting Corp. seeks 104.7 mhz; 3.0 kw; 100 m. Address: 547 S. Main St., Hinesville, GA 31313. Principal is owned by Virginia B. Frankenthaler, who has no other broadcast interests. Filed May 4.

■ Middletown, NY (BPED890427MA)—WAMC Inc. seeks 91.7; 0.75 kw; 208 m. Address: WAMC 318 Central Ave., Albany, NY 12260. Principal is headed by Alan Schartock and also owns WAMC(FM) Albany, WCAN(FM) Canajoharie and WAMK(FM) Kingston, all New York. Filed April 27.

■ St. James, MN (BPH890420MM)—St. James FM Inc.

seeks 100.5; 50 kw; 150 m. Address: 5001 W. 80th St., Suite 901, Minneapolis. Principal is headed by Dennis G. Carpenter. St. James FM Inc., proposed licensee in instant application, is wholly owned by Starcom Inc. Starcom Inc. owns 100% of Twin Ports Broadcasting Inc., permittee of WRSR(FM) Two Harbor, MN. Starcom Inc. owns 100% of stock of Sartell FM Inc., who is licensee of KKSJ(FM) Sartell, MN. Starcomm Inc. is also 75% voting stockholder in Thief To The Forks Broadcasting Inc., permittee of KMGK(FM), Thief River Falls, MN. April 20.

■ St. James, MN (BPH890420ML)—Robert J. Ramstorf seeks 100.5; 50 kw; 150 m. Address: 814 10th St., SW, Wadena, MN 56482. Principal has no other broadcast interests. Filed April 20.

■ Union, MS (BPH890424MH)—Chunky Creek Radio seeks 104.1; 50 kw; 150 m. Address: 3530 NE 25th Terrace, Ft. Lauderdale, FL 33308. Principal is owned by Peter B. Fulton. Filed April 24.

■ Union, MS (BPH890424MD)—Double B Broadcasting seeks 104.1; 50 kw; 150 m. Address: 1112 Benbrook Dr., Madison, MS 39110. Principal is headed by Timothy Z. Barber who has no other broadcast interests. Filed April 24.

■ Union, MS (BPH890424ME)—Randy B. and Mary L. Hooper seek 104.1; 50 kw; 150 m. Address: P.O. Box 1787 Meridian, MS 39302. Principals have no other broadcast interests. Filed April 24.

■ Union, MS (BPH890424MF)—Lady Bug Broadcasting Co. seeks 104.1; 50 kw; 150 m. Address: 2422 26th St. Meridian, MS 39305. Principal is headed by Dorothy A. Torgerson, who has no other broadcast interests. Filed April 24.

■ Union, MS (BPH890424MG)—Kate F. Thomas seeks 104.1; 50 kw; 150 m. Address: Route 2, Box 232 Union MS, 39365. Principal has no other broadcast interests. Filed April 24.

■ Highlands, NC (BPH890504ME)—Benchmark Communications Corp. seeks 104.5 mhz; 0.246 kw; 343 m. Address: 4700 SW 75 Ave., Miami 33155. Principal is equally owned by John Raymond Meyers, Clarence Brelsford and Earl Lyle Miller. Filed May 4.

■ Highlands, NC (BPH890504)—Charisma Radio Corp. seeks 104.5 mhz; 0.35 kw; 266 m. Address: P.O. Box 2137, Naples, FL 33939. Principal is owned by J. William Cooper who has no other broadcast interests. Filed May 4.

■ Highlands, NC (BPH890426)—Mountain-High Broadcasters Inc. seeks 104.5 mhz; .775 kw; 195 m. Address: P.O. Box 81, Laurel St., Highlands, NC 28741. Principal is equally owned by William C. Maret, Melvin C. Strum, Deborah B. Strum and Henrietta M. Maret. Principals have no other broadcast interests. Filed April 26.

Actions

■ Talladega, AL (BPH880707MD)—Returned app. of Hogan & Associates for 97.5 mhz; 3 kw H&V. Address: Rt. 1, Box 183, Elkmont, AL 35620. Principal is owned by Billy G. Hogan, who has no other broadcast interests. Action May 16.

■ Talladega, AL (BPH880715MR)—Returned app. of Clarence Hugh O'Neal for 97.5 mhz; 3.0 kw H&V; m. Address: Route 2, Box 88, Mumfords, AL 36268. Principal has no other broadcast interests. Action May 16.

■ Talladega, AL (BPH880706MA)—Granted app. of Allan G. Stroh for 97.5 mhz; 3 kw H&V; m. Address: 2412 Reston Place, Montgomery, AL 36117. Principal has no other broadcast interest. Action May 16.

■ Winslow, AZ (BPH880601NC)—Granted app. of Desert West Air Ranchers Corp. for 105.1 mhz; 100 kw H&V; 300 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is equally owned by Ted and Jana Tucker, who have no other broadcast interests. Action May 18.

■ Kingsburg, CA (BPED881025MA)—Returned app. of Kings River Educational Services Inc. for 106.3 mhz; 3 kw H&V; 100 m. Address: 12550 Brookhurst St., suite A, Garden Grove, CA. Principal is owned by Linda Ross, who has no other broadcast interests. Action May 11.

■ Kingsburg, CA (BPH880913MD)—Granted app. of Valley Media Co. for 106.3 mhz; 3 kw H&V; 100 m. Address: Box 52, Greenville, SC 29602. Principal is owned by J.R. McClure, who is 50% stockholder of WMAX(AM) Kentwood, MI, 100% stockholder of KKKK(FM) Odessa, TX, 100% stockholder of WFAM(AM) Augusta, GA, and 40% stockholder of WMYJ(FM), Edinboro, PA. Action May 11.

■ Bunnell, FL (BPCT860422KK)—Granted app. of Bunnell Communications Inc. for 734 khz. Address: Rte. 2, Box 32, Groveland, FL 32736. Principal is owned by Arthur T. Lowery, who has no other broadcast interests. Action Nov. 2, 1988.

■ Whitley City, KY (BPH870910NT)—Granted app. of Tim Lavender for 105.9 mhz; 3 kw H&V; 100 m. Address:

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Facilities Changes

Applications AM's

- Carmel Valley, CA, KPUP(AM) 540 khz—May 15-Application for Mod of CP (BP850531AL) to add top-loading to towers.
- Muscatine, IA, KWPC 860 khz—May 5-Petition for reconsideration (BP840412AD) for CP to increase transmitter power output from 90 mv/m to 99 mv/m.
- Bethesda, MD, WGMS 570 khz—May 17-Application for CP to change TL: .75 km W of State Rte. 118. 6 km S of Germantown, MD; changes in antenna system: 39 08 03N 77 18 14W.
- Golden Valley, MN, KYCR(AM) 1570 khz—May 18-Application for CP to increase night power to .5 kw.
- Trenton, NJ, WBUD(AM) 1260 khz—May 15-Application for CP to increase night power to 2.5 kw and make changes in antenna system.
- Portage, PA, WWML(AM) 1470khz—May 12-Application for CP to reduce day power to .525 kw and make changes in antenna system.
- York, SC, WBZK(AM) 980 khz—May 9-Application for Mod of CP (BP870331BP) to reduce power to 3 kw; change TL to south side of Oak Park Rd., .9 mi W of Falls Road; changes in antenna system: 34 54 11N 81 05 33W.

FM's

- Cordova, AL, WFFN 92.9 mhz—May 10-Application for CP to change FREQ: 95.3 mhz; ERP: 2.1 kw H&V; HAAT: 116 m H&V; per docket 87-451.
- Tuscaloosa, AL, WTUG 92.7 mhz—May 10-Application for CP to change FREQ: 92.9 mhz; ERP: 47 kw H&V; HAAT: 154 m H&V; CLASS: C2; per docket 87-451.
- Tuscaloosa, AL, WFFX 95.7 mhz—May 5-Application for CP to change HAAT: 159 m H&V; TL: 1700 Jug Factory Rd., Tuscaloosa, AL.
- Bullhead City, AZ, KFLG 102.7 mhz—April 10-Application for Mod of CP (BPH8611131B) to change ERP: 53 kw H&V; HAAT: 102.7 m H&V; TL: 35 14 56N 114 44 37W.
- Fort Smith, AR, KMAG 99.1 mhz—May 5-Application for CP to change HAAT: 600 m; TL: atop Cavanal Mtn., 6 km WNW of Poteau, OK.
- Santa Maria, CA, KSNF(AM) 102.5 mhz—May 8-Application for CP to change ERP: 13.6 kw H&V; HAAT: 264 m H&V.
- Oceanside, CA, KGMG-FM 102.1 mhz—May 11-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 2310 Rancho Santa Fe Rd., San Marcos, CA.
- Live Oak, FL, WQHL-FM 98.1 mhz—May 5-Application for CP to change ERP: 50 kw H&V; class: C2.
- Rantoul, IL, WZNF 95.3 mhz—April 28-Application for Mod of CP (BPH880705IA) to change ERP: 1.91 kw H&V; HAAT: 126 m H&V; TL: 11 km SSE of Rantoul, IL.
- Clarinda, IA, KQIS, 106.3 mhz—May 2-Application for CP to change ERP: 50 kw H&V; HAAT: 50 m H&V; TL: 1.4 km S of county Hwy. D on county Hwy. KK, 3.9 km N of Elmo, MO; 40 33 12N 95 07 18W; FREQ: 106.1 mhz; class: C2; relocate main studio outside community of license to 209 Elm St., Shenandoah, IA; per docket 88-494.
- Linton, IN, WQTY 93.5 mhz—May 11-Application for CP to change FREQ: 93.3 mhz; ERP: 12 kw H&V; HAAT: 144 m H&V; TL: 11.36 mi, 80.67 degrees (T) to Linton, IN; CLASS: B1; per docket 88-32.
- Marseilles, IL, WAEM-FM 96.5 mhz—May 9-Application for Mod of CP (BPH851113MD) to change HAAT: 100 m H&V; TL: 2391 N. 2453 Rd., Marseilles, IL.
- Bastrop, LA, KMYQ-FM 100.1 mhz—May 10-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 6 mi SW of Bastrop, LA; class: C2; per docket 88-128.
- Houghton, MI, WHUH 97.7 mhz—May 9-Application for Mod of CP (BPH850122MC) to change HAAT: 185.1 m H&V; TL: .55 km S of Pewabic, MI; class: C1.
- Columbia, MO, KOPN 89.5 mhz—May 11-Application for CP to change ERP: 36.4 kw H&V; coordinates: 38 59 53N 92 11 48W.

- Geneva, NY, WECQ 101.7 mhz—April 28-Application for CP to change HAAT: 65 m H&V; TL: approximately .6 km NW of the intersection of Rte. 5 and Pre-Emption Rd, Ontario County, NY.
- Plainview, NY, WPOB 88.5 mhz—May 11-Application for Mod of CP (BPE8791231BD) to change TL: 1 Fairchild Ave., Plainview, NY; HAAT: 79 m H&V; replace directional antenna: 40 47 48N 73 27 44W.
- Schoharie, NY, WMY 97.3 mhz—May 10-Application for Mod of CP (BPH880106MG) to change ERP: .403 kw H&V; HAAT: 270 m H&V; TL: East side of Treadmire Hill Rd., 5.3 km SE of Schoharie, NY.
- Gaston, NC, WLGQ 97.9 mhz—May 3-Application for Mod of CP (BPH860917MI) to change ERP: 1.35 kw H&V; HAAT: 149 m H&V.
- Laurinburg, NC, WSTS 96.5 mhz—May 4-Application for Mod of CP (BPH870227MV) to change HAAT: 300 m H&V; TL: Off State Rd. 1756. .47 km NE of intersection to State Rd. 1756 and State Rd. 1001, 2.2 km S of Rennert, NC.
- Coal Grove, OH, WZTX 97.1 mhz—May 4-Application for Mod of CP (BPH871008MF) to change ERP: 1.3 kw H&V; HAAT: 151 m H&V; TL: 4500 (sic) degrees NE of intersection of U.S. Rte. 52 and Macedonia Road, Burlington, OH.
- Grove City, OH, WWCDD 101.1 mhz—May 3-Application for Mod of CP (BPH851216MV) to change TL: Borrer Road, Grove City, OH; change antenna supporting-structure height.
- La Grande, OR, KKUC 98.3 mhz—April 26-Application for CP to change TL: 45 26 17N 18 05 25W.
- Altoona, PA, WPRR 100.1 mhz—May 9-Application for CP to change HAAT: 95 m H&V; TL: top of Red Hill, .25 mi NE of Rte. 36, Logan Township, PA.
- Sioux Falls, SD, KKRC(FM) 93.5 mhz—May 4-Application for CP to change FREQ: 103.7 mhz; ERP: 50 kw H&V; HAAT: 57 m H&V; class: C2; TL: 2.6 km E of junction of Interstate Hwys. 29 and 229.
- Collegedale, TN, WSMC(FM) 90.7 mhz—May 9-Application for Mod of CP (BPH811020AM) to change HAAT: 314 m H&V; TL: near Soddy-Daisy off Montlake Rd., Hamilton, TN.
- Giddings, TX, KGID 101.7 mhz—April 24-Application for CP to change FREQ: 101.5 mhz; ERP: 38.8 kw H&V; HAAT: 171 m H&V; class: C2; TL: 1.32 km SE of intersection of Wolf Creek and FM 2531.
- Ruckersville, VA, WXZY 92.1 mhz—May 9-Application for Mod of CP (BPH860102MJ) to change ERP: 1.4 kw H&V; HAAT: 147 m H&V; TL: 1 mi S of Ruckersville, VA, on Rte. 616.
- Staunton, VA, WANV(FM) 99.7 mhz—May 5-Application for CP to change ERP: 3.25 kw H&V; HAAT: 516.3 m H&V; TL: on Bear Den Mtn., .3 km NW of Skyline Drive, Wayne, VA.
- Welch, WV, WELC-FM 102.9 mhz—April 10-Application for Mod of CP (BPH871229MJ) to change TL: on WELC(AM) tower: 37 25 01N 81 36 58W.
- Milwaukee, WI, WLUM-FM 102.1 mhz—May 3-Application for CP to change ERP: 20 kw H&V; HAAT: 232 m H&V; TL: .5 mi N of E. Capitol Drive on N. Humboldt Ave. extended, Milwaukee, WI.
- Shawano, WI, WOWN-FM 99.3 mhz—May 9-Application for CP to change ERP: 1.264 kw H&V; HAAT: 150 m H&V; TL: P.O. Box 214, Rte. 1, Whawano, WI; change antenna system to circular polarization.

TV's

- Baltimore, MD, WNUV(TV) ch. 54—May 12-Application for CP to change ERP: 5000 kw; HAAT: 350 m; ANT: Andrew ATW27H56-ET01-54M(DA)(BT); TL: 2038 Poppers Lane, Catonsville, MD; (39 1 7 15N 76 45 38W.).
- Jamestown, NY, WTJA(TV) ch. 26—May 12-Application for CP to change ERP: 461 kw (vis); HAAT: 182 m; TL: 2 Orchard Rd., Ellicott, NY; ANT.: Bogner/DUI-18A(DA)(BT).

Actions

AM's

- Ashburn, GA, WNNQ 1570 khz—May 19-Application (BP880623AQ) granted CP to correct coordinates to: 31 41 17N 83 38 38W and increase tower height.
- Portland, ME, WGAN 560 khz—May 22-Application (BP881115AG) granted for CP to reduce power to 4.8 kw day and night; make changes in antenna system; change TL to .36 km NNE of intersection of State Rte. 114 and Harmons Hill Rd., Standish Town, ME; 43 46 52N 70 33 25W.

Actions

- FCC conditionally renews licenses of WSBY(AM) Salisbury and WQHQ-FM Ocean City, both Maryland; assignment of licenses granted (Report MM-396, Mass Media Action); concluded that renewals should be granted for less than full term and subject to periodic reporting conditions. Further, because of stations' repeated failures to comply with FCC's EEO provisions, FCC determined that licensee's performance warranted notice of apparent liability of forfeiture in amount of \$15,000. It granted applications to assign licenses of stations from Woolfson Broadcasting Corp. of Salisbury/Ocean City Inc. to HVS Partners. Action by commission May 23 by letter (FCC 89-165).
- Westland, MI. Granted request by Birch Broadcasting Corp., 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 690 khz at increased power during day and on 680 khz at night. (By direction letter [FCC 89-147], adopted May 9 by commission.)
- Live Oak and St. Augustine, FL. Dismissed application by Day Communications Inc., licensee of WQHL(FM) Live Oak, for reconsideration of action substituting ch. 250C2 (97.7 mhz) for ch. 249A (97.7 mhz) at St. Augustine. (MM docket 87-264, by MO&O [DA 89-537] adopted May 5 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)
- West Sacramento, CA, et al. Designated for hearing mutually exclusive applications of Yolo County Public Radio for ch. 205B1 (88.9 mhz) at West Sacramento, CA; Sacramento City Unified School District for ch. 209 (89.7 mhz) at Sacramento California State University, Sacramento for ch. 205B at Sacramento; Family Stations Inc. for ch. 202A (88.3 mhz) at Lone, CA, and Family Stations Inc. for ch. 207A (89.3 mhz) at North Highlands, CA. (MM docket 89-111 by order [DA 89-530] adopted May 10 by chief, Audio Services Division, Mass Media Bureau.)
- Bluefield, VA, et al. Designated for hearing mutually exclusive applications of Bluefield Educational Broadcasting Foundation for ch. 216B1 (91.1 mhz) at Bluefield, VA; Virginia-West Virginia Community Radio Inc. for ch. 215B1 (90.9 mhz) at Bluefield, WV; Appalachian Educational Communication Corp. for ch. 216B1 (91.9 mhz) at Bluefield, WV, and Golden Rule Organization Workshop Inc. for ch. 216A at Galax, VA. (MM docket 89-115 by order [DA 89-adopted May 10 by Assistant chief, Audio Services Division.)
- Live Oak and St. Augustine, FL. Dismissed application by Day Communications Inc., licensee of WQHL(FM) Live Oak, for reconsideration of action substituting ch. 250C2 (97.7 mhz) for ch. 249A (97.7 mhz) at St. Augustine. (MM docket 87-264, by MO&O [DA 89-537] adopted May 5 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)
- West Point and Blair, NE. Effective July 7, amended FM table by substituting ch. 300 C1 (107.9 mhz) for ch. 300A at West Point; modified license of Kelly Communications Inc., permittee of KWPN-FM, accordingly. (MM docket 88-493, by R&O [DA 89-535] adopted May 4 by chief, Allocations Branch.)

Allocations

- West Point and Blair, NE. Effective July 7, amended FM table by substituting ch. 300 C1 (107.9 mhz) for ch. 300A at West Point; modified license of Kelly Communications Inc., permittee of KWPN-FM, accordingly. (MM docket 88-493, by R&O [DA 89-535] adopted May 4 by chief, Allocations Branch.)
- Shadyside, OH. Effective July 7, amended FM table by substituting ch. 239B1 (95.7 mhz) for ch. 239A; modified CP of Adventure Three Inc., for WBJY(FM) accordingly. (MM docket 88-544, by R&O [DA 89-536] adopted May 5 by chief, Allocations Branch.)
- Chester and Wedgfield, SC. Denied Chester County Broadcasting Co., licensee of WZDK-FM Chester, reconsideration of ruling returning Chester County's petition to amend FM table of allotments. (By MO&O [DA 89-558] adopted May 4 by chief, Policy and Rules Division.)
- Hawesville, KY. Designated for hearing, mutually exclusive applications of Joe L. Aldridge, Ruth H. Steele, Tower Communications Inc. and Hancock Media Inc. for new FM station on ch. 289A (105.7 mhz) at Hawesville. (MM docket 89-112 by order [DA 89-532], adopted May 10 by chief, Audio Services Division.)

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Call Letters

Applications

Call	Sought by
New AM	
WQKR(AM)	Bravo Broadcasting Co., Portland, TN
New FM	
KQKZ(FM)	Q Prime Inc., Greenfield, CA
WFNR-FM	Valley Radio Corp., Christiansburg, VA
WXRI(FM)	JH Communications, Windsor, VA
FM's	
KIGS(FM)	P & C Broadcasting, Hanford, CA
TV's	
KDMD(TV)	Echonet Corp., Anchorage, AR
WYNL(TV)	Upper Peninsula Telecasting Corp., Marquette, MI
Grants	
New FM's	
WCIH(FM)	Family Life Ministries Radio Inc., Elmira, NY
WEFR(FM)	Family Stations Inc. Erie, PA
KQKX(FM)	Inosphere Broadcasting Ltd., Woodlake, CA
KDBB(FM)	Owensville Communications Co., Bonne Terre, MO
WSRQ(FM)	Ralph Trieger, Bushnell, IL
WMMI-FM	Central Michigan Communications Inc., Mt. Pleasant, MI
WBBV(FM)	Bishop Broadcasting, Inc.; Vicksburg, MS
New TV's	
KLFV(TV)	Continental Television Network Inc., Missoula, MT
Existing AM's	
KFAS(AM)	KPIN Inc., Casa Grande, AZ
KLVJ(AM)	Mountain Valley Broadcasting, Mountain Home, ID
KOES(AM)	Aberlardo (Tony) Beltran, Hamilton, TX
KRNS(AM)	Texas Lotus Corp., San Antonio, TX
KISN(AM)	Sun Mountain Broadcasting, Salt Lake City, UT
Existing FM's	
KFAS-FM	KPIN Inc., Casa Grande, AZ
WSRX(FM)	National Christian Network, Inc., Fort Myers, FL
KLVJ-FM	Mountain Valley Broadcasting, Mountain Home, ID
WGTC(FM)	Michael Leep, New Carlisle, IN
WWIN-FM	Communications Management National, Glen Burnie, MD
WKFK(FM)	Mid-America Broadcasting, Carrolton, MI
WKKP(FM)	MacDonald Broadcasting Co., Lansing, MI
WNND(FM)	Cedar Raleigh Limited Partnership, Fuquay-Varina, NC
WGES(FM)	Gessner Communications Inc., Oswego, NY
WHMQ(FM)	John Bulmer, NR Baltimore, OH
KCNA(FM)	New Frontier Broadcasting Inc., Cave Junction, OR
KGSR(FM)	Central Texas Broadcasters Inc., Bastrop, TX
KCLW-FM	Aberlardo (Tony) Beltran, Hamilton, TX
KISN-FM	Sun Mountain Broadcasting, Salt Lake City, UT
WZCL(FM)	ML Media Opportunity Partners, Norfolk, VA
KMGW(FM)	Clear Channel Radio Inc., Casper, WY

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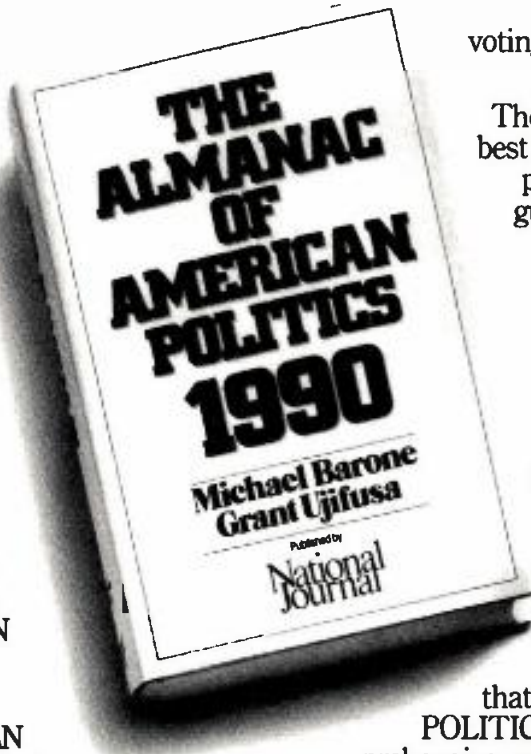
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HELP WANTED MANAGEMENT

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.

Wanted: Controller. Aggressive growing ten station radio group located in the Southeast is in search of a bright, aggressive person to head its accounting department. Requires a proven track record, 4-5 years radio experience, BA degree, a thorough understanding of PC operations, ability to analyze and report on monthly operations. EOE. Box D-82.

General manager/general sales manager as working partner with company acquiring California FM. Must have minimum \$150,000 equity. Management, sales, FCC background, top 75 market experience a must. Company has strong financial capability and innovative sales concept. Please send a letter of introduction and resume to Box D-88. EOE.

Experienced general manager wanted for successful medium market Country combo near Ohio River. Send resume, photo, salary history, and cover letter telling of your successes. No calls, please. The Lund Consultants, Inc., 1330 Millbrae Ave., Millbrae, CA 94030. EOE.

Sales manager. Dominant FM in excellent Mid-Atlantic, multi-station small market. Above average base salary plus bonus. Familiarity with Jim Williams training a plus. Respond to Box D-94. EOE.

Operations manager: KTRH NewsRadio seeks a people oriented manager who is not afraid of details and long hours. We need a team player with management experience in programming. Direct responsibilities include talk programs/hosts, sports (including Astros & Rockets PBP networks), production and community affairs. Experience in News/Talk or full service formats required. Send resume and support materials to Laura Morris, General Manager, KTRH, 510 Lovett Blvd. Houston, TX 77006. No phone calls. EOE.

Take charge GM wanted. Northwest. Hands on experience in all areas of station management required. Sales experience a must. With liberal incentive program for the right person. Good financial background. Send current letter, resume, and 5-year salary history to Box D-95. EOE.

Promotion/development director for full service public radio station. Responsible for the traditional activities of development; including promotion, advertising, public relations, fundraising, membership drives, special events, support systems, etc. Position requires BA or BS degree in mass communications or related field and 3-4 years professional experience in any combination of broadcasting, journalism, marketing, sales, fundraising or development. Salary: \$22,410 minimum. Send resume, portfolio and three letters of reference to: Colin Gromatzky, General Manager, KRWG-FM, P.O. Box 3000, Las Cruces, NM, 88003. Application must be postmarked by June 30, 1989, with a start date of August 1, 1989, or thereafter NMSU is an AA/EEO employer.

Fastest growing group in SE is expanding once again. Looking for quality people. GM, SM, and senior AE's. Reply in confidence to: Box G-8. EOE.

General sales manager: Top rated station in Southeastern growth market (#41). Staff of 8 with Arbitron, Birch, Maxagrid, RAB co-op. Recas and full-time vendor/co-op support person. Everything you need to succeed. You must be general manager potential with a successful proven track record. Preferably CHR, Urban, B/Music experience. Management by objective pay plan best in market-top radio broadcast group. EOE. Box G-14.

GM/GSM rare opening at top rated Tallahassee. Florida radio station. Must have 3 to 5 years previous GM experience, with strong sales background, and conversant in all facets of operations. Box G-17. EOE.

FM station manager - Responsible for day-to-day supervision of top-rated CPB qualified public radio station in north central Florida. Works with general manager developing and implementing policies & budgets. University licensee with heavy use of communication students in production and news. Requires: Bachelor's degree. Master's degree preferred. Minimum 4 years public broadcast management. Demonstrated expertise in personnel supervision, development and budgeting. Salary: \$38,000. Send resume and 3 reference letters to: FM Manager Search Committee, WUFT-FM, 2000 Weimer Hall, University of Florida, Gainesville, FL 32611 by July 13, 1989. An EEO/AA Employer.

HELP WANTED SALES

Need a Super Star! Senior account executive who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE.

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 #125-54, 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.

WWWV, Charlottesville, VA has current opening for qualified account executive with minimum 2 years broadcast sales experience to handle established list at strong 50,000 watt FM station. Send resume and references to Sales Manager, 1140 Rose Hill Dr., Charlottesville, VA 22901. EOE.

If you are ready to move to a more challenging position, WKIO-FM in Champaign, Illinois is looking for you. WKIO/K-104 is searching for a seasoned sales representative to handle an established account list. Candidates should have a minimum of two to three years in radio sales, possess excellent communication skills and have the desire to eventually become the sales manager. Please submit salary history, billing history, resume and cover letter to: General Sales Manager, WKIO-FM, 505 South Locust, Champaign, IL 61820. A TAK Communications station. Equal opportunity employer.

All-around sales manager. Promotion minded. Street fighter. Sell. Hire. Teach. Motivate staff of four. Salary, commission, override. Bonus on yearly increase. Write Manager, P.O. Box 592, Lewisburg, PA 17837. EOE.

Coastal Carolina's top rated Country station WRNS has a position available in sales. Applicants must have at least five years broadcast sales experience. The person selected will take over an existing account list. Resumes can be mailed to: Webster A. James, Vice President/General Manager, WRNS, P.O. Box 609, Kinston, NC 28502. WRNS is an equal opportunity employer.

Sales manager for highly successful small market combo in Virginia. Excellent facility in a beautiful, prosperous, and growing family oriented community. Lead, train, and motivate sales staff while you carry and develop list. Must be strong on organization, promotions, & conceptual sell. Prefer CRMC or equivalent. Resume & cover letter to Box G-10. EOE/M/F

The WLPO & WAJK timetable for new broadcasting graduates: 1 year - you've got the sales routine figured out. 2 years - making more money than your father. 3 years - ready for a management job. That's our track record for grads who come to us possessing an average intelligence, a willingness to learn and persistence. Call it the fast track. Call it a short cut, but call us regardless. If you want to make it your future, send resume to JMcCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Raleigh/Durham radio station has an excellent opportunity for growth, dollars and a title. The WIND, 103.9FM (NAC format) has an immediate opening for a major account list with the potential to move up. Must be skilled in agency and direct. Creativity a plus. Strong written and oral skills essential. Two years radio experience and college degree preferred. Call Jerry DeCore, 919-839-1234. EOE.

Local sales manager. Sell own list. Take charge of sales staff. Salary, commission, override. Yearly bonus on increase. University town. Small-medium market. Write PO Box 577, Lewisburg, PA 17837. EOE.

HELP WANTED ANNOUNCERS

Moonlight with Davis Deeja's. 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.

News director wanted for top Eastern Shore A/C. Ability to work with strong morning personality a plus for immediate opening. T & R to WLWV, 118 W Main St., Salisbury, MD 21801. EOE.

Part-time/relief announcers needed for New York radio station. Big Band/Standards experience preferable. Combo. Only New York area residents need apply. EOE. Box D-80.

Great Lakes group owned CHR station seeks late night jock for personality oriented format. EOE. Send resume to: Box G-20.

HELP WANTED TECHNICAL

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.

Chief engineer: Maintenance oriented, for central Florida FM Class C radio station. EOE. Send resume with salary history to Box D-89.

50kw non-profit Christian FM seeking chief engineer willing to do some on-air work and light maintenance. Resume and tape to Joe Emert, WAKW, P.O. Box 24-G, Cincinnati, OH 45224. EOE.

A chief engineer is needed immediately for our central Florida AM/FM powerhouse, WONN/WPCV. You must have an FCC General Class license or SBE Certification. You must have at least five years direct broadcasting experience including major construction projects, high power FM, automation, satellite operation, the development and carrying out of routine maintenance plans. You can not just put out the fires. Send resume and salary needs to: Edd Monskie, VP/Engineering, Hall Communications Inc., 24 South Queen St., Lancaster, PA 17603. WONN/WPCV and Hall Communications are equal opportunity employers and we encourage minority and female applicants.

HELP WANTED NEWS

Anchor/reporter sought for Great Lakes group owned CHR station with serious news commitment. EOE. Send resume to: Box G-19.

Experienced news person. Send tape, resume to News Director, WDOS, P.O. Box 649, Oneonta, NY 13820. Equal Opportunity Employer.

Anchor/reporter: Needed for station in New York City suburbs. Strong writing skills required, knowledge of sports a plus. Send T/R to News Director, WBRW Radio, PO Box 1170, Somerville, NJ 08876. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WTOP/Washington seeks assistant to operations manager and news director, for future opening. Administers 35 person staff of all-news station. Must be super-organized and detail-oriented. Poise, protocol, and demonstrated people-skills mandatory. Experience with NewsStar and IBM compatible systems desirable. Send resume, references and one-page cover letter to Operations Assistant, Holland Cooke, WTOP, 3400 Idaho Ave., NW, Washington, DC 20016. No calls! WTOP is an equal opportunity employer.

A Midwest FM Oldies station is conducting a nationwide search for an experienced Oldies program director. The right individual should possess exceptional leadership abilities and communication skills. Our company provides great compensation, excellent facilities and a staff of dedicated professionals. Send your programming philosophy and resume to Box G-12. Affirmative Action/Equal Opportunity Employer. M/F, H/V.

Format 41 FM: 2 hours from Washington, D.C. Looking for program operations manager. \$18,000 starting salary. Ask for Warren Gregory, 304-822-3885. 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.

General manager/general sales manager available now! Proven record of dramatic ratings and sales increases every FM radio station managed past general years. Aggressive. Mature. CRMC. My references and resume prove it all. Box D-42.

Sales boosting general manager/consultant. Desire beautiful location on the ocean for base. 413-442-1283.

Business manager, 10 years management experience, experienced all phases of broadcast business management, computer literate, willing to relocate, salary 30K+. Reply Box D-77.

Black vice president and general manager, strong in sales, programming, and administration. In medium market earning six figures. Looking for new challenge, larger market. Will consider all formats. Box D-86.

Station sold, 20-year management pro now available. bottom line, community involved. 505-865-0717.

General manager/sales manager. Available immediately. 20 years experience. History of community involvement. Equity considered. Box 1004, Oswego, IL 60543.

"Street fighting" general manager with 10 years management experience, looking for Florida Coast. Jim 912-987-1906.

General manager: Experienced "shirt sleeves" executive with impeccable credentials. Complete background encompasses sales, engineering and programming. 25 year management veteran available on full or possibly part-time consultant basis. Might invest. Send for detailed resume. Eastern N.Y., western Mass. General Manager, Box 192, Chatham, NY 12037.

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.

Easy listening music FM's only. Bonneville or similar only. Years of experience. Final move. 717-675-6982.

Experienced announcer, professional sound, looking to make a move. Call anytime. Bill, 308-534-1211.

SITUATIONS WANTED TECHNICAL

Director of engineering, 18+ years of radio, looking for group or large market station. Have license will travel. Box G-16.

SITUATIONS WANTED NEWS

Sportscaster. 14 yr. experience. 16 AP awards for sports-casts and PBP. Medium/major markets only. 303-241-6452.

I know sports. Top-notch PBP and anchoring will convey this to any audience. Looking for challenging position anywhere, will consider freelancing Northeast only. Bob 201-546-5546.

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TELEVISION

HELP WANTED MANAGEMENT

Local sales manager, ABC affiliate, Greenville, SC (34th market). Individual should have management experience or several years successful television sales. Send resume and salary requirements to: Ellen Vaillancourt, WLOS-TV, Box 1300, Asheville, NC 28802. EEO employer.

National sales manager, ABC affiliate, 34th market. National rep and/or television sales management experience preferred. Send resume and salary requirements to: Dave Bunnell, GSM, WLOS-TV, Box 1300, Asheville, NC 28802. EEO employer.

Director of broadcasting: WNIN-TV seeks dynamic manager to oversee the operations of production and programming division in this 92nd market station. Senior management position reporting to the president of growing PTV station. Management skills with five years experience required. Send resume and salary history to WNIN-TV, 405 Carpenter St., Evansville, IN 47711. EOE.

Operations manager. Fast-growing 100+ market located in Mid-South needs aggressive, hands-on operations manager. Must be well-versed technically, as well as solid background in promotion and all phases of operating a television station. Send resume and salary requirements to: Box G-3. EOE.

Director of station promotion and advertising. Station marketing responsibilities include on-air, outside media, press and in-house relations. Experienced and creative producer needed with excellent work ethic, flair for detail, and extraordinary organizational and people skills. Resumes to Richard Spinner, President/General Manager, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

Accounting manager: WTTG/Fox Television is seeking a bright, energetic individual to be part of an accounting management team in an exciting, creative television environment. We're seeking an experienced accountant for financial reporting and analysis in addition to managing accounting personnel in payroll, payable and billing functions. The ideal candidate must be a CPA and should have 3-5 years accounting experience and strong PC skills are required. The position reports directly to the VP of Finance. We offer excellent benefits. If qualified, please send your resume to: Personnel, Fox/WTTG Television, 5151 Wisconsin Ave., Washington, DC 20016. EOE.

HELP WANTED SALES

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.

Senior sales executive for VCI broadcast computer systems. Sales and station management experience preferred. Send resume and references to VCI, Box 215, Feeding Hills, MA 01030. EOE.

HELP WANTED TECHNICAL

RF maintenance technician and transmitter operation: WCBS-TV New York requires a transmitter person with minimum 5 years major market RF experience. This individual should be experienced in high power transmitters, two way and ENG RF systems. Supervisory and design experience desirable. Familiarity with Harris transmitters and TV equipment helpful. First or General Class Radiotelephone Operator license a must. Send resume to Joe Fedele, Technical Operations Dept., WCBS-TV, 524 W. 57 St., New York, NY 10019. We are an equal opportunity employer.

Washington, DC: Video technician and maintenance technician, WTKK (TV). Our operations cover the Capital and the world. Travel required occasionally to Europe and Asia. One year experience minimum. Send resume to WTKK Television, P.O. Box 3150, Dept. E, Manassas, VA 22110. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, national origin or sex.

Remote supervisor/maintenance engineer: F&F Productions, Inc. is looking for someone with 3-4 years broadcast and digital solid state maintenance experience to fill an immediate opening in our engineering department. Must be a motivator with excellent managerial skills and client relations. The ideal candidate will have two years previous remote truck supervisor experience at network level or equivalent. Travel required. Please send resume and salary requirements to: Bill McKechney, Director of Engineering, F&F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

Television engineer: Articulate, experienced engineer sought for senior editorial post on technical trade monthly. We seek a creative, technically astute individual to join the dynamic editorial team at this fast-growing company. A strong hands-on background in all phases of studio and transmitter operations is required; writing ability a big plus. Excellent opportunity for the engineer who loves the television industry and seeks an exciting challenge. New York metropolitan area. Resume and cover letter to Box G-7. EOE.

Control room supervisor of air switchers and tape operators at successful Independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

Chief engineer. Hands-on chief for cable satellite network. Must be familiar with Varian transmitter, Sony Betacam, 1-inch and 3/4-inch machines. Previous supervisory experience and good people and communication skills required. Must have 2nd Class or General Class FCC license. SBE Certification a plus. Resumes and salary history should be sent to: Personnel Department, NuStar, 1332 Enterprise Dr., West Chester, PA 19380. No phone calls, please. Equal opportunity employer.

HELP WANTED NEWS

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.

News positions: KVBC-TV wants a weekend weather anchor, weekend sports anchor, reporter, producer, photographer. Experience is important. Writing is essential. Creativity is a must. Send non-returnable tape and resume to: Mike Cutler, KVBC-TV, 1500 Foremaster Ln., Las Vegas, NV 89101. Equal opportunity employer.

South Florida affiliate needs creative editor/photographer, 1 year experience. Focus on editing skills. Some shooting. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Videographer. Fluent Spanish speaking videographer for fast growing news network. Experience of four years and live shot required. Betacam experience preferred. Los Angeles based. EOE. Send resume and tape to: MVP Communications, Attn: News Department, 1075 Rankin, Troy, MI 48063.

Aggressive, award-winning and fully equipped CBS affiliate in large, Southeastern market is searching for a top-notch newscast producer. Key requirements are excellent writing skills, demonstrated abilities to lead and manage and talent in working with computers, SNG, Beta and other state-of-the-art tools. Three years or more experience as a line producer and a college degree are also required. We're located in one of America's best cities and our commitment to local news programming is unmatched in the market. If you're one of the best, send your resume, references, writing samples and a rundown from one of your recent newscasts to Box D-87. We'll call for your tape. EOE.

News assignment editor for excellent news department. Opportunity for advancement with growing group. Immediate opening. Resumes to: WJTV News, P.O. Box 8887, Jackson, MS 39204. EOE.

Associate news producer: Immediate opening. An excellent opportunity for small market producer to move up. Resumes to WJTV, P.O. Box 8887, Jackson, MS 39204. EOE.

WPTF-TV, the NBC affiliate in Raleigh/Durham, NC is looking for the best co-anchor for our 6 and 11 pm shows. You must have managing editor/producing experience. You must be an excellent communicator, strong writer, adept at script approval and possess solid news judgment. You must display a positive mental attitude on-air and in the newsroom. You will be visible in the community, both as a reporter/anchor and representative of the station. WPTF-TV is an up and coming news operation and you can be a major part of it. Send tapes/resumes to: Kevin Kelly, News Director, P.O. Box 29521, Raleigh, NC 27626. EOE.

Reporter. Group-owned, ABC affiliate is searching for creative television journalist to join the staff of this aggressive, news-oriented station in Midwestern market. Send tape and resume to: Larry Young, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

News producer. Fast growing newscast needs aggressive person to produce 6:00 pm and 10:00 pm newscasts. Must have strong leadership qualities and be skilled at working cooperatively with others. Mid-South. Submit resume and salary requirements to: Box G-4. EOE.

Reporter for nightly news program at small market public television station. Applicant must have a Master's degree or BS degree plus two years experience in television news. Must be willing and able to do own shooting, writing and editing. Salary range \$17,821 - \$26,731 depending on experience. Send resume and request for application to WJWJ-TV, P.O. Box 1165, Beaufort, SC 29901-1165. No phone calls, please. EOE.

Entry-level opportunities! Small market start-up now staffing for news and production. Box G-1. EOE.

ABC affiliate in medium-sized market is expanding its news department, adding staff and programs. Station looking for AM producer - \$280+ per week; co-anchor, morning programs - \$360+; weekend meteorologist reporter - \$285+; overnight reporter/photographer - \$315+; weekend assignment editor/3 day reporter - \$315+. Contact station for details and minimum qualifications. Openings available August 1st. Send applications, current, complete resume and VTR to: Janis E. Marvin, WOI-TV, WOI Bldg., Ames, IA 50011 no later than June 15, 1989. EOE/AEE.

Meteorologist: Fox Television, KRIV in Houston has an immediate opening for a personable, innovative meteorologist. If you have two years broadcasting experience, knowledge of WSI graphics, Liveline III NAD weather computers, KRIV-TV would like to see your tape and resume. Please mail to: V/P News Director, KRIV-TV, P.O. Box 22810, Houston, TX 77227. No phone calls. EOE.

News researcher: Candidate works at direction of assignment editor developing news stories. Candidate should have one to three years of news room experience. Contact: Henry Florsheim, Assistant News Director, WABC-TV, Inc., 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

Top-rated station seeks anchor/producer. Minimum 4 years experience, knowledge of NewStar computers a plus. Strong writing, reporting & anchoring skills required. Mail resume to Steve Prichett, News Director, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

News writer - Candidate should have minimum five years experience writing broadcast material. Line producing experience or special projects production a plus. Contact: Henry Florsheim, Assistant News Director, 7 Lincoln, Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

Group 3 ENG engineer (Editor) - Requires experience with 1/2 inch and 3/4-inch video tape editing systems and equipment. Requires in-depth understanding of news concepts and the ability to work with reporters and writers in a high pressure environment. (Salary per NABET agreement). Contact Peter Menkes, Executive Producer, News Operations, 7 Lincoln, Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

Broadcast TV news director: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-camera work, knowledge of radio and management ability required. Salary competitive. Review of applications May 10 - July 5. Starting date: ASAP. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. AA/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Host/hostess for daily Entertainment Magazine show in top 25 market. Experience in magazine format and field producing desired. EOE. Box D-56.

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.

Program director wanted. KGMB, Honolulu, the CBS affiliate in paradise is looking for a top, experienced programmer who is also a qualified producer/director. Station is a multi-award winner with an imaginative local programming schedule. Salary negotiable, good benefits, and an equal opportunity employer, M/F. Reply with resume, to: Dick Grimm, Gen. Mgr., KGMB, 1534 Kapiolani Blvd., Honolulu, HI 96814.

WSMV Nashville: Seeking eager, promotion writer/producer for award winning creative services department. We're a station where talent and effort are recognized and rewarded. Two to three years station experience preferred. No calls, please. Send your best "promo spots" to: Carolyn Lawrence, WSMV, P.O. Box 4, Nashville, TN 37202. EOE.

Producer: Fox Television, KRIV in Houston is seeking a motivated news person to write and produce our 10pm weekend newscast. 3-5 years news production experience required. Knowledge of the Houston market preferred. Excellent benefits. Send resumes to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

ENG crews needed domestic and foreign. Betacam and 3/4" experience necessary. Will accept resumes from camera and sound techs with own gear. Only those with record of producing broadcast quality news footage apply. Send resume, salary, or package requirements to Box D-93. We all ask for tape later. EOE, M/F.

Want to work in the Central Pacific? Unaccompanied position in the Marshall Islands. Pan Am World Service, Inc. has a need for: Radio Announcer, TV Operator, Video Producer, AFRTS experience helpful. Send resume, air check, and salary history to Central Pacific Network, Box 23, APO San Francisco, CA 96555. EOE.

News promotion producer: The ABC affiliate in Richmond, VA has an opportunity for a news promotion producer. Responsibilities include producing on-air promos that support station news programs, talent and special news programming. Successful candidate must be able to produce daily topicals and respond to proof of performance situations. Additional duties include coordinating print and outdoor advertising, producing radio promos and coordinating publicity for news-related programs and projects. Strong writing skills and creative abilities are essential. A minimum of two years of television news promotion or producing experience preferred. Send resume and reel to: Promotion Manager, WXEX-TV, 21 Buford Rd., Richmond, VA 23235. No phone calls, please. An equal opportunity employer, women and minorities encouraged to apply.

Field producer: WABC-TV seeks an experienced field producer for its public affairs production unit. Minimum 3 years experience in a major market producing magazine style and in-studio segments. Experience in producing minority programs and specials preferred. No calls, please. Send reel and resume to: Senior Producer Public Affairs, WABC-TV, 7 Lincoln Sq., 5th Fl., New York, NY 10023. We are an equal opportunity employer.

KMPH-TV is now accepting applications for an aggressive and creative promotion director. Must be experienced in budgeting, supervising department personnel, print & radio advertising and creating on-air promotion spots. Knowledge of production and independent station operation a plus. Send resume and salary requirements to: General Manager, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until June 19, 1989. An EOE, M/F/H.

Creative services director: Top 30 market. Gillett Group CBS affiliate. If you're an experienced manager and marketing whiz with a winning portfolio of print and on-air work, we'd like to talk to you. Send resume and samples to Anne Clausen, WITI-TV 6, 9001 N. Green Bay Rd., P.O. Box 17600, Milwaukee, WI 53217. EOE, M/F.

Promotion manager: Top 50 NE. Hands-on manager strong in on-air news, programming. Production background a plus. Two years experience as manager or assistant. Send salary history first letter. EOE. Box G-18.

Rapidly expanding leader in sports/entertainment syndication seeks talented self starter to direct phases of research. We need someone who can handle client post syndication presentations and planning for school conference presentations. Candidate must be proficient in Lotus. Come join us in one of the South's most livable cities! Please send resume and salary requirements to Meade Camp, Sr. Vice President, Sales and Marketing, Raycom Sports & Entertainment, P.O. Box 33367, Charlotte, NC 28233-3367. EOE.

SITUATIONS WANTED MANAGEMENT

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!

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Live/line and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Excellent sportscaster - 12 years experience - looking for a good station. 216-929-0131. Box D-48.

TV announcer. Currently MOYL radio - PBS TV. 27 years combined experience. Final career move. 717-675-6982.

Aggressive meteorologist, 2 years market experience seeking M-F small to medium market. Strong graphics background. Call Patrick at 404-438-8370.

Kill two birds with one stone! Meteorologist and news anchor/reporter with good mid-size market experience looking to move up...together. Prefer warm climate. Box D-81.

Meteorologist, completing weekend contract in Southeast 50s market. Seeking fulltime Northeast or cool climate. Greenhouse effect is for real. Get me out of this heat! Tom "Hurricane" Hauf, 301-235-0324.

Attractive black female general assignment reporter interested in anchoring. 2 1/2 years experience in small and medium markets. Good writer. College degree. Call Mary 818-447-3731.

Dynamic duo. Veteran journalist turns out authoritative weathercasts with personality and creates entertaining, insightful, feature reports. Will put one or both talents to work for you. Available August 1. Box G-9.

Network credibility with mature professionalism. 15 yrs. experience. Will enhance and promote station. Instant rapport with viewers. Sincerity. Seek full time anchor position. Prefer Texas or Oklahoma. Consider all. White male. 214-270-1114. mornings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

TV production and performance graduate. Hands-on experience in news, sports and public affairs. Internship served with network station. Position desired in production, direction. Gary Weiss. 412-443-7146.

MISCELLANEOUS

Primo People needs specialists! Investigative, consumer, medical and feature reporters. Send 3/4 tapes and resumes to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slatter 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.

Promotion/marketing executives/producers. Jobs available now, nationwide, all market sizes. Send non-returnable tape, print samples, and resume to Promotion Recruiters, 11 Rectory Ln., Scarsdale, NY 10583. Call to meet at BMPE, 914-723-2657.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast faculty position: The University of Alaska Fairbanks is hiring a full-time tenure track broadcast faculty position to start August, 1989. Masters degree in Journalism/Broadcasting or Communications with professional experience required, Ph.D. preferred. Responsibilities include teaching both production and content courses, advising students, research and/or creative activities and service. The Department of Journalism and Broadcasting is ACEJMC accredited and has an audio production facility, ENG equipment, and access to the facilities of the university's public radio and television stations. Salary competitive, rank open DOE. All materials must be received by June 26, 1989. Send cover letter, resume, two (2) academic and two (2) professional references, transcripts, and a non-returnable audition tape of professional work. Address them to: Broadcast Search Committee, Department of Journalism and Broadcasting, UAF, Fairbanks, AK 99775-0940. UAF is an EO/AA employer.

HELP WANTED SALES

Senior sales executive for VCI broadcast computer systems. Sales and station management experience preferred. Send resume and references to VCI, Box 215, Feeding Hills, MA 01030. EOE.

SITUATIONS WANTED INSTRUCTION

Emmy award winning TV/radio producer/writer. M.A. and teaching experience. Documentary, news, talk shows, screenwriting and comedy. 212-799-2528.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

Programming, 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.

EDUCATIONAL SERVICES

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.

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. Critique/teach. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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 Dr., El Paso, TX 79925. 915-772-2243.

Wish to buy a Marti Studio remote control (whole or studio unit) model RMC-15S (high speed). Used or new. Please call 809-834-4384 or 809-834-1094. Ask for Guillermo Bonet or Felix A. Bonnet of WOYE-FM, P.O. Box 1718, Mayaguez, P.R. 00709.

Non-profit/tax-exempt corporation needs discounted SNV for immediate purchase. Committed funds. Contact White Light Communications, 7 Kilburn St., Burlington, VT 05401. 802-864-0811.

FM antenna(s) - Will buy used FM broadcast antennas - Any make - Any model - Call 806-372-4518.

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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 (1978) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystron. 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.

Have you heard? You can rent a complete multi-camera mobile production truck and portable 2 GIG microwave links from Media Concepts. 919-977-3600 or FAX 919-977-7298. Servicing Eastern U.S. and parts of the Midwest.

Ampex VPR-28s with monitors. \$18,500, each. Ampex 4100 and ACE. \$18,000 RCA TK-28 film island \$4,500 Sony BVW-40. \$14,500. Many other listings. Call now. Media Concepts. 919-977-3600 or FAX 919-977-7298.

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.

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.

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RADIO

Help Wanted News

NEWS EDITORS

The NBC Radio Networks has immediate openings in the News Department for full and part-time News Editors.

Position responsible for editing tape for broadcast, conducting interviews with newsmakers; broadcasting closed circuit feeds; editing, recording and carting correspondent reports.

Position requires five years experience as a writer, reporter or editor at major market radio station or radio network, 1-2 years supervisory experience preferred.

Qualified candidates are invited to submit a resume to:



**MUTUAL
BROADCASTING SYSTEM**

NBC Radio Networks
1755 S. Jefferson Davis Highway
Arlington, Virginia 22202
Attn: Personnel Department
EOE M/F

Help Wanted Management

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...and we want to stay there! #1 adult contemporary/info-talk AM and #1 CHR FM seeks station manager to build on established success. Solid background and knowledge in programming, sales and promotion to lead a top-notch professional staff backed by excellent facilities. This is an outstanding opportunity with long-time owner, an established broadcasting firm. Must have integrity and administrative ability.

Please send resume and references in confidence to:

Gene C. Robinson
WMBD AM-TV, WKZW-FM
3131 North University Street
Peoria, IL 61604
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Help Wanted Management

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.....seeks a **President & General Manager** with a minimum of five years demonstrated leadership experience in public broadcasting management positions. WCETTV48, Greater Cincinnati's community licensed PTV station, seeks an outstanding individual to continue the station's excellent 35 year reputation for providing quality telecommunications service to local, state, national and international markets.

A baccalaureate degree is required; a graduate degree is preferred. The selected candidate will direct the activities of WCET's 85 member staff, oversee a \$5,000,000 budget, and will work in a modern, station-owned, mortgage-free, three-studio telecommunications facility. This position reports directly to the Board of Trustees and offers a competitive salary and benefits. WCETTV48 is an Equal Opportunity Employer.

Send resumes by July 1, 1989 to:



Search Committee
WCET-TV48
1223 Central Parkway
Cincinnati, OH 45214

Help Wanted Management Continued

PROMOTION MANAGER

We're looking for a marketing and creative dynamo with proven leadership skills to head up our station's promotion efforts.

Imagination, strong writing skills, and a keen sense of graphics will get you this job at our high-tech station in a very competitive market. People-motivating skills and a take-charge attitude are essential.

If this sounds like you, rush your tapes and resumes to:

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5
WTVF

No phone calls, please. EOE/M-F.

PROGRAM DIRECTOR

Directs, coordinates and oversees production of sophisticated television and radio projects, including public broadcasting series and instructional and promotional pieces within the University Communications Department of a major state university. Develops, supervises and places new programming and maintains quality of existing programs.

Reporting to the Director of the Office of Television and Radio, the Program Director supervises 5 producers and 2 field producers. Assists Director in developing grant proposals and projects for administrative and academic clients. Serves as liaison to major broadcast and cable systems.

Responsible for editorial and production standards of all programming. Ensures compliance with FCC regulations. Requires a bachelor's degree in Communications or a related field, plus extensive broadcast experience. Excellent written and oral communication skills required, as well as strong interpersonal skills. University experience desirable.

Salary: Mid \$40's.

In addition to a highly competitive salary, we offer an extensive benefits package which includes tuition remission for employees and their children. Kindly submit your resume, including salary requirements, indicating Ref. No. 225, NO LATER THAN JUNE 30, to:

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successful candidate to provide
employment eligibility verification
AA/EOE

**Help Wanted Management
Continued**

General Manager

wanted by WDBJ-TV. Roanoke, Virginia. Send resume, references, salary history and salary requirements by June 28, 1989, to:

**President,
Schurz Communications, Inc.
225 West Colfax Avenue
South Bend, Indiana 46626.**

No telephone calls, please.
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Situations Wanted Management

Television General Manager

seeks next challenge. Strong track record with industry-wide name recognition. Experience includes independents, metered markets, sales rep, programming, engineering and news, including renovation and turnarounds. Currently elected to major industry board.

Box D-79

**Help Wanted Programing
Production & Others**

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Seeking publicist for major commercial TV station in San Francisco. Duties include procuring on-going print and media coverage, staging special events and community out-reach programs. Strong writing skills, commercial broadcast TV publicity experience. Exp. with trades a MUST. Minimum 3 years PR experience required. Send resume and cover letter, writing and publicity samples to:

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Human Resource Manager
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San Francisco, CA 94111**

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258 Park Ave
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Help Wanted Technical

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MAINTENANCE ENGINEER**

THE CHRISTIAN BROADCASTING NETWORK (CBN) has an immediate opening for a TELEVISION MAINTENANCE ENGINEER. Applicants must be able to repair and install television cameras, audio and video magnetic recorders, sound and lighting equipment, synchronizing and test signal generators used in television broadcasting. The position requires three to five years experience in broadcast electronics in a major market or network, and education or technical training in electronic theory. Candidates must hold a valid FCC General Radiotelephone license or an SBE certification with TV endorsement. If you would like to serve in this Christian Ministry send your resume to:

**Employment Department
CBN Inc., Box H1
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ALLIED FIELDS

Miscellaneous

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Public Notice
**The Executive Committee of
 Public Broadcasting Service**
 will meet at 9:00 a.m. on June 13, 1989, at
 Marriott's Marco Island Resort in Marco Is-
 land, Florida. The tentative agenda includes
 reports from the PBS President and Treasurer;
 reports on satellite replacement, strategic
 planning, national programing and promotion
 services, and education services, agenda for
 Board Committee; Program Advisory Commit-
 tee; annual meeting; and other business.

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Fates & Fortunes

Media

Michael E. Schuch, VP and general manager, WUAB(TV) Lorain, Ohio, joins WVTM(TV) Milwaukee in same capacity. **Bill Scaffide**, assistant general manager, WUAB(TV) Lorain, Ohio, succeeds Schuch.



Hurley

Bill Hurley, general manager, KKNQ(FM) Oklahoma City, joins KXXY-AM-FM there as station manager.

Glenn Jones, general sales manager, WOBN-AM-FM Lakewood, N.J., named general manager.

Phil Maglione, general manager, WMRC(AM) Milford, Mass., joins

WSBH(FM) Warren, Vt., as general manager.

Alan Frederic Cartwright, director of sales, WHEC-TV Rochester, N.Y., joins KSLA-TV Shreveport, La., as VP and general manager.

Robert L. Townsend, VP of sales and marketing, New York Times Co., NYT Cable TV, Cherry Hill, N.J., joins Home Shopping Network, Vineland, N.J., as VP of cable affiliate relations, Eastern zone.

Sandra L. Fouts, marketing coordinator, affiliate relations, Lifetime, Los Angeles, named affiliate sales executive, affiliate relations, Western region.

John V. Moccio, budget analyst, Lifetime, Astoria, N.Y., named senior financial analyst, accounting.

Vincent C. Carriero, director of information systems, Hazeltine Corp., Long Island, N.Y., joins Cablevision Systems Corp., Woodbury, N.Y., as director of management information systems.

Janice S. Raab, senior customer service representative, Jefferson-Pilot Data Services, Detroit, joins WMTG(AM)-WNIC(FM) Dearborn, Mich., as business manager.

John DeBella, program director, WMMR(FM) Philadelphia, named operations manager.

Charlene Dates, business manager, WKYS(FM) Washington, joins WMAL(AM)-WRQX(FM) there in same capacity.

Marketing

Eric Harkna, president and CEO, BBDO, Chicago, appointed to board of BBDO Worldwide.

Barry H. Corswandt, local sales manager, WSET-TV Lynchburg, Va., named general sales manager.



Henderson



McGinnis



Sprunt

Mark Henderson, **Doug McGinnis** and **Julia Sprunt**, divisional VP's, Turner Cable Network Sales, Atlanta, named senior VP's. Appointments at Turner Cable Network Sales, educational services division, Atlanta: **Laurie Runyon**, Western region office manager,

San Francisco, named account executive, Western region; **Libby Davis**, contracts administrator, named account executive, Northeast region; **Jacque Evans**, editor, *TBS Transponder*, named account executive, Southeast region; **Rob Wheeler**, account executive, named to same position, Central region.

David B. Stevens, assistant manager, WHCN(FM) Hartford, Conn., joins WBYR(FM) Fort Wayne, Ind., as general sales manager.

Rolf Pepple, local sales manager, WBBM-FM Chicago, named general sales manager; **Torrey Whiteside**, senior account executive, named local sales manager.

Nancy Leichter, sales manager, KQLZ-FM Los Angeles, named general sales manager.

Carey Davis, sales manager, KYW(AM) Philadelphia, joins WINS(AM) New York in same capacity.

Joel Adler, local sales manager, KYW(AM) Philadelphia, and **Michael Frohm**, account

Help wanted. Michael Rice, director of The Aspen Institute's Program on Communications and Society, announced his resignation from that position. Rice will remain with the institute as a senior fellow. Aspen President David T. McLaughlin has set up a search committee to find Rice's successor. The Queenstown, Md.-based Communications and Society program "serves as an impartial forum for assessing the importance of modern communications and information systems to the ideals and practices of a democratic society."

executive, WINS(AM) New York., named sales managers, KYW.

Russ Haberle, account executive, KFSD-FM San Diego, named sales manager.

Appointments at WJIB(FM) Boston: **David Lebow**, director of national sales and research, KPWR(FM) Los Angeles, named general sales manager; **Kathryn Biddy**, retail development manager, WKSZ(FM) Media, Pa., named director of co-op/vendor sales; **Margaret Murphy**, account executive, WSSH-FM Lowell, Mass., named local sales manager.

Jack Johnson, general sales manager, KRZN(AM)-KMJI-FM Denver, joins WHYT(FM) Detroit as general sales manager.

Nicholas A. Manini, general sales manager, WVIB-TV Buffalo, N.Y., joins WPCQ(TV) Charlotte, N.C., in same capacity.

Gary Evans, founder, *Senior Magazine*, St. George, Utah, joins KSGI(AM) there as general sales manager.

Lisé Markham, general marketing manager, KMPH(TV) Visalia, Calif., named VP, general marketing manager.

Nick Nicholson, local sales manager, KOTV(TV) Tulsa, Okla., named general sales manager.

David B. Stevens, assistant sales manager, WCHN(FM) Hartford, Conn., joins WBYR(FM) Fort Wayne, Ind., as general sales manager.

Chuck Ward, local account executive, WLFL-TV Raleigh, N.C., named local sales manager.

Debbie McKinney, local sales manager, KYBG(AM) Aurora, Colo., joins KPRC(AM) Houston in same capacity.

S. Lanier Finch, freelance artist, Group 243 Advertising, Athens, Ga., joins WNGM-TV there as local sales manager.

Jack Gillette, account executive, WLAC-AM-FM Nashville, named local sales manager.

Marco A. Camacho, general sales manager, KXTN(AM)-KZVE(FM) San Antonio, Tex., joins KNX(AM) Los Angeles as national sales manager.

Cheryl Cox, account executive, Katz Inc., New York, joins KBHK-TV San Francisco as national sales manager.

Tinsley Palmer, senior account executive, KTAC(AM)-KBRD(FM) Tacoma, Wash., named national sales manager.

Rocco Macri, promotion director, WQHT(FM) Lake Success, N.Y., named director of marketing and advertising.

Jim Zdanek, account executive, WWJ(AM) Detroit, named director, sports sales.

Programing

Jesse L. Bowers, WOIC(AM) Columbia, S.C., joins South Carolina ETV Network there as VP of programing. **Mark H. Pierce**, executive VP and general manager, WCSC-TV Charleston, S.C., joins ETV as VP of planning, research and development.

Mark Chernoff, program director, WJFK(FM) Manassas, Va. (Washington), joins WXRK(FM) New York in same capacity.

Brian Bridgman, music director, WAVA(FM) Arlington, Va., joins KIIS-AM-FM Los Angeles in same capacity.

Georgia Scott, director of creative services, Casablanca IV, Los Angeles, joins MCA TV there as director, station relations.



Mumford



Mackin

Appointments at Columbia Pictures Television, Los Angeles: **David Mumford**, VP, research, named senior VP, research; **Terry Mackin**, account executive, Western region, named VP, syndication, Western region; **B.J. Beaucham**, contract administrator, Columbia Pictures Television, Los Angeles, named manager, contract administration payments, business affairs.

Ronnie Goldstein, VP, business affairs, Lorimar Film Entertainment, Los Angeles, joins Motown Productions there in same capacity.

Thomas C. Emma, VP, business and legal affairs, Quintex Entertainment, Los Angeles, joins Harmony Gold there as VP, business and legal affairs.

Andrew B. Rosengard, VP, financial and strategic planning, Rainbow Program Enterprises, Woodbury, N.Y., named VP of finance and administration.

Hewitt S. West III, manager, Wall Street Journal Television, New York, joins Conus Communications, Minneapolis, as general sales manager.

Michael McMurray, local market research analyst, Multimedia Entertainment, New York, joins Worldvision Enterprises there as research analyst.

Jamie McIntyre, reporter and anchor, WTOF(AM) Washington, joins WUSA(TV) there as host, *Capital Edition* magazine show.

Appointments at WDIV(TV) Detroit: **Sandra McPhee**, special projects producer, WSB-TV Atlanta, named programing special projects producer; **Michael Andro**, producer, sports department, named producer, Detroit Tigers baseball telecasts and *Tigers 89* sports entertainment program.

Joe Pfffer, national accounts director, Cable Value Network, Minneapolis, joins Prime Time Tonight, Atlanta-based cable service, as affiliate sales manager.

Steve Raymond, account executive, Rocky Mountain region, ESPN, Denver, named senior account executive, affiliate marketing.

Kenneth J. Allen, assistant race director and marketing coordinator, Coors International Bicycle Classic, Boulder, Colo., joins Raycom Inc., independent sports programmer, New York, as marketing coordinator.

Bill Whitley, sales manager, *The Village Advocate*, Chapel Hill, N.C., named general manager, Village Sports Inc., corporate name of Tar Heel Sports Network, which broadcasts football and basketball games for University of North Carolina-Chapel Hill.

Dennis Majewski, manager, Golden Dome Productions, South Bend, Ind., joins WTMJ-TV Milwaukee as production manager.

Paula Levine, independent producer, joins noncommercial KUED(TV) Salt Lake City as production chief.

John Peake, assistant program director, WAPI (FM) Birmingham, Ala., named program director.

Tom Hutylar, assistant program director, KUBE (FM) Seattle, named program director.

Scott Lynn, sports director, KGW-TV Portland, Ore., joins KEX(AM) there as *Sportsline* host.

Appointments at KJOI(FM) Los Angeles: **John Dowling**, air personality, WMAL(AM) Washington, named program director; **Tom Brown**, air personality, KNBR(AM) San Francisco, joins KJOI(FM) in same capacity.

Danny Wright, air personality, WAPI-FM Birmingham, Ala., joins WRQX(FM) Washington in same capacity.

John Ivey, music director, KIIK(FM) Davenport, Iowa, joins WROK(AM) Rockford, Ill., as program director.

John Simon, operations manager, KHIH(FM) Boulder, Colo., joins KBX(AM) Denver as production director.

Liz Wylder, air personality, KMPZ(FM) Memphis, joins WZOK(FM) Rockford, Ill., in same capacity.

Kelly Randall, air personality, WIOQ(FM) Philadelphia, joins WSNi(FM) there in same capacity.

Beau Richards, assistant music director, KVOC(AM) Casper, Wyo., joins KEBC(FM) Oklahoma City as air personality.

Mark Binda, research director, WTVF(TV) Nashville, named director of syndicated programing and research. Binda replaces **Bill Jay**, who retired from station after 33 years.

Curtis E. Poole, producer, WCVB-TV Boston, named acting producer, WCVB's children's series, *A Likely Story*.

Emily Davis, public service director, WOIO(TV) Shaker Heights, Ohio, named ex-

ecutive producer of public affairs program, *Shaker Square*.

Robin King, production assistant, Vestron Inc., New York, joins King World's Camelot Entertainment Sales there as account executive.

Jacques Geoffrion, producer and director, KBHK-TV San Francisco, named production manager.

News and Public Affairs

Diana Lamm, acting news director, WOI-TV Des Moines, Iowa, named news director.

Michael Kronley, news director, KSBW(TV) Salinas, Calif., joins WTVT(TV) Tampa, Fla., as assistant news director.

Doreen Gentzler, anchor, WCAU-TV Philadelphia, joins WRC-TV Washington as co-anchor, 6 and 11 p.m. newscasts.

Appointments at WCIV(TV) Charleston, S.C.: **Deborah Tibbetts**, assistant news director and consumer reporter, named news director; **Cynthia Tinsley**, weekend anchor and reporter, named 11 p.m. anchor.

Denny Shleifer, news producer, KGO-TV San Francisco, joins KPTV(TV) Portland, Ore., as managing editor, 10 p.m. newscast.

Elizabeth Vargas, general assignment reporter, KTVK(TV) Phoenix, joins WBBM-TV Chicago as general assignment reporter.

David Christopher, weekend anchor and investigative reporter, WCMH(TV) Columbus, Ohio, joins WEWS(TV) Cleveland as general assignment reporter.

Brenda Garton, morning and midday anchor, WBRE-TV Wilkes-Barre, Pa., joins WWLP(TV) Springfield, Mass., as co-anchor, 5:30, 6 and 11 p.m. newscasts.

Appointments at KUTV(TV) Salt Lake City: **Dennis May**, public affairs specialist, Brigham Young University, Provo, Utah, named anchor, 6 a.m. and noon newscasts; **Doug Jardine**, anchor, *A.M. News* and noon newscasts, named weekend anchor; **Bryan Shiffer**, general assignment reporter, named assignment editor; **Larry Warren**, producer, *Extra* magazine program, named executive editor, future story and project planning; **Alan Hobbs**, weekend producer, WVUE(TV) New Orleans, named producer, 10 p.m. newscasts.

Charles R. Maulden, photographer, KARK-TV Little Rock, Ark., joins WWMT(TV) Kalamazoo, Mich., as chief photographer.

Lou Adler, president, Eagle Media, radio program syndication and news consulting firm, New York, joins WCNN(AM) Atlanta as morning anchor.

Jackie Beam, general assignment reporter, WOMI(AM)-WBKR(FM) Owensboro, Ky., joins noncommercial WSFU-FM Tallahassee, Fla., as reporter.

Lowell Deo, general assignment reporter and anchor, KATV(TV) Little Rock, Ark., joins WJZ-TV Baltimore as general assignment reporter.

Felicia Griffin, reporter and anchor, WALB(TV) Albany, Ga., joins KYTV(TV) Springfield, Mo., as general assignment re-

porter.

Del Rodgers, former running back for San Francisco 49ers, joins KSBW(TV) Salinas, Calif., as sportscaster.

Dave Towne, chief meteorologist, KGAN(TV) Cedar Rapids, Iowa, joins KCRG(TV) there as meteorologist.

Technology



Filkins

Michael R. Filkins, executive VP, Lectro Products, Athens, Ga.-based manufacturer of emergency power supply products to cable industry, named president.

Lynn Osburn, director of engineering, KPBF-FM Denver, joins National Supervisory Network, Avon,

Colo. (see story, page 78), as director of engineering operations.

Hugh R. Heinsohn, director of marketing development, Gentner Electronics Corp., Salt Lake City, named director of corporate development. **William V. Trowbridge**, CEO, Gentner Electronics, adds duties of director of marketing development.

Promotion and PR



Binford

Susan Binford, VP, Robinson, Lake, Lerer and Montgomery, New York-based strategic communications firm, joins NBC, Los Angeles, as VP, media relations, West Coast.

Jim Boyle, director of programing publicity, National Cable Television Association,

Washington, joins CNBC, Fort Lee, N.J., as director, media relations.

Stephen Weinheimer, director of on-air promotions and broadcast operations, Fox Broadcasting Co., Los Angeles, named VP.

Marjorie Schmidt, director of advertising and promotion, KPNX-TV Mesa, Ariz., named VP, community relations.

Joan Ganz Cooney, chairwoman-CEO of Children's Television Workshop, will be awarded the Lifetime Achievement for Daytime Television Emmy on June 29 during NBC-TV's telecast of the Daytime Emmy Awards. Cooney cofounded CTW in 1968. The Lifetime Achievement Emmy is given to an individual, company or organization for outstanding achievement in the arts, sciences or management of television.

Allied Fields

Sharon Goldener Kinsman, director of television membership, National Association of Broadcasters, Washington, named VP.

Simon Barsky, VP, deputy general counsel and secretary, Motion Picture Association of America, Washington, named senior VP.

Appointments at Association of National Advertisers, New York: **Peter F. Eder**, VP, member services, named senior VP; **E. Clark Holt**, VP and assistant to president, named senior VP, professional development programs; **Frank J. Mortensen**, comptroller and secretary, named VP; **Renee E. Paley**, director of communications, named VP.

Katherine C. Marlen, senior VP, communications, Bank of New England, Boston, joins Communications Equity Associates, Tampa, Fla., as group VP, broadcasting.

Andrew Ailes, senior manager, international relations and sales, Visnews, London, named group satellite manager.

Henry Laura, account supervisor, Donovan Data Systems, New York, joins Arbitron, New York, as national accounts supervisor.

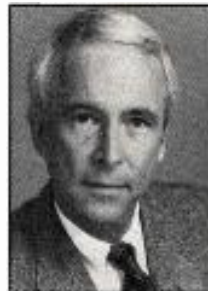
Elected board members, National Association of Media Brokers, Washington: **James A. Gammon**, Gammon Media Brokers, Washington; **Richard Kozacko**, Kozacko-Horton Co., Elmira, N.Y.; **William N. Cate**, Chapman Associates, Washington; **James W. Blackburn Jr.**, Blackburn & Co., Washington.

Elected board members, National Cable Television Cooperative, Lenexa, Kan.: **Jonathan W. Bullen**, Cable Company, Logan, Utah; **Robert C. Fanch**, Fanch Communications, Denver; **Lawrence A. Patten**, Colonial Cablevision, Revere, Mass.; **James M. Gleason**, Galaxy Cablevision, Sikeston, Mo. **Richard Cutler**, Satellite Cable Ser-

vices, re-elected president.

Jerry Dahmen, news director, WSM-AM-FM Nashville, given National Council on Communicative Disorders Public Service Award. Award is for individuals who have overcome communications problems. Dahmen, who has articulation problem that distorts his speech, also is host of radio program *I Love Life*.

Deaths



Drinkwater

Terry Drinkwater, 53, CBS News senior correspondent, died May 31 at his home in Malibu, Calif. He had cancer. Drinkwater filed his last CBS News report in August 1988. One of Drinkwater's notable assignments was series on cancer treatment which included his own experience with disease. Series aired May 1983 on *CBS Evening News* and earned him Alfred I. du Pont-Columbia University Award. During his career Drinkwater also received George Foster Peabody Award and three Emmy awards. Drinkwater began his broadcasting career in 1959 at noncommercial KPFK(FM) Los Angeles as VP and general manager. In 1960 he joined KNXT-TV (now KCBS-TV) Los Angeles as editorial assistant and messenger. He was with KTLA(TV) as reporter from 1961 to 1962. Drinkwater joined CBS News in 1963. He was named bureau manager in 1965 and began producing news segments in 1966. In 1979, in addition to his correspondent duties, he also served as anchor, *CBS Evening News*' Western edition. He is survived by one daughter, Angela, one son, Croft, his mother, Helen, and sister, Dorsey Stevenson.

Wilton L. Gunzendorfer, 89, radio executive and broker, died May 19 at convalescent hospital in Menlo Park, Calif. He had Parkinson's and Alzheimer's disease. Gunzendorfer started in radio in 1920's. In 1930 he joined KFRC(AM) San Francisco. During his stay in San Francisco Gunzendorfer was associated with well known radio figures including Pat Weaver, John Nesbitt and Al Pearce. In 1936 he went to Los Angeles and in 1938 he became station manager of KSRO(AM) Santa Rosa, Calif. During Gunzendorfer's stay with station it grew from 100 w to 250 w and eventually to 1 kw fulltime regional station. In 1944 he went back to San Francisco as station manager of KSFO(AM). In 1945 he relocated to Oakland as general manager of KROW(AM), staying there until 1949. From 1950-55, he was with WOR(AM) in New York. In 1956 he returned to Los Angeles and formed Wilt Gunzendorfer & Associates, brokerage firm. Firm later moved to Belmont, Calif. Gunzendorfer was affiliated with Radio Executives Club, Oakland, Northern California Broadcasters Association and was member of NAB Educational Standards Committee. Gunzendorfer is survived by his wife, Natalie.

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Ward Chamberlin: Public TV's roving ambassador

Part corporate businessman, manager, entrepreneur and fund-raiser; part journalist, war veteran and storyteller, part socialite and public servant and All-American athlete (soccer at Princeton, 1946), Ward Chamberlin Jr. has created a varied personal history held together most apparently by a love for adventure and good causes. From World War II ambulance corps officer to defense contractor attorney to president of a mid-1970's New York City project called Provide Addict Care Today to public broadcasting's "roving ambassador," Ward Chamberlin has been a jack of many trades, and for the past 14 years, master of one: turning WETA-FM-TV Washington into one of the largest national program-producing stations in public television.

"He is the best in a business that defines the modern day Renaissance man—a job that really demands breadth of skills," says William Baker, a 30-year commercial broadcasting veteran who left the presidency of Group W Television two years ago to become president of WNET(TV), co-producer with WETA of *MacNeil/Lehrer NewsHour*.

Catch the 67-year-old president and chief executive officer of WETA today and you will likely hear about his station's presentation this past spring of a national series on the education crisis in the United States. His enthusiasm for a documentary history of the Civil War now in production appears vital enough to last through that series' debut in 1991. "What really continues to excite me is being able to make good programming ideas a reality. Programming is the fun part."

Yet, a moment later, he adds, "It is our duty to bring Washington to the rest of the country" through such programs as *NewsHour*. According to colleagues, much of what Chamberlin does on a daily basis—including his regularly issuing notes of encouragement or praise to staff—seems to ask, "Duty and fun. What is the difference?"

A specialist in international corporate law, Chamberlin left aircraft and submarine builder General Dynamics just in time for the birth of public broadcasting's national identity.

Appointed the Corporation for Public Broadcasting's first executive in 1968, he oversaw the distribution of federal support to hundreds of stations and was a key player in the design of their interconnection. He commissioned a study during CPB's first two years that would lead to the founding of National Public Radio, which he would serve as vice chairman more than a decade later. And he is credited with convincing a community of fiercely independent public television station managers that the benefits of pooling their powers could be had with-



WARD BRYAN CHAMBERLIN—president, chief executive officer, WETA-FM-TV Washington; b. Aug. 4, 1921, New York; B.A. Public and International Affairs, Princeton University, 1946; LLB, Columbia University Law School, 1948; legal counsel, Marshall Plan Agency, Washington and London, 1951-53; law practice, 1953-55, New York; associate counsel, international operations, General Dynamics Corp., New York, 1955-65; vice president and general counsel, International Executive Service Corps, New York, 1965-68; vice president, Corporation for Public Broadcasting, New York, 1968-70; executive vice president, WNET(TV) Newark, N.J., 1970-72; president and chief executive officer, Provide Addict Care Today Inc., New York, 1972-73; senior vice president, Public Broadcasting Service, New York, 1974-75; present position since March 1975; m. Lydia Gifford, Oct. 6, 1951; children—Lyn, 36, Margot, 34.

out losing the local store.

During the 1970's, Chamberlin continued to find himself at the axis of several other firsts for public television, including the merger of National Educational Television and WNDT(TV) Newark, N.J., to create public TV's top national program producing station, WNET(TV); he was that station's first executive vice president. And as the Public Broadcasting Service's senior vice president, he helped lay the foundation for operations and underwriting development systems that have survived nearly two decades of growth and change.

Chamberlin's blue eyes turn wistful as he produces a photograph of the first CPB board meeting, President Lyndon Johnson in attendance, or recalls Fred Friendly showing up soon thereafter with a million-dollar check from CBS to help get public TV going. But his mood rises above nostalgia when he speaks of the present tense and a two-way street between WETA and local

Washington viewers, who contribute more than \$8 million a year to his stations. "It is astounding to me how generous they are."

That and historical perspective fuel his optimism. Despite much talk about increasingly competitive threats to public TV, Chamberlin believes "cable will go the way of all commercial TV. There is quality stuff on Arts & Entertainment, the Discovery Channel, Nickelodeon. But will it stay that way? Public television will survive because there is a need for what we do."

Under his management, his stations have risen in 14 years from near bankruptcy to a preeminent national identity as co-producer of *NewsHour* and producer of regular and special series, including the controversial *The Africans* (1986) and *Learning in America* (1989). Insiders say that, without him, major corporate supporters, such as the Chrysler Corp., might not now be in the public television and radio fold. Public TV executives surely had more in mind than a single year's work when they chose him Manager of the Year, 1989.

Raised in Manhattan, his father a successful corporate lawyer, Chamberlin attended Phillips Exeter Academy. Today, he pulls from a shelf copies of *The Exonian*, the school paper he edited, a job that earned him a thousand dollars, which he spent on a summer-long tour of Europe in 1939. Three years later, he would return there a major in the American Field Service ambulance corps in Italy, Holland and India—war zones replete with good causes, frequent losses and tests of patience. The rest would seem easy.

Following several years' private law practice and a stint as counsel to the Marshall Plan Agency and his work for General Dynamics Corp., he moved on to form an international executive headhunting company under General Dynamics' then chief executive, the late Frank Pace. But not even this worldwide entrepreneurial venture would hold his interest forever.

A former federal budget director and secretary of the Army, Pace returned one day in January 1968 from a meeting with President Lyndon Johnson, who had asked him to become the first chairman of CPB. After studying a "stack of legislative history" over the weekend, Chamberlin told Pace, "Frank, you'd better take that job; you're going to have a lot of fun."

That word again, fun. Sometime soon, perhaps in 1990, Chamberlin says, he will turn over to someone else the day-to-day operation of WETA, leaving all his time to focus on fund-raising and other outside representation. The stations "ought to play an important part in this community," he says, adding that "playing 'roving ambassador' is the fun part"—apparently forgetting he had used the same phrase to describe programming. Perhaps all parts are "the fun part." ■

David Bartlett last week was on his way to being named to succeed **Ernie Schultz** as president of **Radio-Television News Directors Association**. Bartlett, VP for news of Westwood One's NBC Radio Networks, was reported to be choice of RTNDA's selection committee. With RTNDA board set to vote on recommendation at meeting in Washington on Saturday (June 3), Bob Priddy, of MissouriNet, chairman of search committee, declined to confirm Bartlett report. But it was learned that Bartlett, who lives in Philadelphia while working in New York, was searching for apartment in Washington area and had notified his employers he was taking RTNDA job. Among finalists for job were Roy Steinfort, former vice president of AP Broadcasting, and Martin Rubinstein, who had headed Mutual Broadcasting and CPB. Schultz, who had stunned RTNDA board at close of its convention in Las Vegas in December with word of his decision to resign, had promised to remain until his successor was hired.

Walt Disney and Rupert Murdoch's Sky TV are working on out-of-court settlement of **British satellite service's \$1.5 billion suit against studio**. Murdoch and Disney chief Michael Eisner were believed by Sky source to have met in recent days, and other executives from companies were talking stateside last week. Dispute centers on plans for launch of UK Disney Channel to complement Sky's new multichannel direct broadcast satellite service. Also at stake is continuing supply of Disney films to Sky's pay movie service. Sky source said settlement is expected as soon as this week. Disney spokesman declined to comment, other than to say no countersuit has yet been filed and no court date for hearing is believed set.

Association of Maximum Service Telecasters Chairman **Joel Chaseman** sent letter last week to **Daniel Inouye** (D-Hawaii) in support of **FCC's request for more funds this year and next**. Chaseman said FCC "badly needs" funds to do even its fundamental job—"allocating spectrum and protecting the public airwaves." Appeal may have been unnecessary. Inouye, who is chairman of Senate Communications Subcommittee and ranking member of Senate Appropriations Committee, told FCC Chairman Dennis Patrick at authorization hearing last month that he favored \$400,000 supplemental for fiscal 1989 and \$109.8 million budget for 1990 reflecting increase of \$10.2 million (BROADCASTING, May 22).

Suspense continued over **stalled contract negotiations between Capital Cities/ABC and National Association of Broadcast Employees and Technicians**. No meeting was held last week and there were no indications that union would hold second vote before June 19, which company set as extended deadline for approval of final offer if employees were to receive 10% bonus. NABET network coordinator Tom Kennedy said some petitions had been started on West Coast by NABET members asking for second vote, and added, "The impetus is from groups that have already ratified the initial packages. Everything else from around the country is extremely quiet." If the June 19 deadline passed and the company decided to implement its final offer, Kennedy said NABET's options included asking membership for strike vote, or asking National Labor Relations Board to declare contract implementation unjust.

ABC and Fox affiliate in Casper, Wyo., KFNB-TV, is still off air after going dark April 25 due to financial difficulties. ABC has yet to obtain replacement affiliate but Alan Nicksic, general manager of co-located CBS affiliate, **KGWC-TV**, said it is preparing proposal for Fox. Last ownership filing at FCC for station is signed by Augustus Stanton Jr., Orlando, Fla.-based attorney, who is also listed as 82.5% stockholder of **KLWY-TV** Cheyenne, Wyo.

In ruling seen as significantly extending First Amendment rights of American media abroad, **U.S. federal judge in Chicago last week held that free speech guaranteed to U.S. citizens applies to international libel cases**. Judge Charles Norgle issued ruling in \$100 million libel suit that former Indian Prime Minister Morarji Desai filed against journalist Seymour Hersh for allegedly de-

faming him in "The Price of Power: Kissinger in the Nixon White House." Book, which was distributed in India, alleges that Desai had sold state secrets to CIA. Attorneys for Desai sought to recover damages on basis of negligence. But Norgle ruled that stricter standard of "actual malice"—that Hersh knew or should have known statements were false—would be applied. "That is the standard used in U.S. courts in libel cases brought by public figures. And Desai has acknowledged being a public figure." Norgle said that to apply "Indian defamation law or any other foreign defamation law at odds with the First Amendment could have a tremendous chilling effect." Trial in six-year-old lawsuit is set for Sept. 13.

Columbus Broadcasting Systems Inc. sold KTTT(AM)-KWMG(FM) Columbus, Neb., to Husker Broadcasting Inc. for \$850,000. Principal stockholder of Husker is Ray Lamb, who also owns **KQAD(AM)-KLQL(FM)** Luverne, Minn., **KJVV(AM)-KURO(FM)** Huron, S.D., and **KBRK(AM)-KGKG(FM)** Brookings, S.D. Seller is owned by Charles Sand Jr. and Timothy Cumberland, who have no other broadcast interests. Broker: R.C. Crisler & Co.

Gulf + Western, in reflection of focus on entertainment and publishing operations, **has changed name**, effective today (June 5) to **Paramount Communications Inc.** Stock symbol has been changed from GW to PCI.

The Jetsons, *The Smurfs* and *The Yogi Bear Show*, **Worldvision Enterprises' three Hanna-Barbera-produced half-hour animated strips, have been renewed in all of top 10 markets** for fall 1989. *Jetsons* returns for fifth season, *Smurfs* for fourth and *Yogi* for second.

CPB President Donald Ledwig reiterated his stance that public TV task force's chief programming executive, or "program czar," proposal cannot be sole input for CPB report to Congress, due Jan. 31, 1990. Addressing Pacific Mountain Network National Leadership Forum June 1 in Tucson, Ariz., he said final plan must "ensure accountability to Congress for statutory obligations to minorities, children, independent producers" and other constituencies outside stations.

TNT, which launched Oct. 3, 1988, with 17 million subscribers, **now reaches 29.1 million U.S. households**, according to Turner Cable Network Sales. Should service reach expected 30 million homes by July 15, Turner Broadcasting will exercise option to move NBA package from TBS to TNT. TBS and NBA have had contract since 1984 for exclusive national cable coverage of NBA games.

Prominent television reporter is among five Canadians charged in Ottawa last week in connection with leak of Canadian government budget document. Doug Small, of Toronto-based Global Television Network, was charged with possession of stolen property—copy of budget summary. Four others—including employe at government printing plant and employe at waste paper disposal company—were similarly charged. But government action against Small touched off charges by members of opposition in Parliament and others that freedom of press was at risk, in view of importance of leaked documents as source of information. Budget leak forced government to announce its fiscal 1990 budget on April 26, day earlier than planned. Issue has dominated debate in House of Commons for week, and has led to demands by opposition members and some Canadian newspapers that Finance Minister Michael Wilson resign for not being forthcoming about scope of leak problem—government earlier had confirmed that leak involving Small was not only one that had occurred.

Under terms of new agreement with Western International Syndication, **Camelot International Sales will sell advertising time**

for Western's *It's Showtime At The Apollo*. Camelot is barter division of King World Productions. Next season Coca-Cola Co. will sponsor national talent search in which local winners will appear in amateur segment of show.

NBC News last week appointed several executives to manage newly enhanced news desk responsible for assignment of stories and personnel ("In Brief," May 8). Reporting to Donald Browne, executive news director, will be Jeremy R. Lamprecht, senior producer, program planning; David Miller, director of foreign news, and Giraud (Rod) Prince, director of domestic news. Lamprecht had been in charge of new coverage since 1987; Miller previously was program producer in London bureau, and Prince had been *Nightly News* producer. Bill Baxter, currently chief assignment editor was named night news manager, and Diane Festa, currently assignment editor based in London, will become weekend news manager. Separately, division also name Jim Cummins as bureau chief/correspondent for South-west bureau, and Daniel P. Molina as bureau chief/correspondent, Chicago.

Intelsat Director General Dean Burch, in what is regarded as sensitive and potentially controversial matter, is **expected to recommend that board of governors** at its meeting next week **approve coordination of Orion Network Systems' proposed two-satellite system**. Recommendation would be made, sources say, in spite of unfavorable finding regarding likely economic impact of proposed system—designed to serve busy North Atlantic region—on global network. Burch is expected to recommend approval because of what sources say he will describe as "mitigating circumstances." Orion system would operate with equivalent of 94 36 mhz transponders, with one-third of that capacity linking North America and Europe and offering services, such as video and emergency cable restoration, that Intelsat's five new VII-series satellites are to provide.

Sixth annual BROADCASTING-Taishoff Seminar, sponsored by Society of Professional Journalists, Sigma Delta Chi Foundation, is set for **June 9-10** at studios of KTLA-TV Los Angeles. Opening day includes 6:30-7:30 p.m. reception, and Saturday features 8 a.m. continental breakfast, followed by full day of speeches and seminars on broadcasting topics. Keynote speaker, Van Gordon Sauter, former president of CBS News, kicks off events, and four

panel discussion groups tackle variety of topics. Paul Davis, news director, WGN-TV Chicago, and national president, SPJ-SDX, is seminar moderator. Information: (312) 922-7424.

Cox Cable of San Diego, nation's second largest cable system, will carry **Turner Broadcasting System's coverage of 1990 Goodwill Games**, adding 300,000-plus subscribers to more than 30 million households currently committed to event. More than 90% of country's MSO's have agreed to carry games, to be telecast July 20-Aug. 5, 1990, on superstation WTBS Atlanta. Cable system operators will receive games and five minutes per hour of local avail time in return for fee per subscriber. Event marks first time local avails have been offered on TBS in any form.

USA Network's second "World Premiere" movie, *The Haunting of Sarah Hardy*, received **4.9 rating** on first night, May 31, giving cable service its highest rated original film to date. Program was seen in 2,360,000 homes.

American Mobile Satellite Corp. expects to begin aeronautical and land mobile service by 1993, following May 31 FCC approval of three-bird system to use L-band frequencies. Aeronautical safety services will enjoy preemptible priority. In other actions, commissioners recommended authorizing Comsat as signatory for international aeronautical services through Inmarsat; introduced new comparative tie-breaking rule for instructional TV fixed services based on which applicant would serve most students, and accepted 25% reduction and rewrite of amateur radio rules.

HBO has signed first affiliate for Comedy Channel, Service Electric Co., Mahanoy City, Pa., which serves 220,000 subscribers. SE was also first HBO affiliate in 1972.

Midem, operator of TV industry's biggest international program markets, MIP-TV and MIPCOM, is **expected to be sold to British publisher Reed International this week**, with attorneys working around clock to close deal. Price tag for exhibition operation was said by one source familiar with negotiations to be **approximately \$50 million**, three times what current owner, British broadcaster and MTM owner, TVS Entertainment, paid in mid-1987. Reed is owner of Cahners, U.S. subsidiary that publishes *Variety* and runs extensive exhibition operation of its own.

Warner close to deal on Ohio sports channel

Warner Cable is nearing an agreement to take a one-third ownership interest in SportsChannel Ohio, which will give the service a significant carriage boost in the state. Additionally, Warner plans a different marketing scheme, and will offer the service as a single-channel tier for \$1.95.

Operators have grown increasingly concerned that rising sports rights costs will force them to split expensive basic services off onto additional tiers. SportsChannel remains on basic in the Cleveland area. But Warner's positioning of the service as a mini-pay would be the first tangible signal of a new trend in cable sports service pricing.

SportsChannel Ohio launched only several months ago, and Warner is expected to contribute one-third of the money to fund the operation. NBC and Cablevision Systems would reduce their ownership in the service from 50% each to 33%.

Warner believes that not all subscribers would be interested in the service, and because of the significant rights fees involved, it plans to offer it as a mini-pay. Warner serves 440,000 subscribers in Ohio and will add another 106,000 once pending acquisitions (including Centel) are completed.

Warner initially intends to roll out the service on its Columbus, Youngstown, Akron and Canton systems, which are all

addressable, a move that will make marketing a single-channel pay service easier. If more Cincinnati-based programming comes on line, that large Warner system will also carry the service. And once the Warner-Time merger is completed, another 200,000 subscribers are expected to come on board through Time-owned American Television & Communications systems, SportsChannel said. Presently, SportsChannel Ohio is carried mainly by Cablevision Systems operations in the Cleveland area.

Its main programming has been the NBA Cavaliers and the SportsChannel America national package, featuring the National Hockey League. But the service has been in negotiations with baseball's Cleveland Indians and Cincinnati Reds, and hopes to have an announcement soon, sources said. It is uncertain if any deal could be struck to include games this year, but "anything's possible," a source said. (SportsChannel Ohio launched principally because of a deal with the Cavaliers, which was signed in midseason.) The service is also exploring negotiations with Ohio State. SportsChannel Ohio is also nearing agreement with the Mid-America Athletic Conference for coverage of football, basketball and other events. High school and other college sports may also be added.

Editorials

Evergreen

The appointment of Alfred C. Sikes as chairman of the FCC—expected to be announced by the White House momentarily—should be greeted with widespread hosannas by the broadcasting industry, and with just a shade less joy by cable. His record as a free enterpriser and his First Amendment sensitivity are what you would expect of a former Missouri broadcaster, and cable need be nervous only because of a certain open-mindedness toward the telcos.

Indeed, official Washington's familiarity with Al Sikes (and vice versa) should be a major plus in transferring from one FCC administration to another. As assistant secretary of commerce and director of the National Telecommunications and Information Administration, he dealt with most of the issues that still occupy the FCC's attention, and he should lose no time in coming up to speed.

Toward the end of the Reagan/Sikes administration at NTIA there issued a classic document detailing his vision for the telecommunications future in the year 2000 ("Telecom 2000"). These excerpts tell almost all you need to know about Al Sikes:

- Radio licenses should be indeterminate, subject only to revocation on a proper showing.

- TV license terms should be extended to 10 years.

- Radio should be further deregulated for five years.

- Self-regulation should be encouraged, with antitrust immunity to deal with such problems as children's broadcasting issues.

- The public interest standard should be reformed, and the FCC should curtail content regulation of broadcasting.

- So also should the license renewal process be reformed, to create a substantial renewal expectancy for existing licensees.

Although we admired the tone of Telecom 2000 at the time, we didn't think much would come of it; it sounded like a lame-duck document left behind by someone disappearing across the beltway. Wrong on both counts. Al Sikes and his ideas are here to stay awhile.

□

Less is known about Sherrie Marshall and Andrew Barrett, whose nominations are expected to accompany Al Sikes's to Capitol Hill, except that both are considered substantial appointments who will bring intelligence and competence to the deliberations of that agency. If the Bush administration is to be faulted for these three appointments it will be only for their tardiness.

Chilling bill

Like a bad penny or the star of a slasher movie, the television violence bill is back, this time carrying additional baggage. Passing unanimously in the Senate, the Simon anti-violence, anti-sex, anti-drugs, anti-antitrust bill (S.593, actually) would waive antitrust restrictions for three years to *permit* the broadcast, cable and production communities to agree on industry codes. Presumably that would mean holding to a standard that passes muster on Capitol Hill. The measure has yet to get House approval, but previous incarnations of the bill have died there and we would wish this one to suffer the same fate.

There was no outpouring of Fifth Estate opposition to the bill's passage last week, which is cause for some concern. Politically, that reticence is understandable, if ultimately unwise. While the real issue is freedom, the apparent issue is drugs, violence and explicit sexuality. We speak from experi-

ence in noting that it is often hard to champion the first without being tarred with the rest. But that freedom must be championed nonetheless.

Senator Paul Simon (D-Ill.), the bill's chief defender, assured its opponents that the measure was not "forcing anything on the television industry." Meanwhile, Senator Jesse Helms of North Carolina, who amended the bill to include sexually explicit material among the suspect programming categories, was characterizing prime time as "sleaze time" (Fans of *Cosby* or *60 Minutes* or *The Magical World of Disney* might be surprised to find themselves tossed in that basket), and warning that the media had best take the measure seriously, or "we will be back." So much for a congressional nonaggression pact.

The fundamental problem with the bill is that it is in the service of a parochial view and at the expense of a medium that should have the freedom to program as it chooses, according to the dictates of an audience free to choose the programs it wishes to watch.

Rounding up the usual suspect

Everett Koop, the retiring Surgeon General (who, white-whiskered and uniformed, always looked to us more like a Surgeon Admiral), fired a parting shot at the media last week.

Koop put his stamp on the findings of his Workshop on Drunk Driving. Among the recommendations in a report to be passed along to Congress are calls for legislation to eliminate tax deductions for all but price and product alcohol advertisements and to provide "equal time for effective pro-health and pro-safety messages." As to the first part of that charge, we'll let Michael Mazis of the Center for Marketing Policy Research, a member of the workshop panel who filed a minority report, answer: "[The] limited body of research is inadequate to justify the majority view's recommendation to eliminate the tax deduction for alcohol promotion and advertising." As to the second charge, which amounts to a legislative call for a wide-ranging public service campaign, the workshop is preaching to the choir. The Fifth Estate's substance abuse public service contribution is already substantial, totaling some \$1 billion annually.

There is a right way to combat drunk driving: tough laws and sentences, and education, such as the Fifth Estate's public awareness campaigns. The wrong way is to penalize the manufacturers, advertising media and consumers of a legal product.

The upside of the workshop recommendations is that they are the wish list of a soon-to-be-former Surgeon General and do not necessarily reflect the preferences of his successor. In delivering his valedictory, Koop insisted the recommendations were not the offerings of a dying swan or lame duck. Those protestations notwithstanding, some of them clearly shouldn't fly.



Drawn for BROADCASTING by Jack Schmidt

"Could you ask the engineers to keep the door to the transmitter closed when the exhaust fan is on."

WE HAVE THE MOB TO THANK FOR THIS.



This year, KCBS Television, Channel 2, Los Angeles was honored with the George Foster Peabody Award for its investigative reporting on the connection between MCA and the Mob.



AND OUR PEERS TO THANK FOR THESE.

We also won nine Emmy Awards for news and entertainment programming, including the big one: Best Regularly Scheduled Daily News Program.

One Peabody and 9 Emmys, that's a perfect 10 for 2.

Thank you to all the talented men and women who contributed to these outstanding programs.



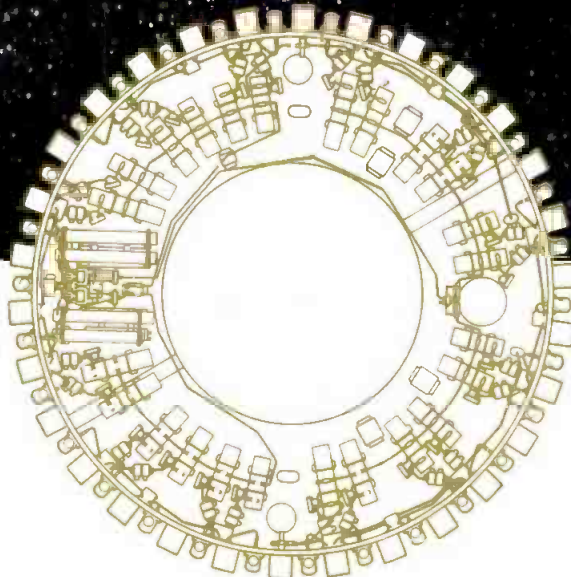
SPACE MAY BE INFINITE, BUT OUR NEW GALAXY IS FILLING FAST

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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.

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