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Broadcasting Jun 19

V. 116 #25

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Source: NSI, May, 1989.

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Broadcasting Jun 19

Vol. 116 No. 25

Almost there...

White House names Sherrie Marshall and Andrew Barrett to FCC. At last minute, it withholds word on Alfred Sikes. PAGE 27.

Cable centerpiece...

First of three Senate hearings focuses on cable concentration and future of free over-the-air TV. TCI's John Malone is among witnesses. PAGE 29.

ABC affiliates in LA...

Network executives reveal new bonus incentive program, upcoming promotional plans and new prime time offerings at annual gathering for affiliates. PAGE 31.

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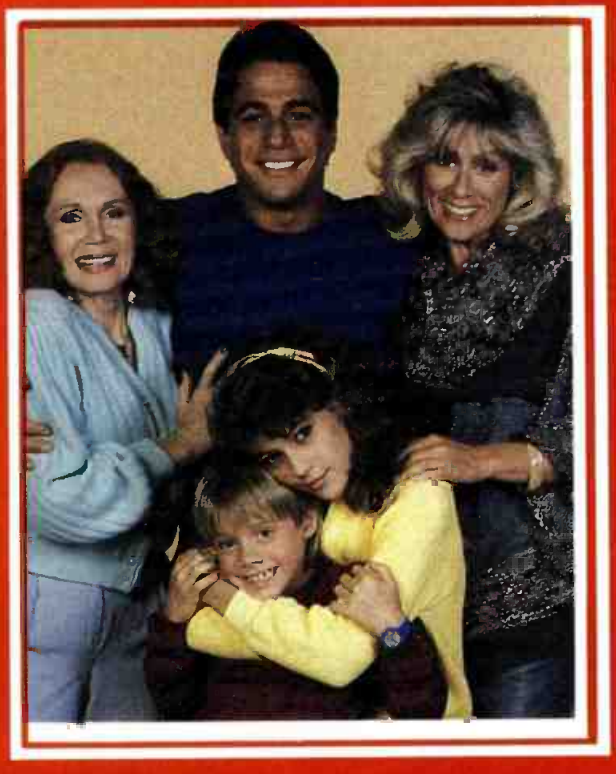

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WASHINGTON

Space saver

House Energy and Commerce Committee Chairman John Dingell (D-Mich.), concerned about availability of spectrum for new technologies, is working on proposal to alleviate spectrum shortages. If feasible, move could be real boon to broadcasters, who would like spectrum reserved for delivery of high-definition television. Prospects for proposal are considered good, given Dingell's stature and power in House.

Network, not a network

By spinning off proposed children's program block into affiliate-owned cooperative, some observers were suggesting last week, Fox Broadcasting Co. might also have been serving purpose of delaying as long as possible triggering of FCC's network rules, which apply to program services supplying affiliates 15 or more hours of programing weekly. FBC will expand to eight weekly hours across three nights in fall, and plans to add two-hour weekly movies some time after that. FBC-owned kids block, as envisioned, could bring network up to 15-hour mark as early as September 1990. And, according to William Johnson, deputy chief, FCC's mass media bureau, question of whether Fox affiliates' kids block is counted as network hours "clearly could be an issue." Petition by outside party would trigger commission investigation into matter. "Would we take it seriously? That would depend on facts and circumstances," said Johnson. "But it does strike me that if ABC, CBS or NBC decided to reduce the number of hours by creating a cooperative that supplied the same service, people would be rather skeptical." FBC has sought waiver of 15-hour limit, which has been put on hold at request of Congress, pending some movement on negotiations concerning financial interest and syndication rules between networks and Hollywood. Fox wants to avoid being legally defined as network due to its major presence in syndication business. Also, FBC stations, mostly independents, would become subject to prime time access rule.

Renewal relief

Expected this week is bill to reform comparative license renewal process for radio and television. Representatives Billy Tauzin (D-La.) and Tom Tauke (R-Iowa) are introducing measure similar to one they offered in 1987, although provision has been added that would permit FCC to review informal complaints received during license term of stations. Bill establishes two-step process that conditions renewal on whether station fails to broadcast programing responsive to issues of concern to community and operate in compliance with the rules and regulations of the FCC.

Quorumless

Unforeseen event may muddle McCaw Cellular Communications' uninvited $6.5 billion bid for LIN Broadcasting if LIN decides to fight off bid. FCC Commissioner Patricia Diaz Dennis, in search for new job, has recused herself from proceedings involving McCaw. Without Dennis, three-person commission would lack quorum to act on McCaw trust or transfer requests.

Although FCC Mass Media Bureau can handle voting trusts on own authority as long as they do not present novel, precedent-setting issues, it normally sends them along to full commission to avoid two-step process and save time. Any action bureau takes is appealable to full commission. But with Dennis out of play, bureau would be forced to take lead.

If novel issues are involved, bureau may be unable to act and proceeding would grind to halt. If such issues are not involved and bureau approves trust, LIN would still have recourse. Under one scenario, LIN could ask bureau for stay and, if that request is denied, LIN would have opportunity to ask federal appeals court for stay.

NAB numbers

Longtime attendees of National Association of Broadcasters convention have noted shrinking ratio of broadcasters to nonbroadcasters. NAB's internal breakout of 1988 registrants confirms that observation. Nearly 47,000 attended convention. Of some 27,000 who recorded affiliation, according to NAB figures, only 7,616 were with broadcast stations or networks. Employes of production facilities were second largest group at 6,493. Equipment manufacturers and distributors totaled 3,384. Other large groups: audio recording studios (990), government agencies (840), television programing companies (671), trade press/news media (490), foreign broadcasters (448) and military (365).

Money talk

Advanced Television Test Center, which is working with FCC's advisory committee on advanced television service to test proposed HDTV and EDTV transmission systems, has calculated that it will take $10 million to complete task. ATTC was formed in 1987, with $700,000 each from ABC, CBS, NBC, NAB, AMST and INTV, and with donations of facilities and personnel from PBS. Since then, test center has periodically contacted those organizations as need for additional funds has arisen. Peter Fannon, executive director of ATTC, said that each organization is aware of $10 million figure and has approved it.

Protection

Grandfather clause protecting U.S. cable holdings of Canadian MSO MacLean Hunter is expected to be added by representatives John Dingell (D-Mich.) and Matthew Rinaldo (R-N.J.) to legislation limiting cable foreign ownership. Bill, introduced last week by Massachusetts Democrat Ed Markey (see "In Brief"), chair of telecommunications subcommittee that answers to Dingell's Energy and Commerce Committee, is aimed at all foreign ownership. But MacLean Hunter holds virtually all of country's non-U.S. controlled cable systems, including operations in Dingell's and Rinaldo's congressional districts.

ABC reveals past play for Time

Unsubstantiated rumors of General Electric's interest in acquiring Time Inc., if true, would make NBC parent company second broadcast network owner to position itself as suitor for Time. During last week's ABC affiliates meeting in Los Angeles, Tom Murphy, chairman and chief executive officer of ABC, told affiliates that as early as last fall—and prior to Time-Warner merger—Capital Cities/ABC had been pursuing Time Inc. for possible takeover. Murphy said that FCC's proposed abolition of broadcast network/cable system crossownership rules, which prohibit such acquisitions, led to breakdown in negotiations between companies, thus opening door to Time-Warner agreement. Murphy pointed out that with networks still bound by those rules, merger of Time and Capcities/ABC would force "serious restructuring of one of the businesses," while such complication would not be faced by Time/Warner or Time/Paramount union.

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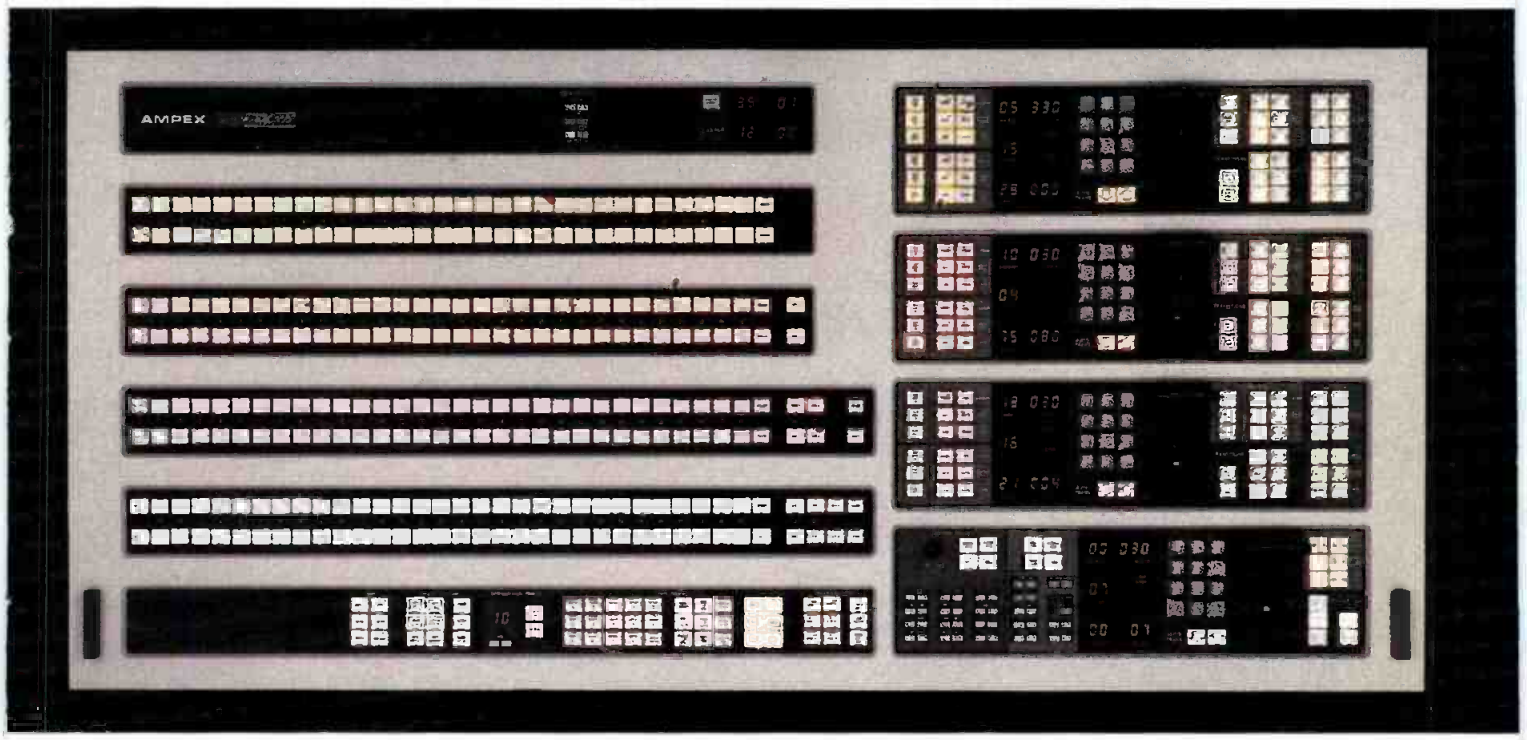

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Consider the pros and cons carefully. You will have already solved your most serious multi-generation problem with a digital VTR. However, attempting to convert completely to digital may not be justified considering the small incremental gain in quality, and the huge incremental cost of a full digital system. (Remember, there's a lot more than just a switcher involved.) So take a close look. You may conclude, as we have, that the answer is, "both."

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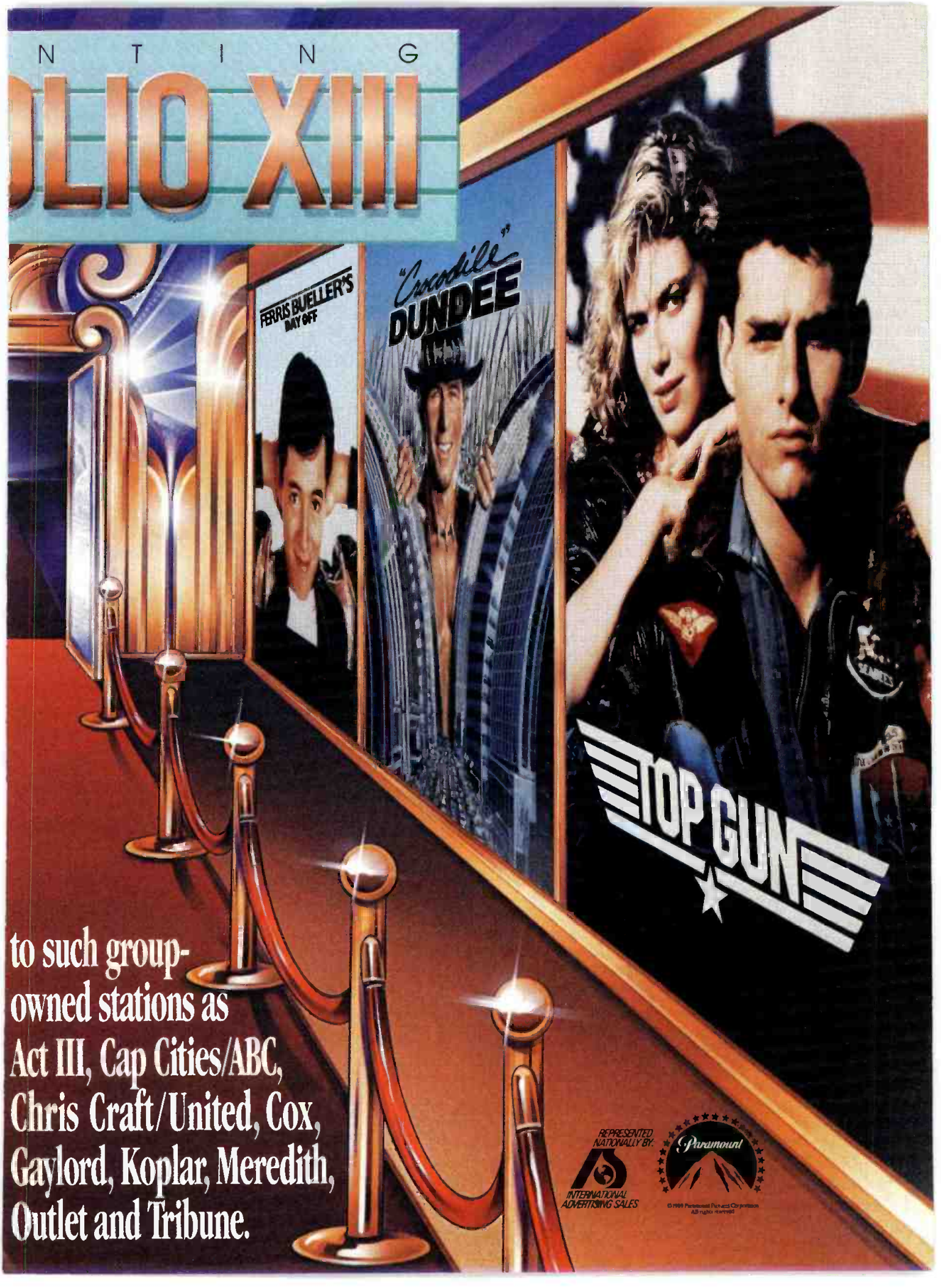
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HOLLYWOOD

First sale

King World's advertiser-network programing division, formed in July 1988, has sold first project to CBS. Two-hour movie *Murder Incorporated*, based on best-selling novel, has been sold to network with back-door pilot for series consideration. Possible series would be hour-long drama. Michael King, president and chief executive officer, said division also has developed network prime time series to air this summer.

Missed the boat

When *Love Boat* sets sail for two-hour reunion special—slated for February 1990 airing—noticeably absent from original crew reprising roles in Aaron Spelling Productions offering will be Fred Grandy, show's own Mr. Smith (yeoman-purser Burl "Gopher" Smith), who went to Washington in real life as Republican congressman from Iowa. Although busy congressional schedule would likely have precluded appearance, Grandy was never asked, according to his office.

Screen scramble?

Fox Broadcasting may enter race against ABC's planned movie screen promotion of its fall season shows (see story, page 31). Screenvision Vice President and COO Alex Szabo confirmed that both Fox and CBS had "approached" nation's largest broker of big screen advertising. (CBS spokesman said that that network has since lost interest.)

Spokesman for Screenvision said that "28-day flights" are almost completely booked through September, so Fox may have to wait until next season to use service. He said three 60-second advertising trailers go out in each flight to 5,700 theaters.

ABC's deal calls for July 28-August 24 booking on 5,000 screens, but Szabo declined to reveal network's budget for campaign. Prior to its consolidation with ABC, Capital Cities once held full ownership of New York-based Screenvision.

"Cinema advertising is relatively new—our messages are uncluttered and enhance existing advertising in other mediums," Szabo said. Szabo listed 7-Up, Dr. Pepper, Kodak, M&M Mars, and Chrysler as clients.

Laying the groundwork. *Independent broadcasters were out in force (over 100) on Capitol Hill last week. Washington Republican Senator Slade Gorton was one of dozens of lawmakers visited on Tuesday (June 13). Pictured left to right: Dan Lutgen, general manager, KTZZ-TV Seattle; Gorton; Roger Ottenback, general manager, KCPQ-TV Tacoma, and Kevin Hale, vice president and general manager, KSTW-TV Tacoma. Association of Independent Television Stations hosts general managers conference every summer, with lobbying initiative always major function of meeting. Independents reported that many members were aghast to learn of increasing amount of sports programs migrating from free, over-the-air television to cable.*

Vanilla ending

It looks as if fate dealt hungry *Dynasty* viewers cruel blow. Ron Lightstone, executive vice president of Aaron Spelling Productions, confirmed that ABC has killed idea of producing two-hour movie to resolve fates of prime time soap players. Series finale aired in first half of May, ending *Dynasty's* nine-year run on network.

Norman Henry, former senior vice president of production at Spelling, said estimated $3.8 million budget for telefilm was too rich for ABC's blood, with principal cost in contracting top-billed performers. "With cost of the production and the advertising dollars ABC projected," Henry explained, "they just couldn't find a way around it. It will be increasingly difficult to film, with the cast gone and the sets being struck. I think *Dynasty* is over."

NEW YORK

What's in a title?

At press conference in New York (see "In Brief," June 12), Chris Whittle said Susan Winston was still executive director of Channel One, Whittle Communications' 12-minute advertiser-supported news show aimed at secondary school classrooms. But how much executive directing that will mean remains to be seen, since nothing is being produced now and Nashville-based company's agreement with Winston, as with San Francisco-based A. Eric Jones Productions, was only for five-week trial of show. Current status of production team is uncertain, and Whittle has not yet made a permanent offer. Other decisions still to be made by Whittle and William Rukeyser, company's editor-in-chief, include where to locate show, with leading location being Knoxville, using bureaus in Washington and New York. Although satisfied with Winston's format, some changes in presentation will be made, including work on graphics. Trial run has found that younger viewers may prefer regularly changing graphics look.

Take 15

For time being, NBC and Television Bureau of Advertising (TVB) have apparently agreed to disagree on how many 15-second commercials run on network television. TVB recently issued chart indicating that 15's made up 40% of three networks' "total activity." More recently, NBC television network president Pier Mapes said that network's own survey showed that during week of March 27, 15-second commercials made up about 19% of total (21% for ABC, 17% for CBS, 19% for NBC). Spokespeople for both NBC and TVB (which obtains its data from Arbitron's Broadcast Advertiser Reports) said that as of yet, no attempts to reconcile numbers have been made. Both surveys do show that at least over past year, usage of shorter-length spots may have leveled off.

CHICAGO

Class act

Representatives from many top MSO's, plus handful of cable programers, plan to meet this week in Chicago to discuss further cable industry efforts to aid education. Among MSO's expected are Tele-Communications, Jones, Comcast, Cox, Continental and Adelphia, along, with educational-related programers CNN, Discovery, C-SPAN, Learning Channel and Arts & Entertainment.

Those programers offer various educational programs for schools (CNN's and Discovery's will premiere this fall), but need help of operators for distribution and implementation. Some operators, for instance, are discussing increased wiring of schools, providing VCR's for school systems and/or free cable installation for teachers to tape what they want for use later in classroom.

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Where Things Stand

Solid box denotes items that have changed since last issue.

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AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible."

FM broadcasters are split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrading of about two-thirds of Class A's, excluding many in northeast U.S.

In hopes of curtailing adjacent-channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994.

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

Antitrafficking

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

Cable Regulation

Cable television industry remains under 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 in April, 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 programers (particularly those in which cable operators have interest) to make their programing 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.

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 programing to homes.

National League of Cities is unhappy with developments within industry, approving new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 in 1989 to strengthen cities' regulatory grip on cable and to provide opportunity for telephone 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 programing 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 commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

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

Comparative Licensing

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

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

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

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

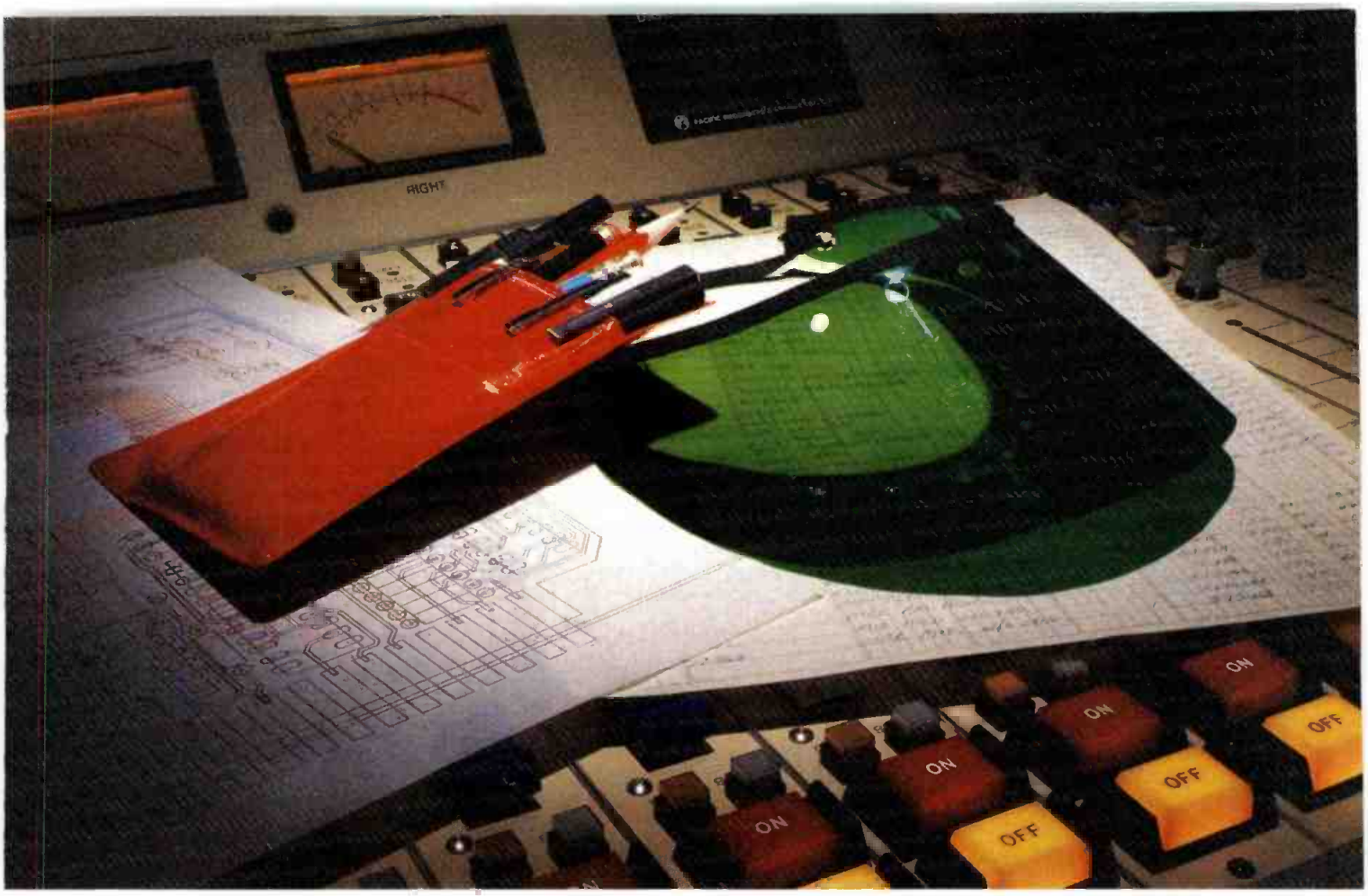
In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988).

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

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to con-



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dition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Direct Broadcast Satellites

Permittees and applicants to launch Direct Broadcast Satellites believe high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

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

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

High-Definition TV

Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position following suggestion of Advanced Television Systems Committee. ATSC requested that effort to establish 1,125/60 (SMPTE 240M) system as world standard in 1990 be abandoned, and that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible interim world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted in full.

Announcement is soon expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of $30 million Defense Department has set aside for research and development of new methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA has narrowed original 82 proposals to 49. Three or four are expected to win contracts.

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

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

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite.

Indecency

■ Senate has adopted legislation targeting violent, sexually explicit and drug-related programing. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programers to get together to self-regulate. House judiciary subcommittee was scheduled to mark up its version of bill last week.

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

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

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
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

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

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

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

International

Rupert Murdoch's UK direct broadcast service, Sky TV, has settled $1.5 billion lawsuit against Walt Disney Co. in dispute over plans for British Disney Channel. Disney will no longer have to launch UK version of Disney Channel as part of multichannel pay package later this year, but Sky retains access to Disney's Touchstone and Hollywood Pictures films. Murdoch rival, British Satellite Broadcasting, has troubles of its own, having postponed launch of five-channel service by six months until next spring, due to delays in availability of home receiver gear.

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.

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

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. 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 March 4 to merge, creating Time Warner Inc. On June 6, Paramount Communications, formerly Gulf + Western, made unsolicited $10.7 billion all-cash tender offer for Time, throwing future of merger into doubt. Whether Time combined with Warner or Paramount, new company's revenues would make it largest media company in world. According to Time and Warner's agreement, Warner shareholders would exchange each share of Warner stock for .465 of one share of Time stock. Justice Department said April 6 that it would not oppose merger on antitrust grounds. Paramount's tender offer activated stock-swap provision of Time-Warner merger agreement, enabling companies to trade roughly 10% of their stock before merger's completion. Paramount has sued for prevention of stock-swap and for other measures helping its bid. Paramount has filed at FCC for approval of trust that would hold Time's stock until Paramount gained necessary FCC approvals for transfer of Time's licenses to Paramount. FCC had given approval to Time-Warner merger in late May. Time, Warner shareholder meetings to vote on merger are scheduled for June 23. Time board must respond to Paramount's $175-per-share bid by June 21. Paramount said it would withdraw offer if Time stockholders approve merger with Warner. Time and Warner planned 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 per share.

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.

Public Broadcasting

■ CPB President Donald Ledwig used PBS Programing Meeting June 14-17, in Marco Island, Fla., to propose July-October series of "summit meetings" among CPB, PBS and NAPTS to unify plan to streamline national public TV programing processes. At same meeting, NAPTS presented refined version of—and PBS presented plan to implement—chief programing executive proposal that would centralize authority over approximately 25% of national programing funds, including most of current CPB Program Fund, at PBS. CPB must report to Congress next January on national program funding efficiency.

Garrison Keillor will return to American Public Radio Sept. 30 with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio, which announced July 1 launch of hourly newscasts, used conference to focus on strategic plan for 1990's. NPR board adopted $20.3 million FY 1990 dues level.

CPB asked House April 18 and Senate March 17 to provide full $265 million authorized for fiscal 1992, plus remainder of $200 million authorized for replacement of satellite due to expire in 1991. Administration has recommended capping CPB at 1991 figure of $242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, $56.8 million. CPB board has adopted $254,339,038 FY 1990 budget.

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

Wireless Cable

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

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

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This week

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—"Excellence in Local Programing," seminar on award-winning TV programing produced by local stations, sponsored by *Museum of Broadcasting* and partly funded by *NATPE*. MOB, New York. Information: (212) 752-7684.

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—"Reflections on Children's Television," seminar featuring Peggy Charren, president, Action for Children's Television, which celebrates 21st birthday. Seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

June 20-22—"Mexico and the U.S. 1989," conference for journalists sponsored by *Foundation for American Communications*. La Jolla Marriott, La Jolla, Calif. Information: (213) 851-7372.

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—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Eda Godel Hallinan, director, children's specials, ABC Entertainment. Copacabana, New York.

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

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

June 22-25—*Maryland/District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 23-25—"Focus on Use of Microcomputers in Programing," 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.

Also in June

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.

June 30—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between Aug. 1, 1988, and June 30, 1989) of International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

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. Participants in-

Major Meetings

June 17-23—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

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

June 21-25—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit.

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

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

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

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

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

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

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

Oct. 21-25—*Society of Motion Picture & Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

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

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

Jan. 16-19, 1990—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 18-21, 1990—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

Jan. 26-27, 1990—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

Jan. 27-31, 1990—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16, 1990—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

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.

clude Maury Povich, host of syndicated *Current Affair;* New York Governor Mario Cuomo; NBC-TV President Pier Mapes; ABC-TV President Mark Mandala, and CBS-TV President Tony Malara. 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—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Linder, executive producer, Fox Broadcasting's *America's Most Wanted*. Copacabana, New York.

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 Programers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

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

July 13-16—Conclave '89, 14th annual Upper Midwest Communications Conclave, radio conference sponsored by UMCC, nonprofit organization, Sheraton Park Place, Minneapolis. Information: (612) 927-4487.

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

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

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

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

■ **July 17-18**—"Newsroom Technology: The Next Generation," technology seminar for media professionals hosted by *Gannett Center for Media Studies*. Columbia University, New York.

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

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

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

July 18-21—*Cable Television Administration and Marketing Society* sales management master course. Hebron, Ky. Information: (703) 549-4200.

July 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Rosalyn Weinman, VP, program standards and community relations, NBC. Copacabana, New York.

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

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

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

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

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

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

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

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

July 27-29—*Idaho State Broadcasters Association* annual convention. Among speakers: National Association of Broadcasters President Eddie Fritts and Westwood One President Bill Battison. Sun Valley, Idaho.

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

July 31—10th annual radio script contest, sponsored by *Midwest Radio Theater Workshop*. Information: (312) 874-1139.

Erratum

American Network Group of Cookeville, Tenn., is not owned by Frank J. Spalluzzi as reported in June 5 "Changing Hands" item on WPTN(AM)-WGSQ(FM). Company **is publicly held and headed by Spalluzzi.** Purchaser is wholly owned subsidiary of American Network Group Inc., Nashville.

August

Aug. 1—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

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

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

Aug. 10-13—*Association for Journalism and Mass Communication* convention. Washington. Information: Ken Keller, (618) 536-7555.

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

Aug. 17-18—*Arkansas Broadcasters Association* annual convention. Arlington hotel, Hot Springs, Ark.

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

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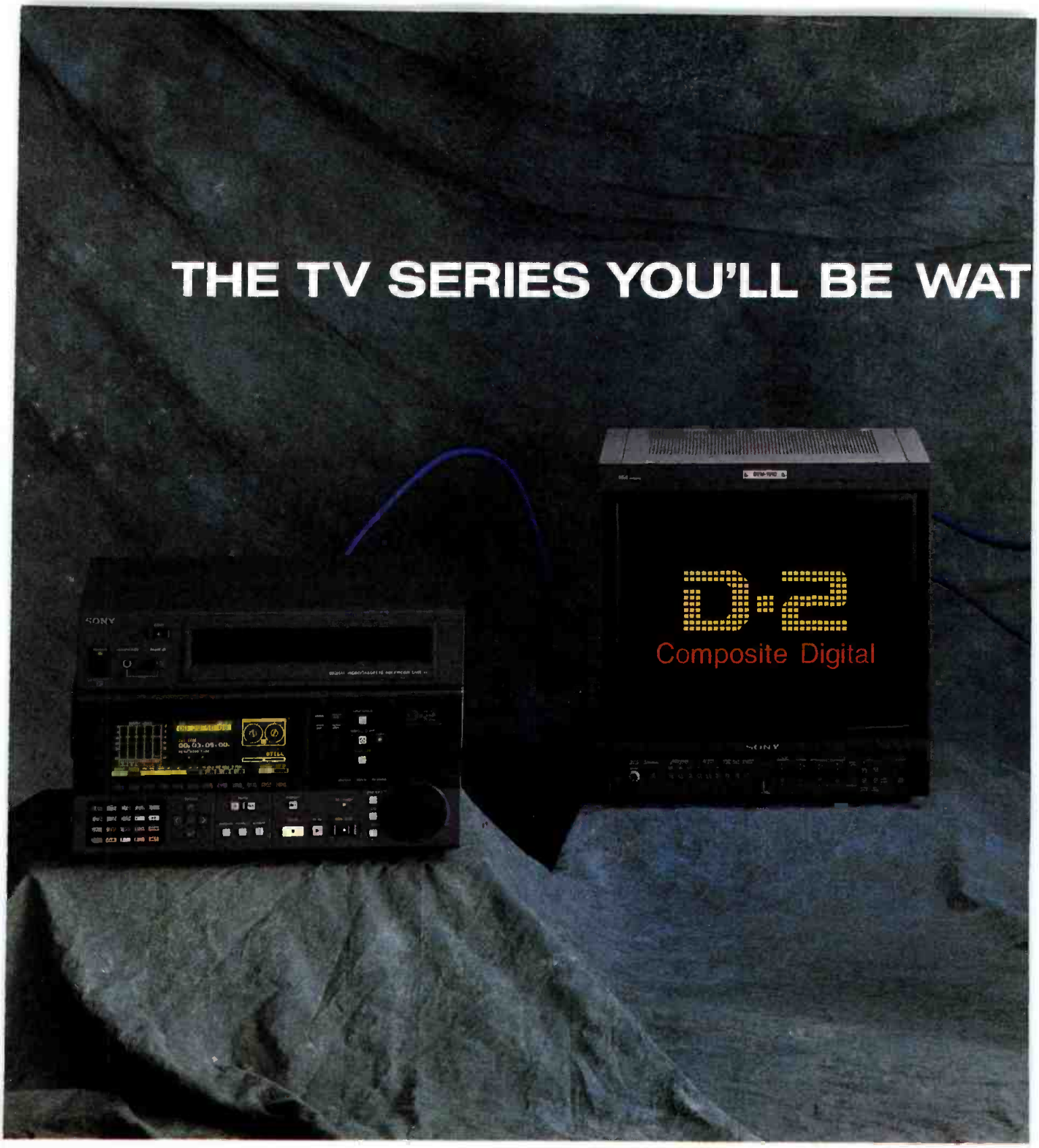

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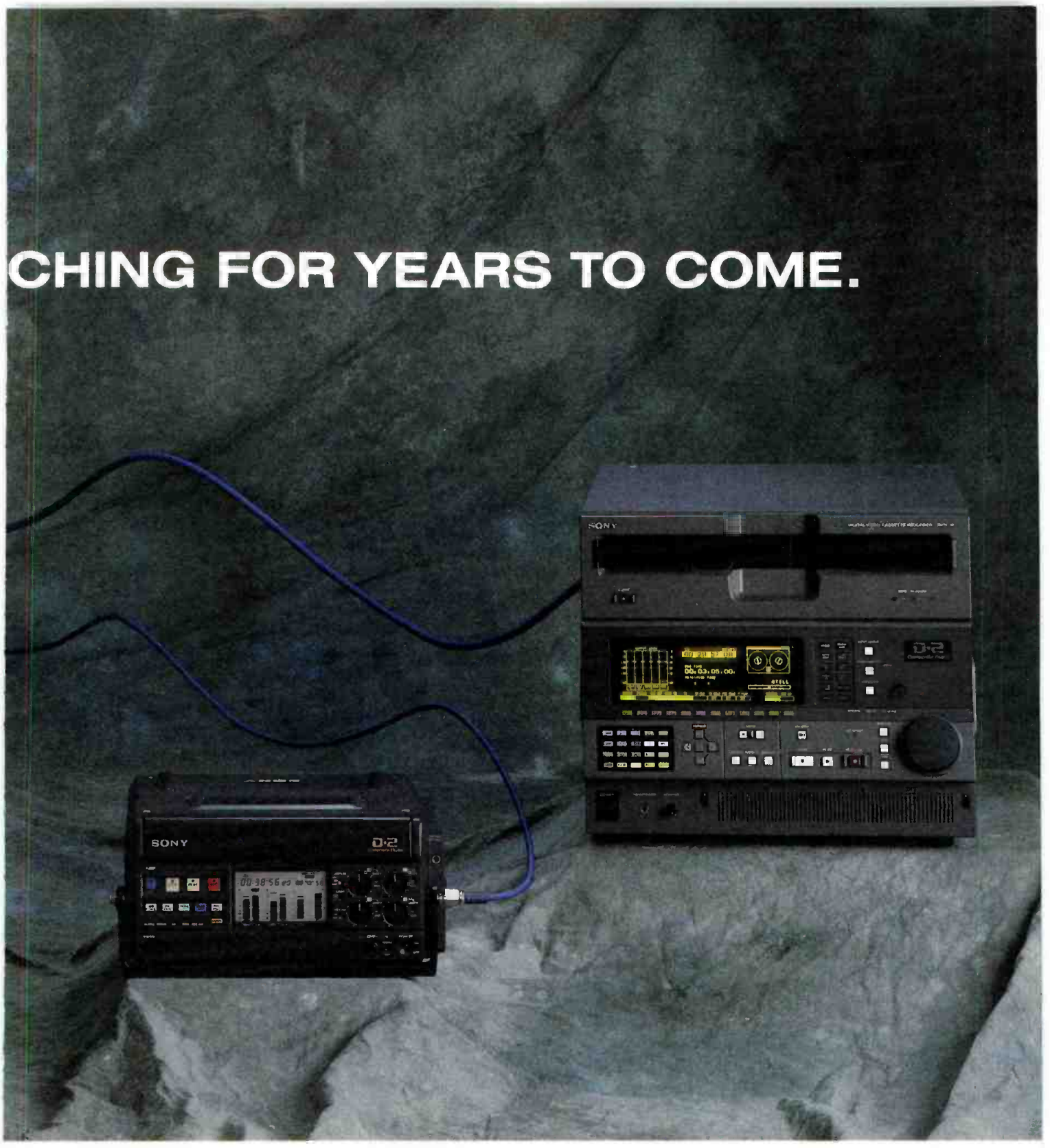

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Open Mike

Programing is the answer

EDITOR: Ted Snider's "Monday Memo" of May 22 missed the point of AM's problems. Placing the blame for AM's decline on the FCC or the proliferation of AM stations is just plain silly. Those of us who have followed the history of the industry recognize that there has been no significant increase in interference levels since the early 1960's when the commission enacted the strict "go, no-go" rules; yet throughout the 1960's and '70's FM failed to dominate.

But by the late '70's, most new autos were factory-equipped with AM/FM radios. That, combined with separate FM programing mandated by the FCC, brought new and innovative programing to the younger audience. FM at that point gained the younger listeners—not because of higher fidelity, stereo, or less interference, but as a result of responsive programing.

It is interesting to note that while FM now commands the lion's share of the audience, the advertising dollars are still substantially flowing to the AM stations, which is a clear indication of which medium produces results. AM radio, with the help of the FCC, will clean up its technical problems, but response to the needs of the communities they serve via innovative programing is the real key to the future of AM radio.—*Herbert P. Michels, president, WKMB(AM) Stirling, N.J.*

A better mousetrap

EDITOR: Your "Detour" editorial of May 29 really missed the essence of TCI's advanced television (ATV) strategy.

The deployment of a system such as Faroudja's SuperNTSC is not a detour but a preemptive blocking move against any foreign-developed noncompatible system while maintaining our strategic objectives to develop the most technically advanced ATV system for the 21st century.

We have consistently called for the development of a top priority national strategic plan to develop and deploy a fully digital 6 mhz ATV transmission and display system by the year 2000. The broadcaster must be assured (either by regulation or legislation) of the spectrum availability for the simulcasting of such a transmission system from existing allocated spectrum.

This is a leapfrog strategy. The United States will utilize its current strengths in microelectronics (VSLI), computer, microprocessor and video compression technologies to achieve its ATV objectives. This plan would also offer America an opportunity to regain its global competitiveness in electronic technology.

We want the most robust and competitive ATV technology available for the 21st century. I believe just getting high resolution, digital sound and a wider screen are not sufficient to sell the next-generation ATV system to the American public. Rather, I envision an ATV system with much interactivity, integration of additional database information and other new applications not available to currently planned HDTV systems. Our national ATV development is the exact reverse of the smokestack industry syndrome that plagued this country's manufacturing sector after the Second World War. Both Japan and Europe have embarked on an analog-based HDTV system within the last decade which may not be competitive or marketable for the 21st century, particularly if we can quickly deploy an EDTV system that can provide 35mm resolution, digital sound and an immediate programing availability of all the best in broadcast and cable programing universally throughout the country.—*John J. Sie, senior vice president, Telecommunications Inc., Denver.*

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Monday Memo

A broadcast regulation commentary by Corydon B. Dunham, executive VP and general counsel, NBC, New York

Several weeks ago, the Coalition to Preserve the Financial Interest and Syndication Rules announced its formation, and kicked off a campaign to preserve the FCC's 20-year-old financial interest and syndication rules.

Despite the fact that Congress has made it clear that it expects the networks and studios to jointly forge a compromise solution to the financial interest and syndication issue, to date the studios have steadfastly refused to allow the central issue we've been asked to resolve—financial interest—on the table.

Leaders of the coalition have made it clear that they seek to perpetuate the rules' outdated, anachronistic ban on the networks' ability to obtain a financial interest in programs produced by others. Likewise, it's clear they seek to perpetuate a ban on network participation in the distribution of such programs in foreign markets, as well as domestically.

In the face of the intransigent position announced by the coalition, which is led by the Motion Picture Association of America and others, it grows increasingly difficult for negotiations to adapt the rules to changes in the industry, or to deal adequately with the economic problems surrounding the supply of programing to the free broadcast system.

The coalition says that nothing has changed since the 1960's which could warrant changes in the rule. But the facts of change are overwhelming.

The average American viewer now receives 27 program channels, up from seven in 1970. Any network must now compete against programs on the other networks and also against the vast array of programing on these other channels.

Program suppliers have many ways to reach the television audience. This level of diversity and competition did not exist in the 1960's and early '70's, when the financial interest rule was fashioned. Yet, with all this competition, the three networks—and only the networks—are still limited by government regulation from full competitive investment in programing.

Diversity has come about through increased advertising expenditures, technological improvements and industry investment. The number of commercial stations on the air has nearly doubled since 1970. Cable, a mere broadcast retransmission service in the early '70's, is now watched in almost 60% of all TV households. And, if the growth of stations and cable weren't enough, over 54 million homes now have VCR's, giving rise to almost $8 billion in cassette rentals and purchases in 1988.

The coalition claims that prior to the enactment of the rules, the networks acquired a financial interest in 93% of the programs they aired. Not true. That statistic, as the FCC record shows, includes programs in which networks had no financial interest but only the right to broadcast—advertisers supplying 7% of the programs at that time.

"Affiliates and their networks cannot face continued restrictions on their ability to compete while the world of television changes rapidly around them."

Yet the coalition continues to mislead by using this 93% statistic as if the networks' market position in the '60's enabled them to acquire a financial interest in virtually every program. The fact is, according to the Arthur D. Little study in 1968, the three networks combined had a variety of profit shares in about half the regularly scheduled entertainment series. In dollar terms, the three networks combined had less than 10% of the domestic syndication market.

Given today's drastically reduced network market share, and the diversity of distribution options program suppliers face, no network is in a position to engage in practices of the kind conjured up by the coalition. Viewing levels for network programs have slipped from the 1970 combined share of 93% to the current 67%. A network program receives, on average, only 22% of the audience. Program suppliers can today sell to a wide range of broadcast and cable distributors. This is hardly the level of absolute network control alleged by the coalition.

The coalition also claims that the three networks' combined share of all national TV advertising was 86% in 1988. In fact, it was 51.3%. With a fallen audience share and rising program costs the average network profit margin has dropped from a high of over 15% in 1977 to about 4% in 1988.

Without the opportunity for program investment that is available only with relief from the financial interest rule, each of the networks is hindered in competing for the programing required to supply its affiliates, programing that is often of value in the aftermarket in the free system. Today, the Hollywood studios are free to participate in the full range of domestic and foreign production, distribution, sales, licensing and other activities that are increasingly essential to finance the enormous costs and risks associated with our business. Only the three networks are not.

Of particular importance is the ability to finance program production by independent producers. Under today's rule, the major Hollywood studios can provide financing for production by others. The networks cannot. The rule is thus advantageous for the major studios, but harms networks, which want to invest in program diversity and innovation and need a chance for some return on increased program investment in order to do so. It is not a good rule for affiliates and the aftermarket which can use successful network programing. It is not a good rule for creative talent and producers, writers and actors who could be attracted to new and additional program organizations. And, it is certainly not a good rule for the viewer of the free broadcast system.

There is still more change on the way. The media business is becoming both global and more complex. The coalition would prevent the U.S. networks from competing in that market, however, arguing again that there has been no change since the '60's. The proposed Time-Warner merger, of course, shows otherwise. So do the acquisition of MTM Productions by Television South of Britain and United Artists Studios by Qintex of Australia.

Artificially excluded from competing in the global television arena, networks will find it more difficult to develop and air innovative programing—long the cornerstone of America's partnership of broadcast companies and local affiliates. Through this partnership, affiliates have been able to extend a wide range of benefits to the communities they serve: news, sports, entertainment, and other programing, plus a host of community service and related benefits. To fully continue this tradition of service, affiliates and their networks cannot face continued restrictions on their ability to compete while the world of television changes rapidly around them.

MAY RATINGS ARE T

BANGOR
WABI 5:30PM
13 RTG/34 SHR

- Dominant #1 in the t.p., beating Cheers.
- Adds 13 share points to the Win, Lose or Draw lead-in.
- Up 31% in share since Feb. '89.

Source: Nielsen

HARTFORD
WFSB 7:00PM
9.9 RTG/19 SHR

Source: Nielsen

PITTSBURGH
KDKA 11:30PM
9 RTG/32 SHR

- #1 in t.p., beating Cheers and The Tonight Show.
- Up 19% in share since Feb. '89.

Source: Nielsen

MILWAUKEE
WITI 6:30PM
10.3 RTG/19 SHR

Source: Nielsen

ATLANTA
WAGA 4:00PM
8.2 RTG/21 SHR

Source: Arbitron

BIRMINGHAM
WBRC 4:30PM
10 RTG/34 SHR

- Dominant #1 in t.p., beating Geraldo and People's Court.
- Retains 100% of Oprah lead-in share.
- Up 10 share points from Feb. '89.

Source: Arbitron

CHATTANOOGA
WTVC 7:30PM
15 RTG/28 SHR

- Tied for #1 in the t.p.
- Up 40% in share over Feb. '89.
- Adds 10 share points to ABC news lead-in.

Source: Nielsen

PHOENIX
KTVK 6:30PM
9 RTG/15 SHR

Source: Arbitron

YAKIMA
KAPP 7:00PM
11 RTG/22 SHR

- Up 22% from Feb. '89 t.p.
- Strong #2 in t.p., beating Cosby.
- #1 for W18-49 and W25-54.

Source: Arbitron

CINCINNATI
WLWT 7:00PM
11 RTG/22 SHR

- Up 29% in share since Feb. '89.
- #1 in t.p. for W18-49, W25-54 and M25-54, beating Night Court and Win, Lose or Draw.

Source: Nielsen

DALLAS
KXAS 6:30PM
9 RTG/17 SHR

Source: Nielsen

CLEVELAND
WKYC 5:00PM
8.1 RTG/18 SHR

Source: Arbitron

TAMPA
WTVT 11:30PM
6 RTG/26 SHR

- #1 in the t.p., ahead of Carson, Arsenio and Nightline.
- Up 24% since Feb. '89.

Source: Arbitron

HROUGH THE ROOF!

LEXINGTON
WKYT 7:30PM
10 RTG/20 SHR

- Up 81% in share over 3's Company in Feb. '89.
- Strong #2 in the t.p.
- Builds on E.T. lead-in audience.

Source: Nielsen

SACRAMENTO
KXTV 7:30PM
12.1 RTG/21 SHR

Source: Nielsen

CHICAGO
WMAQ 6:00PM
6.5 RTG/13 SHR

Source: Nielsen

ST. LOUIS
KSDK 6:00PM
8.2 RTG/22 SHR

Source: Nielsen

KANSAS CITY
KMBC 6:30PM
10 RTG/19 SHR

- Up 27% in share since Feb. '89.
- #1 in W18-34.
- Tied for #1 in W18-49 and W25-54.

Source: Nielsen

WICHITA FALLS
KFDX 4:30PM
9 RTG/25 SHR

- Dominant #1 in t.p., beating People's Court.
- Up 47% in the share since Feb. '89.
- Up 56% over year ago share.

Source: Nielsen

WEST PALM BEACH
WPEC 7:30PM
12 RTG/22 SHR

- Nearly doubled Feb. '89 t.p. share.
- Strong #2 in H.H.'s and tied for 1st in key male demos.
- 47% ahead of Win, Lose or Draw, May '88.

Source: Arbitron

DETROIT
WDIV 4:30PM
9.1 RTG/21 SHR

Source: Arbitron

MINNEAPOLIS
WCCO 4:30PM
8.2 RTG/22 SHR

Source: Nielsen

PHILADELPHIA
WCAU 7:30PM
6.8 RTG/12 SHR

Source: Arbitron

GREEN BAY
WFRV 6:00PM
12 RTG/23 SHR

- #1 in the t.p. in all key adult demos.
- Up 28% in share from Feb. '89.
- Up 64% in share over last year.

Source: Nielsen

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MARKET	STATION	OWNER
Philadelphia	WCAU	CBS
San Francisco	KRON	Chronicle Broadcasting
Boston	WNEV	New England TV Corp.
Detroit	WDIV	Post-Newsweek
Dallas	KXAS	Lin Broadcasting
Cleveland	WKYC	NBC
Houston	KHOU	Belo Corporation
Atlanta	WAGA	Gillett Group
Tampa	WTVT	WTVT Holdings, Inc.
Minneapolis	WCCO	Midwest Communications
Seattle	KIRO	Bonneville International
Miami	WCIX	CBS
Pittsburgh	KDKA	Westinghouse Broadcasting
St. Louis	KSDK	Multimedia Broadcasting
Phoenix	KTSP	Great American Broadcasting
Sacramento	KXTV	Belo Corporation
Hartford	WFSB	Post-Newsweek
San Diego	KNSD	Gillett Group
Portland, OR	KATU	Fisher Broadcasting
Cincinnati	WLWT	Multimedia Broadcasting
Milwaukee	WITI	Gillett Group

MARKET	STATION	OWNER
Buffalo	WIVB	Buffalo Broadcasters
Memphis	WMC	Scripps Howard Broadcasting
Norfolk	WVEC	Belo Corporation
Louisville	WLKY	Pulitzer Broadcasting
West Palm Beach	WPEC	Photo Electronics Corporation
Jacksonville	WJXT	Post-Newsweek
Little Rock	KATV	Allbritton Communications
Richmond	WWBT	Jefferson Pilot Communications
Albuquerque	KOAT	Pulitzer Broadcasting
Omaha	WOWT	Chronicle Broadcasting
Honolulu	KHON	Burnham Broadcasting Co.
Cedar Rapids	KCRG	Cedar Rapids Gazette
South Bend	WSBT	Schurz Communications
El Paso	KVIA	Marsh Media
Colorado Springs	KKTV	Ackerley Communications
Ft. Myers	WINK	Ft. Myers Broadcasting
Charleston, SC	WCIV	Allbritton Communications
Salinas/Monterey	KNTV	Landmark Communications
Yakima	KAPP	Apple Valley Broadcasting
Lubbock	KCBD	Holsum Inc.
Abilene	KRBC	Abilene Radio & Television
San Angelo	KACB	Abilene Radio & Television

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TOP OF THE WEEK

Closing in on a new FCC

White House announces nominations of Sherrie Marshall, Andrew Barrett; Sikes as chairman is delayed, but is expected this week

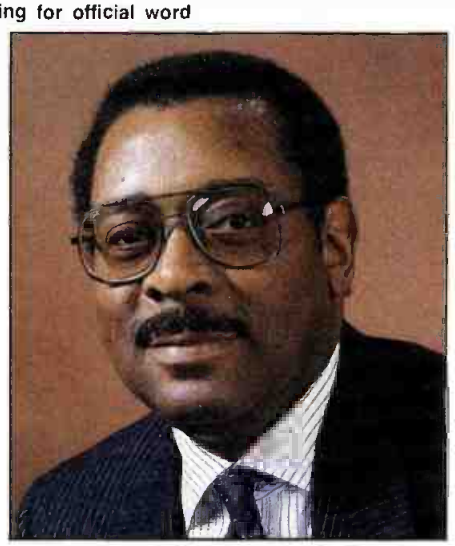
Alfred C. Sikes: Waiting for official word

The White House last week proved a stunning adeptness at changing signals on the FCC nominations it was expected to make. With half of Washington awash in reports—emanating from the White House—that three nominations would be sent to the Senate by Thursday, Friday at the latest, the White House on Friday announced only two—those of Sherrie Marshall and Andrew C. Barrett. The nomination of Alfred C. Sikes, head of the National Telecommunications and Information Administration, who was to be designated chairman, succeeding Dennis Patrick, was not announced. The White House said late Friday that the Sikes nomination will be made this week.

The White House declined comment on the reason for the change in signals. But there was speculation that White House officials were upset by a story in *The New York Times* on Friday morning saying Sikes confirmed that he expected to be nominated and quoting him on his views on telecommunications policy. The White House could regard such a public posture as inappropriate in advance of an official announcement. So after months of internal politics, speculation, rumor and reporting, the White House managed to announce its choices to fill two vacancies that have existed for as much as two years, but to demonstrate a capacity for one more surprise. Sikes's office on Friday was saying he would have "no statement until a formal announcement is made."

Assuming the Sikes nomination is made, Senate confirmation of the three new appointees would mark the official and practical end of the Reagan era at the commission. For eight years, the agency has been dominated by strong, free market-oriented chairmen, first Mark Fowler and then Patrick. Sikes, in his three years and three months as head of NTIA, has emerged as a political moderate, one who is not ideological, "a team player," as one of those who knows him says. He would be expected to develop closer, more cordial ties with Congress and his fellow commissioners than his two immediate precedessors managed. What's more, in Sikes, radio broadcasters, who sometimes appear to feel they are ignored as the world turns on television, would have one of their own. He was the owner of or principal partner in five radio stations in Missouri before moving to Washington.

FCC Commissioner Designate Marshall



FCC Commissioner Designate Barrett

The two other nominees are harder to read. Marshall, a partner in the Washington law firm of Wiley, Rein & Fielding, has worked on Capitol Hill and in the Reagan and Bush White Houses. But it was as a member of the commission staff under Patrick—she headed the Office of Legislative Affairs for more than a year—that she attracted the attention of the communications community, not all of it favorable. Given the difficult task of improving Patrick's relations with the Hill, she was sometimes regarded as a Patrick clone, a description those who know her thought unfair. Her regulatory views probably remain to be fleshed out. Barrett, a member of the Illinois Commerce Commission, has been a practicing regulator for nine years, and during that time won the favor of Representative Bob Michel (R-Ill.), the minority leader in the House, and Ward Quaal, a former top executive at the Tribune Co., in Chica-

Alfred Sikes, 49, has been assistant secretary of Commerce for Communications and Information and head of the National Telecommunications and Information Administration for the last three years. His broadcast background includes being the owner of or principal partner in five Missouri radio stations. He also headed a Springfield, Mo.-based broadcast and political consulting firm. Sikes has strong ties with John Danforth (R-Mo.), ranking minority member on the Senate Commerce Committee. Sikes ran election campaigns for Danforth in the 1970's and served as assistant attorney general under Danforth. Danforth was instrumental in Sikes's NTIA and FCC appointments. Sikes has a BA from Westminster College, Fulton, and a law degree from Missouri Law School, Columbia, both Missouri.

Sherrie Marshall, 35, former head of the FCC's Office of Legislative Affairs, and partner in the Washington communications law firm of Wiley, Rein & Fielding, is the insiders' "insider." The Office of Legislative Affairs is responsible for implementing legislative programs and informing Congress of FCC regulatory decisions. She left the FCC last November to join President Bush's transition team. Marshall first arrived in Washington in 1977 after receiving her law degree from the University of North Carolina. She was a staff attorney at the Federal Election Commission, later becoming general counsel. From 1977 to 1981 she served as Republican counsel on the Senate Rules Committee. She has also served as associate counsel to President Reagan and as a White House lobbyist.

Andrew Barrett, 47, member of the Illinois Commerce Commission (ICC), is the only candidate with regulatory experience. The ICC regulates state telephone companies and gas, electric and water utilities. As a member of the National Association of Regulatory Utility Commissioners' communications committee, Barrett has advocated giving local telcos greater freedom to compete with cable companies. Barrett has been with ICC since 1980, his current term expires in 1990. He is former chairman of the National Association of Regulatory Utility Commissioners' Committee on Water and current president of the Mid-America Regulatory Commissioners. Barrett received a BA and MA from Loyola University of Chicago and a law degree from DePaul University.

go, both of whom recommended him for the FCC post. Those who know Barrett describe him as "street smart" and "politically aware." Indeed, he seems to be a man who marches to his own drummer. "There are some things the FCC should leave alone," he said last week—"like the fairness doctrine. The broadcast industry was not troubled by that."

The nominations of Sikes, and his designation as chairman, and Barrett, would probably be welcomed by the telephone industry. One of NTIA's major accomplishments during Sikes's tour was a report on cable television that, among other things, recommended opening the cable market to telephone companies as program distributors—although not as programers. (Sikes last week seemed to be backing away from that recommendation, noting that the report was based on conditions "a year old" and that, as FCC chairman, he would be "wearing a different hat" than as head of NTIA.) As an Illinois Commerce Commission member, Barrett deals extensively with telephone companies. And he has written on the need to remove impediments to the introduction of fiber to the home, the technology seen as opening the door to telephone companies' entry to cable television. But last week, he said that, "in the final analysis," telephone company entry depends on "the people's ability to pay and on customers' interest" in the service.

And if Sikes is not a crusader for deregulation, the record he wrote at NTIA should reassure broadcasters. In a report on telecommunications in the year 2000, NTIA last year said that radio licenses should be indeterminate, subject only to revocation on a proper showing; that television licenses, now granted for five years, should be extended to 10, and that the license renewal process should be reformed to create a substantial renewal expectancy for licensees. It also called for reforming the public interest standard and for a reduction of content regulation. In a passage that echoed the views of the deregulatory-minded FCC under Fowler and Patrick, the report said that marketplace forces are better able to bring about programing diversity than is content regulation.

But in interviews in recent weeks, as he awaited the White House decision, Sikes indicated he was thinking in grander terms than those involving regulation. He is concerned, he said, "about the availability, nationwide, of important communications technologies and services." He mentioned specifically fiber optics, digital switching and digital radio services. High-definition television—a technology which he has been attempting to promote while at NTIA, is another of the technologies that he mentioned. He is also concerned that the commission be alert to opportunities to improve the country's "natural competitiveness" abroad by facilitating their entry into the market domestically. He noted that communications companies are often dependent on FCC action—allocation of spectrum, for instance—in order to introduce new products.

□

The wait for the Bush administration's decision on filling the commission vacancies appeared to have ended, for all practical purposes, early last week. A White House official said the President had taken the necessary papers with him on his western trip, discussed the matter with his aides, and acted. All that remained, according to the White House official, was the completion of some paperwork on one of the nominees by the White House counsel's office. White House aides on Wednesday began contacting the nominees and key members of the Senate with word of the President's decision.

Those contacts, fanning out over Washington, wrote another climax in a saga that began more than two years ago, when Fowler resigned in April 1987 to create one vacancy. The second was created in October of that year when Mimi Dawson left the commission to become deputy Secretary of Transportation. Reagan administration efforts to fill the vacancies—with communications attorney Susan Wing and Bradley Holmes, chief of the commission's Policy and Rules Division—foundered on the Senate Commerce Committee's refusal to hold confirmation hearings. That refusal was a symptom of committee chairman Ernest F. Hollings' (D-S.C.) distaste for the commission's policy of deregulation—as demonstrated, principally, by its repeal of the fairness doctrine. Hollings was also said to have been concerned that Holmes would be an automatic vote for Patrick initiatives.

There seemed little doubt last week that Hollings would move with reasonable speed on the new nominees. Before the last-minute glitch, committee aides were talking of a hearing possibly in July. "The atmospherics won't be as difficult as in the past," one aide said. One reason is that Hollings works closely with the ranking minority member of the committee, Senator John Danforth (R-Mo.), who has been Sikes' principal backer in his bid for the FCC chairmanship. The two have been friends since 1970, when Sikes, a lawyer, served as an assistant attorney general under Danforth when he was Missouri's attorney general. Another reason for the improved "atmospherics" is that Sikes himself has forged cordial relations on Capitol Hill in his tour at NTIA. Indeed, Sikes has said a chairman's first priority at the commission should be the establishment of "constructive relations between the FCC and Congress." Sikes has sought to distance himself from the policies of the Fowler-Patrick regime that had so infuriated Democrats in Congress—without completely disavowing that regime. "I worked closely with Mark and Dennis," he said recently. "In many instances, we agreed. But we bring different perspectives to the job, and in some cases we disagreed." And he suggested that a chairman's role should be one among equals. If he were chairman, he said, he would hope to bring together "individual strengths...into a strong commission."

□

Assuming the White House will proceed with all three Republican nominations, its personnel office will turn its attention to the Democratic seat now occupied by Commissioner Patricia Diaz Dennis, whose term expires on June 30. She has told the White House she would like reappointment, and personnel chief Chase Untermeyer said her interests will be considered. But she has no guarantee, and is looking for employment elsewhere.

Which may be wise. As last week's events demonstrate, where the White House personnel process is concerned, there are no sure things. —LZ

Must carry, must pay in the works

Broadcasters discussing copyright plan that would require cable to carry over-air signals and pay fee

A move is afoot within the broadcast community to devise a new copyright scheme in which cable operators would have to carry local broadcast signals and pay a retransmission fee.

The proposal to eliminate or modify cable's compulsory copyright license is said to be in the formative stages, an idea sources say is being "kicked around." More discussion on the issue is likely to surface at this week's board meeting of the National Association of Broadcasters. There were even reports that NAB's TV directors may assign a special task force or one of the association's standing committees to pursue the matter.

There has been a lot of talk about the future of the business, said Thomas Goodgame, president of Westinghouse Broadcasting's television station group. And in a world without must carry, Goodgame noted, broadcasters are asking whether the compulsory license is "appropriate." Goodgame is slated to be elected chairman of NAB's TV board.

It is group operators with affiliate stations like Westinghouse that are said to be a driving force behind this movement. CBS has also been cited as being out front on the issue. "There are a number of people that have come to talk to us about doing something about the broadcast subsidy," said Martin Franks, CBS vice president, Washington. However, he said the network was not spearheading any initiative.

Much of the impetus behind the call to eliminate the license stems from the April 10 "Monday Memo" written for BROADCASTING by Cyril Vetter of Vetter Communications, Baton Rouge, La., who suggested cable operators pay a set monthly fee for local NBC, CBS, ABC or Fox affiliates and one or more independents. Sources say Vetter's article stimulated interest within the industry and that the FCC's vote to eliminate the compulsory license has generated even more interest.

Given cable's reliance on broadcaster signals (broadcasters say 75% of cable subscribers' viewing is of over-the-air stations) and some hints from within the cable industry that they may be willing to discuss paying for carriage, broadcasters feel they are in a superior bargaining position. Moreover, there are those who think accepting the compulsory license in exchange for a permanent must-carry bill is a "lousy deal."

The must-carry negotiations between NAB President Eddie Fritts and National Cable Television Association President James Mooney have yet to produce any results. However, Goodgame said that if an agreement emerges, then "maybe this is a moot issue." Must carry, he said, is important to the industry as a whole. Still, broadcasters want to keep their options open and not rely upon the fact that there will be must carry, he said. Goodgame added that Fritts feels his discussions with Mooney will prove fruitful. This inquiry on the compulsory license is not an attempt to "destroy" those negotiations, said Goodgame.

On the other hand, there are those affiliates who, unlike the independents, do not see must carry as a critical issue. They know their signals will be carried and say it is time to get rid of the compulsory license.

This must-carry compensation plan, according to sources, would incorporate some type of must-carry arrangement with a fee. Cable would carry local signals (as required by rules similar to those adopted by the FCC in 1987) with cable depositing a fee into a pool that would later be divided among broadcasters and the networks.

But there is a flaw with the proposal, said one source, because Hollywood is apt to want a piece of or most of the retransmission fee. That aspect would have to be negotiated. Also, getting cable to accept a must-carry, must-pay agreement poses a major obstacle. —KM

Malone in Senate spotlight

First of three hearings focuses on cable concentration, uncertainty about future of over-the-air TV

Cable's dominance in the television marketplace served as the centerpiece of last week's Senate hearing on media concentration and diversity. And it is cable's rise that has led to broadcast television's decline, according to Fred Paxton of WPSD-TV Paducah, Ky. Paxton painted a grim picture of a future where free, over-the-air television will be "withering away, beset by interference and far too impoverished to implement HDTV or other new technologies and with prospects of further decline and ultimate demise."

Paxton was joined at the witness table by John Malone, president and chief executive officer of the largest cable MSO, Tele-Communications Inc. Malone was the target of most of the lawmakers' queries.

It was the first of three hearings (the other two are this week) convened by the Senate Communications Subcommittee on the increasing concentration of ownership in the media, and although this week's hearings will also focus on broadcast ownership issues, much of the heat is expected to remain on cable (BROADCASTING, June 12).

At issue is the growing vertical and horizontal integration within the cable industry and whether it is harmful to consumers and inhibits diversity. It was equally clear by the volume of questions that the migration of sports programs from free, over-the-air television to cable does not sit well with the senators.

"If we need to do anything, Mr. Chairman, we need to limit the ability of the cable industry to control both programing content and program distribution to subscribers," said Senator Howard Metzenbaum (D-Ohio), who led off the hearing with an urgent plea for Congress to correct the "abuses of monopoly power in the cable industry." Metzenbaum is an ardent cable critic and author of two bills, one that would reinstitute rate regulation and the other aimed at curbing the growing concentration of ownership within the industry and forcing vertically integrated cable programers to make their product available to all cable companies and competing technologies.

While only eight of the 14 subcommittee members were present, Chairman Daniel Inouye (D-Hawaii) pointed out after Malone and Paxton finished their testimony that the two hours spent interviewing those witnesses "represents the depth of our concern."

Much of Malone's testimony seemed aimed at downplaying TCI's prominence in the marketplace. Throughout his testimony, Malone frequently referred to TCI as a "purchasing agent for our subscribers." And he repeatedly said that the cable industry has a very low return on investment capital and that his company has never distributed dividends to shareholders.

But Inouye did not want Malone to give the impression that TCI is a "nonprofit organization" and asked him to compare TCI's stock today versus 10 years ago. He

Senator Metzenbaum (l), TCI's Malone and WPSD-TV's Paxton testify

Senate Communications Subcommittee, during first of three hearings on media ownership

said it went from "7/8 of a dollar in 1977 and that today the split stock of 12 for 1 was around 900 to 1 in terms of appreciation." In his prepared testimony, Malone reported that TCI stock bought for $1 in 1975 is worth about $800 today.

Malone assured members that cable is accountable to the FCC and local authorities. Nor did the 1984 Cable Act turn the industry loose to "do anything." Rather, deregulation has enabled the industry to "blossom," said Malone. It has allowed cable to plow money back into programing, which in the end gives consumers greater diversity and choice, he said.

Subscribers, Malone added, are "very happy with the product." People vote "every month with their subscription payments," he said.

As for the issue of vertical integration, Malone indicated that giant companies are "good to a point," and that vertical integration is a "double-edged sword." Such integration, he noted, has spawned channels like C-SPAN, Black Entertainment Television and Discovery, all of which are cable-operator supported and would not exist without their investment. He later told reporters that the issues could best be dealt with through the FCC and not with a legislative solution.

The TCI executive also fielded several questions regarding the Madison Square Garden deal involving New York Yankees games, which by 1990 may no longer be available on free, over-the-air TV. Malone said it is an "uncomfortable" situation for cable operators. "We become the tax collectors for a particular program owner." Moreover, he said that the programers and program packagers auction off the rights to the highest bidder. If anybody is the "bad guy, it is [Yankees owner George] Steinbrenner."

Malone was also queried about the Time-Warner merger. He said he would rather see Time remain independent but that if there is to be a merger he preferred that it be with Warner. What worries him, he said, is that if Paramount purchases Time it could incur huge debts and that the media properties that would be spun off would create a bidding war.

A panel of academics including Professor Ben Bagdikian, University of California, Berkeley; Michael Salinger, Columbia University, and Barry Litman, Michigan State University, was disapproving on that subject. Both Litman and Bagdikian voiced opposition to the Time-Warner merger. Salinger also expressed concern about their joint cable holdings.

Paxton warned that there will be a "firestorm of protest if your constituents wake up some day to find that virtually the only desirable services they can get are the ones they must pay for." He pointed out that even NBC President Robert Wright has said that the future of broadcasting is as a pay service.

Paxton also emphasized that there have been "competitive abuses" on the part of cable and that its emergent market power has stimulated two major trends: A push by the broadcast networks to break free from regulatory restraints that keep them from competing with or becoming part of the cable industry, and a move by the telephone industry to enter the program distribution business. Both trends present further threats to broadcaster stability.

He sees several ways in which the situation can be improved. He called for a review of network regulations such as the FCC's financial interest and syndication rules, the prime time access rule and others. Paxton later told BROADCASTING he was not specifically advocating repeal of PTAR. Perhaps, he said, it could be "modified," but that it should not go away. He hopes there will be a broad review of the whole package. He also called for must-carry rules, for the reconsideration of cable's compulsory license and for legislation to curb the growing vertical integration within cable.

Furthermore, Paxton recommended that the telephone companies not be permitted to engage in programing. At most, he said, they should provide cable services on a common carrier basis. —KM

Time to buy Warner, sues Paramount

In newest twist to takeover, Time makes $13.9 billion bid for Warner, which company says does not require shareholder approval; Time sues Paramount, alleging its tender offer was chiefly meant to disrupt merger

Time and Warner Communications moved forcefully on several fronts last week to keep their merger plans on track and block Paramount's hostile takeover bid for Time.

Time and Warner announced last Friday that they had restructured the merger. Instead of a cash-free stock swap, they said, Time will simply acquire all Warner stock it does not already own for $13.9 billion in cash and securities. The deal, Time said, would not require shareholder approval.

Later the same day, Time sued Paramount in U.S. District Court in Manhattan, accusing it of violations of securities laws. The suit alleges that Paramount has "falsely and misleadingly" characterized its tender offer as "bona fide" while Paramount is "principally attempting for competitive reasons to disrupt the merger."

Earlier in the week, Time called on the FCC to deny the voting trust that Paramount had proposed at the agency and which is central to its takeover effort. In its 42-page filing, Time charged that Paramount, through the trust, was trying to circumvent state and local approval; that the trust proposal itself was "rife with creative, but unacceptable exceptions to unambiguous requirements"; that the "substantial" crossownership resulting from a Paramount-Time merger would make establishment of the trust "an utter waste of scarce commission resources," and, finally, that Paramount's financial and character qualifications were "utterly deficient."

Time also began last week contacting local and state cable franchising authorities, warning them that Paramount was trying to undercut their authority to approve or disapprove transfers of cable franchises.

The tactic has already apparently borne fruit. Hawaii Attorney General Warren Price sent a letter to FCC Chairman Dennis Patrick on June 13 urging him to deny Paramount's establishment of the trust and transfer of Time's cable-related microwave licenses. "Clearly, approval would be an unlawful effort to abrogate powers left exclusively to Hawaii," the letter said.

Time's board of directors also formally rejected Paramount's unsolicited tender offer of $175 in cash per share, or $10.7

billion, affirming not only that Time was not for sale but also that the price that Paramount offered was "inadequate from a financial point of view."

Time's rejection of Paramount's offer came one day after Paramount spelled out its willingness to pay more money. In a letter sent to Time's board of directors, Martin Davis, chairman and chief executive of Paramount, said, "[W]e would, of course be prepared to review any nonpublic information which you believe could justify a higher price than we have offered and to discuss with you any other elements of our proposal which you believe relevant."

Paramount called the restructuring of the Time-Warner merger "a defensive device, pure and simple. We believe this attempt to end-run a shareholder vote violates both state law and the rules of the New York Stock Exchange. We will continue our efforts to acquire Time Inc. with firm determination."

Responding to the filing of the suit, Paramount said: "Time knows that our offer of $175 a share in cash for all shares is very real indeed. So do Time shareholders."

Norman Leventhal, an attorney for Paramount in Washington, said Time's notion "that we are trying to short-circuit the franchising process is manifestly unsound.... The trusteeship is not intended to oust the state and local authority from their jurisdiction." Indeed, he said, Paramount has retained attorneys in most of the states in which Time has cable systems to win the necessary approvals.

Leventhal said Paramount would formally repond to Time's charges this week.

Under the revised merger agreement, Time is commencing a cash tender offer for 100 million shares of Warner common stock at a price of $70 per share. The balance of Warner's outstanding shares not held by Time would be converted into a combination of cash, equity or debt securities of the newly merged Time Warner Inc. valued at $70 per share, according to Time and Warner. The form of the consideration would be worked out later by the two companies.

The revision of the Time-Warner merger agreement was seen by analysts as a response to Time shareholder dissatisfaction with the expected dilution in the value of their shares that the previous merger agreement would have caused.

Although a Time purchase of Warner was seen as as a better deal for its shareholders than a stock swap, it was expected that some Time shareholders would file suit over Time's rejection of Paramount's offer. Time's stock, which traded as high as $182.75 last week and which closed at $171.50 the day before the announcement, was trading at $167 around noon Friday. Before Paramount's offer, Time was trading at around $126.

Analyst John Reidy of Drexel Burnham Lambert said the revised agreement would "significantly" improve the post-merger asset value for Time's shareholder. Because of the cost and new structure of the deal, Time shareholders' stock would have an asset value of $250 per share rather than $175 per share as before. However, the deal's new terms would increase the leverage of Time Warner and limit the company to "fairly modest" earnings.

Manufacturers Hanover Trust and Bankers Trust have committed $1.5 billion in financing for Time and have indicated that they will be able to arrange up to $14 billion in financing for the Warner acquisition, a Time spokesman said.

As part of their merger agreement, Time and Warner swapped blocks of newly issued stock Friday. As a result, Time owns 9.4% of Warner's outstanding stock and Warner owns 11% of Time's outstanding common stock. By the terms of the Time-Warner merger agreement, Paramount's hostile offer was a triggering condition for the trade.

Before the announcement of Time's tender offer for Warner shares, Warner had been reported as wary of being the object of a cash offer because the company might then attract other bidders. "The thing you have to recognize is that all three of these companies are in play," said Chris Dixon of Kidder Peabody. "As of now, all bets are off." —GM,HJ

McCaw continues bid for LIN

McCaw Cellular Communications asked the FCC last week to approve a voting trust that would enable it to proceed promptly with its uninvited $6.5 billion takeover bid for LIN Broadcasting Corp. If the FCC approves the trust, McCaw could acquire LIN shares while waiting for FCC approval of LIN's cellular and broadcasting licenses. McCaw named as trustee Eugene McCarthy, former Minnesota senator and candidate for the 1968 Democratic Presidential nomination. LIN, licensee of seven network-affiliated television stations, has yet to respond formally to McCaw's offer. That is expected this week.

In support of the applications, McCaw provided FCC with tentative financing plans. Morgan Guaranty Trust Co. of New York will be the lead bank in syndicate that will provide $2 billion in credit. Morgan Stanley & Co. will raise another $2.5 billion from capital markets. Funds could come from private or public placement or debt or equity.

The possibility of a competing bid for LIN did not gain much ground last week and by late Friday LIN stock had dropped to 122½ from a high of $130 during the week of the offer. But the fact that stock was still trading above McCaw's $120 per share bid indicated that investors still believed the offer would be bettered, or raised at the invitation of LIN's board, which will issue a formal reply to McCaw this week.

ABC gears for 'watershed' year

Facing future Sias describes as 'very unforgiving,' affiliates in L.A. last week focused on new bonus incentive program, upcoming promotional plans, and new prime time offerings

The closing of a decade was clearly on the mind of ABC Network Group President John Sias at the network's affiliate meeting in Los Angeles last Tuesday and Wednesday (June 13-14). In what Sias described as a "watershed" year for the network, affiliates were looking for the correct catch phrases to describe ABC's strategy for the 1989-90 season.

"We started the decade with large audiences that were offered limited viewing alternatives," Sias said in his opening remarks. "We had very large shares, even when a program was in third place. We end these 10 years with the audiences in most markets possessed of multichannel viewing options. We no longer can count on viewing by default to keep marginal programs from very low shares. For over-the-air free TV, the last decade of the 20th century should be rapidly changing, exciting and very unforgiving."

Following NBC's announcement of a new compensation plan, and CBS's assurances that their compensation plan would include no reductions, ABC executives, during a closed business meeting for affiliates last Wednesday, revealed a new two-part bonus incentive program and promised affiliates the network has no plans to reduce compensation. "I'd like to announce the ABC Television Network will not propose or enact any across-the-board compensation reductions any time in the foreseeable future," said Mark Mandala, president, ABC Television Network.

Calling the new $5 million bonus plan "a program to enhance and strengthen our partnership," both Mandala and George Newi, executive vice president, affiliate relations, outlined the details to affiliates. The $5 million pool will be split among stations that perform strongly in several areas. Stations must efficiently deliver strong audience numbers for prime time, daytime and *ABC World News Tonight*; have little or no preemptions, especially during prime time, daytime, weekend sports and *Nightline*, and effectively support promotional efforts for all network programs.

Newi, in announcing the program, told affiliates that the formula for deciding who will qualify for money from the pool is largely subjective. A seven-member committee of six regional directors led by Bryce Rathbone, vice president and director of

ABC's 'Prime Time Live' premieres Aug. 13 with Diane Sawyer and Sam Donaldson

station relations, will make its recommendations, based on monthly reports filed by stations, to Mandala, Sias and Newi, who will make the final decision on how the money will be allocated.

Newi said half of the $5 million would be distributed Sept. 1, based on the performance of stations during the first three quarters of this year. The other half will be distributed April 1, 1990, based on performances during the fourth quarter of 1989 and the first quarter of 1990.

Newi stressed to affiliates that the eight ABC O&O's would not be eligible for any bonus money and that the entire pool would be spent. "Nothing will be withheld," he reportedly told affiliates. "These performance bonuses are tangible evidence that we value our alliance."

The second part of the bonus plan includes an $8 million till from which the network will pay bonuses to stations running at least one 30-second promotional spot each night of the week. According to Mandala, the network will determine an index for each station based on the average cost-per-point of time, in a station's market, during the access time period.

An ABC spokesman said although a station probably would not receive the same amount of money for the spot that would be received if it had been sold for advertising, the more times a promotional spot runs, the more money a station will receive. Mandala said stations will receive money from the new Affiliate Marketing Partnership (AMP) on a monthly basis and the system will have varying ingredients built in, tailored for stations in the Central and Mountain time zones. He also said technological difficulties that may prevent a station from running a promo will be forgiven. However, he said: "If you're having 17 technological difficulties a month, we'll have to take another look at your station."

Also apparently resolved during the closed meeting was the proposed rollback of prime time for West Coast affiliates to 7 p.m. Mandala, in addressing the issue, told affiliates the network would not be in favor of the move unless the network gets "100% enthusiastic support for the plan from all West Coast affiliates, and we are assured the network won't be injured" from the move.

John Behnke, president and chief executive officer, KOMO-TV Seattle, told affiliates "the dislocation of viewing habits of the past 40 years would be very traumatic, as well as the impact on the prime time access rule and other areas that haven't been considered. I just don't see the value in it."

ABC affiliates were also given an explanation from Dennis Swanson, president of ABC Sports, for why affiliates are losing a minute from the local news window during the halftime of *Monday Night Football*. Swanson, former station manager at ABC O&O KABC-TV Los Angeles, told affiliates he understood their concerns, but "even though this won't endear me to this crowd, I wish there weren't any minutes."

Swanson indicated that he hoped the additional minute the network is keeping would help in the flow of the football presentation. "We've only got 15 minutes from the end of the second quarter to the start of the third quarter," he said, "and we have to present highlights as well as the network's commercials."

In other network news, ABC announced the appointment of Clyde Paine, vice president and general manager of WBKO-TV Bowling Green, Ky., to the chairmanship of the Affiliates Association's Board of Governors. He replaces David Lane. Also, Jim Duffy, president of communications for ABC, will leave his position Aug. 1 to assume a consultant role in the network's Project Literacy United States (PLUS). Duffy, who has served with ABC for 40 years, will move from New York to Washington.

ADVERTISING & PROMOTION

Under the guidelines of its proposed promotion incentive plan, ABC is anticipating a better reach to its young adult and teenage audiences. Besides running continuous on-air promotional spots for its fall shows this summer, the network is planning a three-tier cross-promotional campaign. In an unprecedented step, ABC Vice President of Marketing Mark Zakarin announced that the network will promote the fall season on 5,000 movie screens across the country. Trailers lasting 60 seconds will be screened by 27 million moviegoers this summer, according to Zakarin.

The marketing department has even extended that reach to VCR users with the Pizza Hut food chain joining ABC in promoting the fall lineup with in-store displays, print advertising and free distribution of one million "ABC preview" videocassettes, said Zakarin. He said HBO, Paramount and possibly Fox will fill the four 15-minute preview segments of the tape.

Additionally, the network has joined Panasonic in a deal where ABC will promote its schedule in conjunction with Panasonic bar code-reading VCR's. Zakarin said ABC will promote its fall schedule in *TV Guide*, which will have bar codes imprinted in the ads with the time of a particular show.

Rumors prior to the affiliates meeting surfaced that ABC was close to signing a cross-promotional deal with McDonald's, in the face of the recent NBC-Sears and CBS-K mart marketing agreements. Zakarin termed the reports "premature," saying: "You could take a list of a number of companies like J.C. Penney and McDonald's and say that we're still interested in doing a mutual marketing venture. When the right company comes along at the right time, we'll be ready to sign a deal."

ENTERTAINMENT

In addition to six new sitcoms and two rookie hour-long dramas, ABC Entertainment President Robert Iger announced that a new third spoke will replace *Gideon Oliver* in Saturday's *ABC Mystery Movie* wheel, and a fourth spoke would be added. *Amanda Vanderbilt*, starring Jaclyn Smith, returns the actress to network TV as a lawyer for a major San Francisco investment firm. And Telly Savalas returns in *Kojak*, reprising the five-year cop role that originally ran on CBS. The two existing spokes are *Columbo* and *B.L. Stryker*.

Iger, who took over the top programing chores at the network in March following Brandon Stoddard's surprise resignation, said although the development slate was already in place when he took over, "I took a very active role in the scheduling of the new season."

Iger, who comes to the Entertainment division from ABC headquarters in New York, said he has spent much time during the past two months becoming familiar with the West Coast creative community.

In a development regarding late night, Michael Brockman, president of daytime, children's and late night entertainment, said that a new one-hour late night show is being developed to replace the test run of *Day's End* (BROADCASTING, June 12). Brockman said the nightly program is expected to be rolled out in either June or July of 1990. He

ABC Network Group President John Sias, addressing affiliates

Hugh Downs (r) receives clock from ABC Chairman Tom Murphy for his 50 years in broadcasting, including 27 at ABC.

expects the new show to draw an audience from viewers younger than those who watch CBS's *Pat Sajak Show* or NBC's *The Tonight Show with Johnny Carson*, and older than those who watch Fox's *Arsenio Hall Show*.

Of the five prime time pilots screened by affiliates, *Life Goes On* drew the longest sustained applause and raves for its depiction of a struggling middle-class family. The Sunday night (7 p.m.) one-hour drama centers around co-star Chris Burke, whose real life struggle with Down's Syndrome is poignantly handled in the series. Written by Michael Braverman, who is also the show's executive producer, the program drew this comment from KTVO-TV Kirksville, Mo., General Manager Jerry Heilman: "The ensemble acting was incredible, and I really enjoyed the care and complexity that went into assembling the dialogue." Most reactions indicated that affiliates think it will be a hit, and one said *Life Goes On* should "kick the pants out of NBC's Disney movies."

Affiliate reaction was also very favorable to Wednesday night's *Doogie Howser, M.D.* (8-8:30 p.m.) and Thursday's *The Kid* (9-10 p.m.). *Doogie Howser*, the first project from ABC's production deal with Steven Bochco, stars Neil Patrick Harris as a 16-year-old boy genius who works as a doctor in a metropolitan hospital. One general manager thought *Doogie* seemed like an "outrageous proposition on paper, but after viewing it I found him to be believable, likeable and funny." Iger said it should further solidify "the network's already strong position on Wednesday nights."

The Kid follows the exploits of the young men who rode for the Pony Express. Most liked the show, but one southern affiliate general manager thought it might run into some difficulty against NBC's lineup of *Cheers* and *Dear John*.

Chicken Soup made a fair splash with some affiliates, while some others like KVIA-TV (El Paso) General Sales Manager Dan Overstreet said it was tough to understand series star Jackie Mason's "lower East Side" New York accent, and some of the Jewish ethnic humor "may be a tough sell for middle America." But Iger later explained that the pilot will be fine-tuned, and with number one-rated *Roseanne* as a lead-in, he sees bright prospects for the show.

Sunday night's 8-9 p.m. block of sitcoms, *Free Spirit* and *Homeroom*, faces off against CBS's highly rated *Murder, She Wrote*. *Living Dolls* airs Saturday (8-8:30 p.m.) against NBC's *Amen*. Iger characterized Thursday, Saturday and Sunday nights as "strategic opportunities to further enhance our already strong younger demographics."

David Lane, president of WFAA-TV Dallas and outgoing chairman of the affiliate board, summed up the presentation as "the best prime time lineup in years." He added: "The quality and strength of the programs extended all the way to backup shows."

But ABC Senior Vice President of Audience Research Alan Wurtzel tempered the enthusiasm by saying that half of the overall sampling of new shows comes in the first month. He said 46% of U.S. households watch a show only once or twice before giving up on it. "In the past three years, the decline of viewers willing to sample new dramas and comedies continued," Wurtzel said, adding that the decline has been more severe for the sampling of dramas.

NEWS

Can television audiences commit to another weekly news magazine program? ABC thinks its Thursday night magazine *Prime Time Live* (10-11 p.m.) with former CBS anchor Diane Sawyer and former ABC White House correspondent Sam Donaldson will have something different to offer. ABC News President Roone Arledge jokingly described hosts Sawyer and Donaldson as the new version of *Moonlighting's* Maddie Hayes and David Addison.

Arledge told BROADCASTING: "Because the show is going to be live, there will be a lot of interaction between Sam and Diane." Arledge also said *Prime Time Live* will have an audience that will give the show a "kind of a town meeting feel," and that Donaldson and Sawyer will interact with the audience.

Of her new ABC assignment, Sawyer, who left co-anchor duties on CBS's *60 Minutes*, said: "Every newsperson enjoys the energy and crackle that ABC News has built in the last few years." Then she joked of her teaming with Donaldson, "Before I came here, everyone was saying that our pairing would be like fixing up Emily Dickinson on a blind date with The Terminator."

Joining *Prime Time Live* as correspondents are former NBC White House correspondent Chris Wallace and *Nightline's* Judd Rose. The one-hour show is set for an Aug. 13 premiere. Richard Kaplan (*Nightline*) is executive producer.

Hugh Downs, co-host of ABC's *20/20*, was honored by the network for his 27 years in television, including 50 years of total service in the broadcasting business.

SPORTS

Although ABC spent a good deal of time touting the 20th anniversary of *Monday Night Football*, affiliates spent time during their closed meeting asking Dennis Swanson about the network's efforts in past negotiations for Major League Baseball games and the upcoming Olympics, as well as upcoming negotiations for the National Football League package.

"No one should underestimate the difficulty of the upcoming NFL negotiations," Swanson said, adding that the recent CBS baseball package that went for $1.1 billion could influence the way NFL owners negotiate the upcoming NFL package in 1990, seeing the large sum that baseball owners will receive.

Swanson told affiliates the network had made aggressive bids on both the baseball package and the 1992 Olympics. As for the latter, for which ABC bid an estimated $500 million for both the summer and winter games, Swanson said: "We don't want to be involved in the Olympics with the kind of losses that we estimate would be associated with it." —SC, MF

Fox to set up children's cooperative

As expected, the Fox Broadcasting Co. affiliate board of governors voted unanimously last week to create a children's programing cooperative that will be owned by participating FBC affiliates.

The current plan is a bit more ambitious than originally conceived. In addition to launching an afternoon program block, a Saturday morning block will also be introduced in September 1990. According to Michael Fisher, general manager of KTXL(TV) Sacramento, Calif., and chairman of the Fox affiliate board, the Saturday morning block may be two hours at launch, while the afternoon block would be only a half-hour or one hour to start.

Fisher said the afternoon block would expand gradually over three seasons so that by 1992 it, too, would be two hours. The plan is to use the Saturday block as a testing ground for programs, with the best performers moving to afternoons.

The on-air package has been given the working title Kid's Network. It will be owned by the affiliates, but financed, managed, promoted, marketed and sold by Fox.

Jamie Kellner, Fox president, said last week he is searching for an executive to run Kid's Network. He declined to name any candidates, but sources indicated that Margaret Loesch, president, Marvel Productions, was a leading contender.

At a meeting last week between board officials and Fox executives, Kellner made a proposal for *Pigout*, a new animation from Fred Silverman that Fisher said was well received by the board. "I thought it was fantastic," Fisher said. However, no decision on the program will be made until the new executive is on board, Kellner said.

It is anticipated that each half hour of Kid's Network will have six minutes of advertising time. Up to two minutes per half hour is scheduled to revert to Fox to repay the network's financing of the cooperative. On top of that, Fox would receive management fees and sales commissions for its part in running the cooperative.

How much of the remaining time in the block would be sold by Fox has yet to be determined. A sliding formula that varies from quarter to quarter may be implemented, said Fisher. Revenue from that time, less fees and commissions to Fox and commissions to agencies would be split by participating stations, including all the Fox stations, based on audience delivery.

A study commissioned by Fox pegged the potential revenue for the children's program block five years from now at between $30 million and $40 million. "The bottom line is stations stand to make far more money from this than dealing with children's syndication shows," said Fisher. In a survey by the affiliate board, many stations reported sellout rates considerably below the average 95% expected for the cooperative programs.

Under the current system, Fox officials said, barter syndicators compete with their own clients in the national spot market. "I met with a majority of advertisers in the kids' marketplace and received strong indications they would be strong supporters of the network," Kellner said. "Advertisers prefer doing business with networks, where they're buying spots and know they'll run day and date on all stations across the country. It's just like buying another daypart."

Media buyers expressed cautious support for the Fox cooperative last week. "It already is a very cluttered marketplace," said Allen Banks of Saatchi & Saatchi. "The Fox station partners are key players in determining what gets on their air and they could help shake it out by saying the only stuff we accept [for air] is our own."

Banks said there was some truth to Kellner's point about the efficiency of network buying, but stressed that advertisers also get their money's worth from leading syndicators.

And while in theory the Fox cooperative would seem more efficient going in, Banks said, "I think they'll have a tough road. Just because the stations say they'll take the programing doesn't mean it will work. The ultimate decision makers are the kids themselves, and producing programs they'll want to watch is not easy. There have been too many product-driven programs lately and not enough entertainment-driven shows. Hopefully they'll come up with programs that bring kids back to the set.

Some producers were encouraged by the announcement. "I think it's a very smart move," said Andy Heyward, DIC Enterprises, Burbank, Calif. "Now there will be a network vehicle to reach kids Monday through Friday. They're opening up a new daypart and they have nobody to compete with." Other producers were more skeptical. "There are a lot of pitfalls out there," said one. "Good animation costs $250,000 per half-hour and up. Disney is paying between $350,000 and $400,000." —SM

Fritts tells Congress alcohol ad limits are ill-advised

Governmental Affairs Committee Chairman Senator John Glenn (D-Ohio) grilled broadcasting and beer industry witnesses last Thursday, at one point comparing their investment in anti-drunk-driving campaigns to "joining a volunteer fire department to put out a fire you started."

Holding the "first of several hearings" on recommendations issued from Surgeon General C. Everett Koop's Drunk Driving Workshop last December, Glenn told witnesses, including National Association of Broadcasters President Eddie Fritts, "I don't see how you can get away from the fact that" advertising that makes beer and wine consumption appear attractive "contributes to" alcohol abuse and drunk driving and their resulting deaths and injuries.

"I don't believe broadcasters have helped cause drunk driving," said Fritts, whose testimony objecting to Koop's proposed advertising restrictions included an estimate that radio and TV broadcasters contribute $1 billion a year to "the war on substance abuse." Noting that the NAB has completed new public service announcements featuring congressional spouses, and citing a total of 15 NAB-initiated year-round campaigns, Fritts said, "After looking at a preponderance of evidence, we still see no clearly established causal relationship between alcohol advertising and the abuse of alcohol." He encouraged Congress not to act before examining the results of a 16-month National Committee Against Drunk Driving study due out next January.

Fritts testifies

Koop, who opened his own hearing testimony with the caveat that his views were his own, said: "I think you must pass legislation" to, among other things, require warning labels on all alcoholic beverage ads by next November; authorize and fund the purchase of ad time for pro-health and pro-safety messages "if substantially increased public service time and space do not become available," and do away with tax deductions for alcohol ads "which focus on lifestyle rather than the price and product."

Fritts objected specifically to the recommendations to require broadcasters to air PSA's on a one-to-one ratio with beer and wine ads; to prohibit alcohol advertisers' sponsorship of athletic events and to eliminate the tax deduction. Said Fritts: "We do not believe that the government ought to be in the business of telling legitimate manufacturers how they should market a legal product which is enjoyed in moderation and without abuse by millions of Americans."

Senator Jeff Bingaman (D-N.M.), whose state, he said, has the highest rate of alcohol-related deaths per capita, stressed several times the contrast between the "less than $30 million per year" spent by the federal government on alcohol abuse prevention compared to the "more than $1.3 billion" the alcohol beverage industry spends "to promote beer, wine and liquor consumption." (Fritts said that an estimated $890 million, approximately 3% of combined TV and radio ad revenue, comes from alcohol advertisers annually. —PDL

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The continuing drama of continuing dramas

Once mighty prime time soap has slipped in ratings and is, for now, exclusive province of CBS

Clockwise from top left: 'Dallas,' 'Falcon Crest' and 'Knots Landing'

In 1985, a quarter of the top 20 prime time network programs were episodic melodramas, better known as prime time soaps. CBS had capitalized on the tremendous success of *Dallas* with a spin-off, *Knots Landing*, and another offering, *Falcon Crest*. ABC had countered with *Dynasty* and *Hotel*, then later the *Dynasty* spin-off, *Dynasty II: The Colbys*.

Today, *Hotel* and *The Colbys* are history, and with the departure of *Dynasty* from ABC this year after nine seasons, CBS—with *Dallas* (entering its 13th season), *Falcon Crest* and *Knots Landing*—claims the only remaining prime time soap operas on commercial network television.

Once the owner of a reserved seat in the Nielsen Rating's Top 10, *Dallas* has been finding its numbers slipping. At the same time, prime time dramas such as *L.A. Law* and *thirtysomething* are using variations of the continuing storyline in their reality-based scripts.

Does the remaining prime time soap producer see the borrowing of reality-based elements as the solution to further erosion of the soap genre?

"*Dallas* has done well by moving closer to a reality-based format," said Lorimar Telepictures President David Salzman, who oversees the production of *Dallas*, *Knots Landing* and *Falcon Crest*. "When we took *Dallas* to Russia, it reflected what American businessmen may be facing in dealing with the new openness of glasnost. But we must never forget what makes a show successful. People are naturally attracted to stories of wealth and power."

"The wealth of *Dynasty*, *The Colbys* and *Hotel* brought in the glitzy settings and costumes—that's past its peak," suggested *Knots Landing* executive producer David Jacobs. "I think for a while during the Reagan years it was O.K. to be ostentatiously wealthy and glitzy. All of a sudden it has been distasteful in the post-Boesky era," he said, referring to Ivan Boesky, who was indicted for insider trading.

For the classic prime time soaps that remain, however, the ratings peak may have passed as well. *Dallas* finished the first-run 1988-89 season with an average 15.4 rating/26 share, down from two years ago's potent 21.3/34 average. In the 1986-87 season, *Falcon Crest* scored a 17.4/25 average; this year it recorded a 12.5/22. *Knots Landing* was the only one to show improvement, scoring a 16.1/28 average for the 1988-89 season, following a 15.8/27 average the year before.

Although the soap genre may be slipping somewhat, other serial dramas have picked up on the continuing story lines, or "arcs," pioneered in prime time by the likes of *Dallas*.

"*L.A. Law* has an advantage of using less than five episode arcs," said *Dallas* executive producer Leonard Katzman. "They have adapted the soap formula into their program, except in a smaller arc. We find that most of the story that we try to tell usually goes over a five- or six-week period. It may be that viewers don't necessarily want to have to stay involved episode after episode with what is transpiring throughout the arc. That's why we introduced story summaries at the beginning of each new episode, so viewers can catch up on the storyline if they missed the previous episode."

"Look at *thirtysomething* [which employs continuing story lines]. It finished 47th in the ratings," Jacobs said. "It's not that the genre is changing, it's the varied stories and characters that are changing. At some time, *thirtysomething* is going to find itself reaching for the more sensational melodramatic stories because you run out of the other stories. *Knots Landing* had smaller, everyday stories, that's what separated it from the pack. Finally, we had to make it a little more sensational to keep it exciting. The reason *Knots Landing* survived, and is going to survive all the others, is the fact we have kept those characters reality-based."

"I would say the television drama has gone through some evolutionary changes," Salzman said. "Where prime time drama had been fairly homogenized in the past, *Hill Street Blues* and *Dallas* came along and introduced whole new forms to television. They showed the audience that television can come in a 31-flavor variety. With remote control and multichannel viewers, they tired of the vanilla flavored, predictable programing of the past."

"Cable television has made it tough to

Cruising again

The Love Boat will sail again on another voyage of adventure and romance. That's the word from executive producers Aaron Spelling and Douglas E. Cramer of Aaron Spelling Productions. A special two-hour film built around a Valentine cruise has begun filming on the yacht Sky Princess. *Love Boat* set sail from Fort Lauderdale, Fla., and is slated to make stops at various Caribbean ports of call.

Gavin McLeod returns as the Captain, Bernie Koppell as Doc, Ted Lange as the Pursor and Jill Whelan as Vicki. The stars of the original series, which had a 10-year run on ABC, are part of a reunion special that will air on CBS in February 1990. Special guest stars include Tom Bosley (of *Father Dowling*), Julia Duffy (*Newhart*), wrestler "Rowdy" Roddy Piper, Kim Ulrich (*Nightingales*), Ted Shackelford (*Knots Landing*) and Joe Regalbuto (*Murphy Brown*).

compete," Jacobs said. "You can't do an action-adventure on network television, against a [Sylvester] Stallone or Mel Gibson movie on cable. You can do a sexy show, but you can't compete against a Kim Bassinger on the Playboy Channel. Whatever the erosion, how many shows last that long? *Dallas* has had an incredibly long run, as have *Knots Landing* and *Falcon Crest*. I don't think of it as an erosion of a genre. A show sometimes just gets old and tired." —MF

New days and nights for 'Molly Dodd'

Cable service commits to 26 additional episodes of off-network sitcom, says show's ratings are steadily improving

Lifetime will produce 26 additional episodes of *The Days and Nights of Molly Dodd*, the so-called "dramady" series starring Blair Brown and rescued from NBC last summer. Lifetime's initial 13 originally produced episodes are now seen on Saturdays at 2 p.m. and 10 p.m., while 26 shows acquired from NBC air back-to-back Fridays at 10 and 10:30 p.m. The network reportedly paid more than $500,000 per episode for its first 13 original shows, the cost being partially offset by Lifetime's ownership of a piece of the show (BROADCASTING, Aug. 22, 1988).

"We're very excited about getting the opportunity to do another 26 episodes," Pat Fili, Lifetime's senior vice president, programing and production, told BROADCASTING&CABLE, "because the show has had such a high impact for us on a variety of levels."

According to Barry Kresch, Lifetime's senior vice president, research, the cable network's original *Dodd* episodes have averaged a .8 rating since debuting April 17. "The prime time repeats have also been increasing," said Kresch. "When we started out [shows began airing in January, moving to their current Friday time period in early April] we were looking at .6's, and now generally are getting .9's and 1.0's. We have confidence in the show, and it's been showing steady improvement," he said.

Dodd's numbers are hovering around the level of other Lifetime prime time programs, Kresch said, which average "about .9 or 1. But we see *Dodd* as a different animal; it isn't a strip, and if you're not a network prime time show, it takes a little time. We recognize that we're in this for the long haul."

Lifetime's research indicates that viewers are discovering the network due to *Dodd*, Kresch said. "The show has been not only a terrific publicity vehicle but good for all our customer groups: it's good for cable operators, attracts advertisers, and accomplishes a number of goals for us." Companies advertising on *Dodd* include Bristol-Myers, Stouffers, Lever Bros. and Campbells.

High praise. First Lady Barbara Bush met with the Kidsnet Constituency Advisory Committee at the White House June 9 and lauded the efforts of the group to address literacy and reading issues among children. "I was overwhelmed that the broadcasting and cable community would commit so much time, money and effort to literacy and education programs," Bush said. "I don't take this enormous contribution for granted—I think it's a miracle."

Kidsnet, whose members include the three broadcast networks and many cable networks, is a nonprofit clearinghouse for children's radio and television programs. Kidsnet executives briefed Mrs. Bush on the organization's activities and discussed ways that television can help children's reading habits.

Standing (l-r): Mary Pittelli, Pittelli & Partners, and vice president, Kidsnet; Charles Sherman, senior vice president, NAB; Joanne Brokaw-Livesay, director, educational and community services, CBS; Linda Kahn, vice president, international business development, Nickelodeon; Barbara Bush; Patrick Davidson, vice president, Disney Channel; Earl Weirich, director, public affairs, The Family Channel; Nancy Stover, director, educational relations, Discovery Channel; Laurie Giddens, director of marketing and administration, Bravo, and Jennifer Grobman, research manager, Kidsnet.

Seated (l-r): Jane Paley, director, community relations, Capital Cities/ABC; Carole Rosen, associate director, family programing, HBO; Nancy Glauberman, director, corporate relations, Showtime; Ros Weinman, vice president, program standards and community relations, NBC; Karen Jaffe, executive director, Kidsnet; Susan Berry, director, public relations, Jim Henson Productions, and Carole Kealy, director, affiliate marketing, Arts & Entertainment.

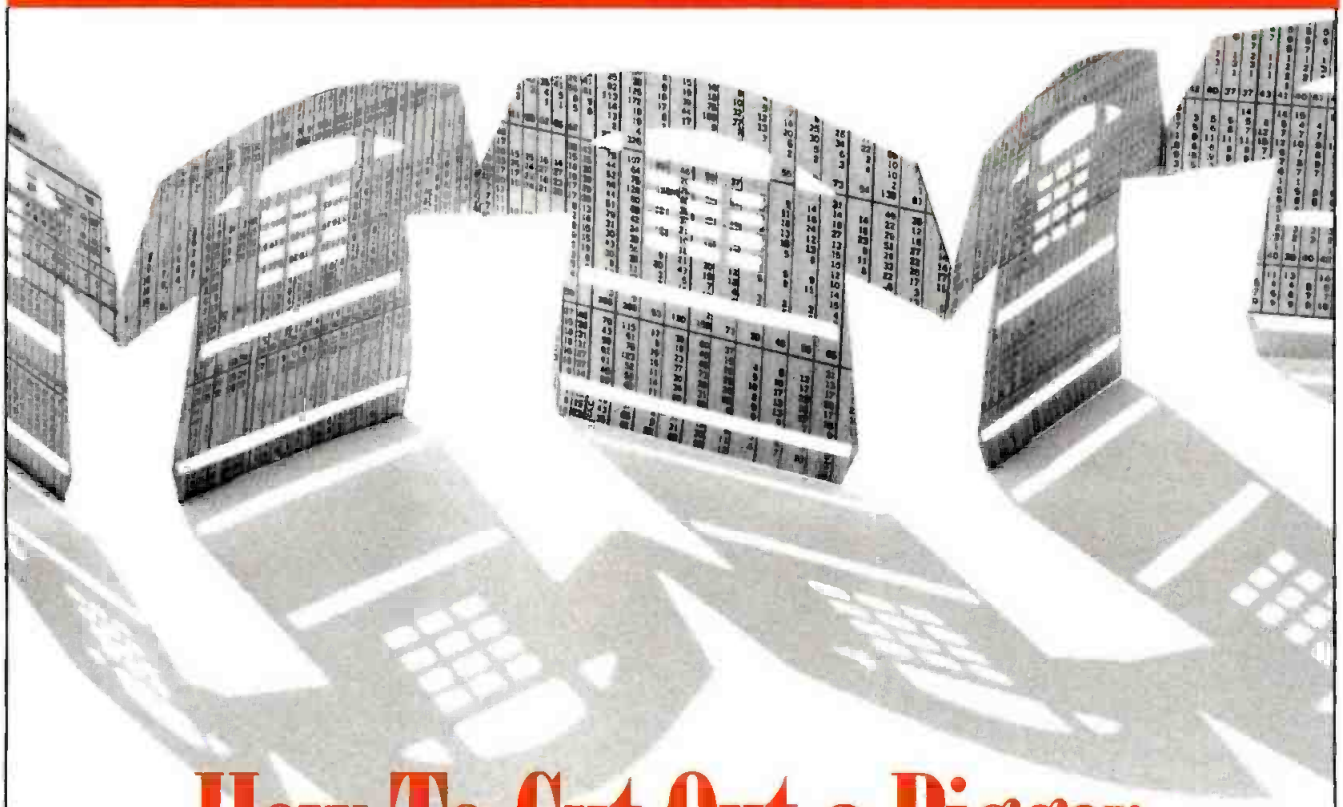
Dodd demographics have also exceeded network expectations, according to Kresch. In May, he said, the Saturday prime time viewers per viewing household figure for women 18-49 was 51, "close to 10 points higher than our average for prime time, which is still a respectable number. The fact that about 45%-46% of the adult audience is made up of this demographic is a pretty astounding concentration for any TV program." A comparable percentage of the audience, Kresch said, is made up of working women.

Blair Brown as Molly Dodd

Dodd will continue to be produced at New York's Kaufman Astoria Studios, where Lifetime last year built its own $50 million facilities and corporate offices. The program comes out of You and Me, Kid Productions, a partnership between Bernie Brillstein and *Dodd* creator Jay Tarses.

According to Fili, Tarses used a lot more New York talent for the initial Lifetime episodes, "which I think was one of the reasons critics perceived it to be better than ever. It had a little more New York sensibility, which made it truer to its concept." Tarses himself considers it crucial for a show set in New York to truly reflect its locale. Other shows are set in Manhattan but not shot there and that is "to their detriment," he said.

Lifetime hopes to begin production on the first 13 *Dodd* episodes before the end of the year, but is currently uncertain about a start date due to Brown's commitment to an off-Broadway play in September. The second cycle will be produced later in 1990.



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Although Fili said there was nothing "magic" about the numbers 13 and 26 regarding original episodes, Lifetime's output plus NBC's 26 shows will add up to a total of 65, providing *Dodd* the potentially lucrative possibility to live again in syndication. "That is less important to us than the performance and prestige of having *Molly* on Lifetime," said Fili.

"If it proves to be a success," Fili said, "we'd love to continue with the series. It has done a great deal for us within the creative community. Obviously, consumer awareness of Lifetime is of the utmost importance, but it's also important to get good ideas into the network. If no one has ever heard of you, it's harder to do that. Now that they know who we are, it makes it a lot easier." —RG

Let the games begin

American Gladiators, the weekly one-hour syndicated offering from The Samuel Goldwyn Co., announced that the show will be taped in front of a live audience at Universal Studios Hollywood. Producer Chuck Howard also named former NFL quarterback Joe Theismann and ex-running back Mike Adamle hosts. Still to be named is a female co-host. *American Gladiators* is in its last phase of a nationwide search for June-July regional tryouts, with a slated Sept. 9 premiere airing of the program.

Universal's stage 37 will be converted into a colosseum-like setting for the show's live tapings July 24-Aug. 4. *Gladiators* pits six competitors—three men and three women—against contenders in such events as powerball, the joust, swing shot and the eliminator. The first season of shows will culminate in a final special to be broadcast in May 1990. One male and one female will emerge as "Gladiator of the Year," each replacing a fallen gladiator in the show's second season.

Theismann was the Washington Redskins signal caller from 1974-85 and is currently an expert analyst for ESPN's NFL telecasts. Adamle saw service with three NFL teams as a running back during his career, and has been associated with ABC as a sideline reporter for college football broadcasts and as sports anchor for ABC O&O WLS-TV Chicago. *American Gladiators* has been cleared in nearly 80 markets, representing more than 75% of the country, with 25 of the top 30 markets in the fold.

Trivia game show first off blocks for 1990-91 season

Select Media proposes 'Coast to Coast' as new first-run game strip targeted for access time period

Select Media, New York, is the first distributor to propose a new first-run game strip for the 1990-91 season. It is called *Coast to Coast*, and if it airs, it will be produced in partnership with the same company producing Select's *InSport*, the weekly sports magazine show scheduled to debut in September. The game is targeted for access and would be offered for cash and one minute of barter time.

Coast to Coast is a trivia game show in which contestants try to answer questions pertaining to different states in the U.S. (The set will feature a large map of the U.S.) The goal is to answer as many questions correctly as possible, linking states east to west or vice versa. The object is to be the first to link the two coasts with correct answers in adjacent states across the map.

The past development season proved to be a particularly tough one for launching new game shows in syndication, due largely to the continuing strength of King World's *Wheel of Fortune* and *Jeopardy!*. Most new game shows were dropped or postponed to the 1989 mid-season. And many of the new game shows started last season have been canceled, including Select's *Relatively Speaking*, Paramount's *Wipe Out*, and Barris's *Gong Show*.

But hope springs eternal in the syndication business, and distributors are never at a loss to point out the cyclical nature of the business, as well as the fact that even the most successful shows have a finite lifespan.

"We think next year is the time to launch a new access game show," said Mitch Gutkowski, president, Select Media. Gutkowski cited several reasons for his optimism, including that the demographics for access leader *Wheel* are skewing older each season, which is usually taken as a sign that a program is reaching the end of its cycle.

Gutkowski also cited the controversial side to all the reality and tabloid shows hitting the air, which has scared some advertisers away. "There's too much controversy there," he said. "I think that trend will burn itself out very quickly."

Select also has several specials in the works for next year, including *The Horror Hall of Fame*, an awards show for that film and TV genre, and a public service program, *Drug Free Kids: A Parents Guide*.

For September, however, *InSport*, with co-hosts Ahmad Rashad and WJW-TV Cleveland's Robin Swoboda, is Select's showcase program. Program reps are skeptical about Gutkowski's goal of making *InSport* "do for the sports industry what *Entertainment Tonight* has done for the entertainment industry."

"I can't say definitively it won't happen," said one rep. "But the odds against that happening are considerable. It's a nice little show and it fills a need for stations that carry sports on the weekends." So far the show has cleared 73% of the country, including stations in 27 of the top 30 markets. Five of the seven NBC-owned stations will carry the show, the exceptions being Denver and Cleveland.

The show is a joint venture between select and InSport Productions, owned principally by Cary Glotzer, serving as executive producer, and John Servidio. Both executives are former producers from NBC Sports. —SM

CBN sets DIC programing block for fall

New and off-network shows will make up 26-hour weekly kids slot

CBN Family Channel has released its fall programing schedule for its 26-hour weekly FunTown programing block developed by DIC Enterprises that premieres Sept. 11. The CBN-DIC venture makes children's programing one of the key programing blocks on the Family Channel.

The DIC block will run weekdays from 7 to 9 a.m. and from 4 to 6 p.m., as well as 8 to 11 a.m. on Saturday and Sunday. Titles range from off-network staples *Batman* and *Roger Ramjet* to the original productions *Something Else* and *Wowser*. In all, the lineup includes four live-action, and 13 animated and one live action/animated series.

The FunTown package will be tied together thematically. "With a well-balanced mix of programing choices and the creation of a distinctive look, special graphics, unique channel identification, original music, interactive promotions and a friendly 'mayor' to tie it all together, FunTown becomes a welcome, cohesive environment for kids," said Rick Rosen, vice president, sales, production and development for DIC.

DIC is handling the advertising sales for the block, while the Family Channel is responsible for distribution and marketing activities. Any profits generated from the advertising sales, an effort that's just begun for the fall block, will be shared, Rosen said. The channel plans an "all-out promo-

CBN lineup

Weekdays

7 a.m.	The Littles
7:30 a.m.	Dinosaucers
8 a.m.	Wowser
8:30 a.m.	Mapletown/Sylvanians Show
4 p.m.	Roger Ramjet
4:30 p.m.	Fonzie & Friends
5 p.m.	Something Else
5:30 p.m.	Batman

Saturday

8 a.m.	Swiss Family Robinson
8:30 a.m.	Gerbert
9 a.m.	Rainbow Brite
9:30 a.m.	Hello Kitty's Furry Tale Theater
10 a.m.	I'm Telling
10:30 a.m.	New Generation

Sunday

8 a.m.	Swiss Family Robinson
8:30 a.m.	Gerbert
9 a.m.	Little Clowns of Happytown
9:30 a.m.	Getalong Gang
10 a.m.	Pole Position
10:30 a.m.	Starcom

tional effort" for FunTown, said Rick Busciglio, vice president, marketing. One of the things being developed is a FunTown club for children to join.

The programing block, Rosen believes, will "bring a lot of attention to the network," especially among children, a block the Family Channel hasn't concentrated on until now. The goal is to make the block a television home for children, patterned after the programing and merchandising success of Nickelodeon, said Rosen.

The two original programs will be *Something Else*, a live-action series with children's host Stan (The Man) Johnson and his canine co-host Rufus (The Dog). *Wowser* is a new animated show featuring a shaggy dog "who can't seem to stay out of hilarious trouble as he attempts to help his inventor master." Also, *Gerbert* is in its second year of original animated production.

The lineup includes the off-network series *Roger Ramjet*, *Batman*, *I'm Telling*, *The Littles*, *Little Clowns of Happytown*, *Getalong Gang*, *Pole Position* and *Starcom*. *Dinosaucers* and *Rainbow Brite* come from the syndication market while *Mapletown* once appeared on Nickelodeon. *Swiss Family Robinson* and *New Generation* are foreign productions that will have their U.S. premieres on the channel.

DIC also plans to produce about four specials per quarter for the Family Channel. The first will kick off the fall programing block, with several holiday specials also planned for the quarter. In the first quarter a "New Archies" movie is being planned. The specials are scheduled to be carried at 8 p.m. —MS

New entries in syndication sweepstakes

Two more off-network programs have hit the syndication marketplace—MTM's *Remington Steele* and Warner Brothers' *The Hogan Family*. In addition, several new movie packages have also been made available.

Remington Steele, which aired on NBC for four seasons, has been on The Family Channel for the past year, but will come off that network when the show is available for airing by local broadcast stations in September.

MTM is offering the one-hour show for a 52-week licensing period (94 episodes, three runs each) for use either as a strip or on the weekends. The show is being offered for cash on a nonexclusive basis.

Warner's *Hogan Family* is also being offered for cash, with market exclusivity. The program is going into its fifth year on NBC next season.

Warner is making the program available for fall 1990, where it is being joined by six other new off-network comedies. Some two dozen new comedies are expected to be launched between 1988 and 1992 (BROADCASTING, May 29).

As an incentive (albeit a negative one) to get stations to launch *Hogan Family* in 1990, Warner says there will be a 10% penalty for stations picking the show up but delaying its airing until 1991. According to rep sources, that penalty is negotiable, depending on demand in local markets.

The *Hogan Family* is being offered under a three-year contract. The first 32 episodes star Valerie Harper, who was fired in a dispute over her contract with Lorimar and NBC. Harper subsequently won a breach of contract suit in Los Angeles.

Petry Television is encouraging stations to negotiate a longer contract to dilute whatever viewer confusion might occur as the result of the switch in stars (Sandy Duncan replaced Harper on the series). The 32 Valerie Harper episodes could be used, in effect, as summer series within the series, under a longer contract, said Dick Kurlander, vice president, programing, Petry Television.

In the film package category, Turner Program Services has released the *Color Classic Network Four*, a barter colorized package of 24 films (two runs each). The split is 11 minutes of national time and 11 minutes local. The package is not offered on an exclusive basis because some of the titles (including "Crisis," "The Hill" and "Back to Bataan") are currently running on Turner's TNT or TBS networks. All of the films are available in January 1990.

Republic Pictures has come out with a seven-title package called *Color Movies Two* that is also being offered for barter (11½ national, 12½ local).

Titles include a colorized "It's a Wonderful Life," "The Fighting Seabees," and "Copacabana." The first film, "It's a Wonderful Life," will be available in December 1990, with subsequent releases scheduled through July 1992. —SM

CBS pulls into second, NBC holds lead; NBC 11.1, CBS 10.8, ABC 9.6

Nielsen		Net	Show
1.	19.2/32	A	Roseanne
2.	16.8/29	N	Cheers
3.	16.5/28	C	CBS Sunday Movie
4.	16.4/32	N	Empty Nest
5.	16.2/33	N	Golden Girls
6.	15.9/28	N	Dear John
7.	15.7/27	A	Wonder Years
8.	15.6/30	C	Murder, She Wrote
9.	15.6/28	C	NBA Finals, game 2
10	15.3/26	N	Day by Day, special
11.	15.0/33	C	60 Minutes
12.	15.0/27	N	Cosby Show
13.	14.5/27	A	Who's the Boss?
14.	14.3/23	A	Have Faith
15.	14.2/27	N	L.A. Law
16.	14.0/25	C	NBA Finals, game 1
17.	13.6/28	N	Hunter
18.	13.5/26	N	Unsolved Mysteries
19.	13.2/27	A	Full House
20.	13.1/26	A	20/20
21.	12.8/25	A	Growing Pains
22.	12.8/21	N	In the Heat of the Night
23.	12.8/23	N	Night Court
24.	12.6/23	N	Matlock
25.	12.4/22	C	Jake and the Fatman
26.	12.0/21	A	ABC Sunday Movie
27.	12.0/21	N	NBC Sunday Movie
28.	11.9/22	A	Head of the Class
29.	11.8/20	C	Newhart
30.	11.6/25	N	Amen
31.	11.5/24	A	Perfect Strangers
32.	11.5/20	N	Midnight Caller
33.	11.3/19	C	Designing Women
34.	11.3/21	N	ALF
35.	11.2/20	N	My Two Dads
36.	10.8/21	A	Mr. Belvedere
37.	10.8/20	C	Kate and Allie
38.	10.6/18	C	Murphy Brown
39.	10.5/20	A	Just the Ten of Us
40.	10.2/18	A	thirtysomething
41.	10.0/19	C	Wiseguy
42.	9.9/19	A	China Beach
43.	9.9/22	N	227
44.	9.6/17	N	Day by Day, special
45.	9.4/16	N	NBC Monday Movie
46.	8.9/15	A	ABC Monday Movie
47.	8.9/17	C	CBS News Special: China
48.	8.9/18	F	America's Most Wanted
49.	8.8/17	C	CBS Friday Movie
50.	8.7/16	A	MacGyver
51.	8.4/16	N	NBC Friday Movie
52.	8.2/15	F	Married...With Children
53.	7.7/14	A	Coach
54.	7.7/14	F	Fox Monday Movie
55.	7.5/14	N	Day by Day
56.	7.4/15	C	West 57th
57.	7.4/15	N	Highway to Heaven
58.	7.3/14	N	Family Ties
59.	7.1/15	C	CBS Saturday Movie
60.	7.0/12	A	Robert Guillaume Show
61.	6.7/12	C	Heartland
62.	6.7/13	N	Dream Street, special
63.	6.4/12	C	Live-In
64.	6.2/11	A	ABC Thursday Baseball
65	6.2/12	A	North and South Book II, part 5
66	6.0/12	C	Beauty and the Beast
67.	5.8/13	A	Mission: Impossible
68.	5.7/10	C	Tour of Duty
69.	5.7/12	F	21 Jump Street
70.	5.5/11	A	Flamingo Kid
71.	5.2/12	F	Cops
72.	5.2/11	N	Magical World of Disney
73	4.9/11	A	Seaworld: Miracle Babies
74.	4.7/9	C	Hard Time on Planet Earth
75.	4.3/7	F	Garry Shandling's Show
76.	4.1/9	F	Reporters
77.	3.9/7	F	Duet
78.	3.9/7	F	Tracey Ullman Show
79.	3.3/6	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending June 4)

Rtg.		Show	Stns.	Covg.
1	11.8	Wheel of Fortune, syn.	228	98
2	10.2	Jeopardy	205	96
3	9.2	Star Trek	234	97
4	8.5	Cosby Show	196	97
5	7.8	Wheel of Fortune, wknd.	207	91
6	7.7	Magic, special	182	92
7	7.7	Tri-Star Showcase	120	90
8	6.1	Nat'l Geo. on Assignment	140	92
9	6.0	Entertainment Tonight	165	93
10	5.9	Current Affair	146	90
11	5.6	Star Search	149	95
12	5.4	Donahue	222	98
13	5.3	Geraldo	194	97
14	5.1	Mama's Family, syn.	183	90
15	5.0	People's Court	184	89

The following programs are included, but not ranked:

8.3	World Wrestling Fed.	239	97

* Nielsen syndicated weekly pocketpiece

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The HDTV sights and digital sounds of CES

High-definition TV and digital audio are among broadcast-related topics of conversation at Consumer Electronics Show in Chicago

High-definition television was on everyone's mind at the Summer Consumer Electronics Show (CES), held by the Electronics Industries Association at McCormick Center, Chicago. When the screens are flattened and expanded and their resolution capabilities more than doubled, the consumer market will be ready for high-definition images. Later, when the computer technology is also ready, the higher quality pictures in the home will lead to possibly dozens of other applications.

On the audio side, little has changed in the ongoing fight to market digital audio tape (DAT) in the U.S. The threat of legal action from the recording industry has successfully halted DAT as a consumer product in this country. Japanese companies again exhibited the recorders, which are sold now in Japan. But there was little optimism for the future of the technology in the U.S.

FMX stereo, which has been several years in the development process and this year has continued to stir controversy in the broadcasting industry, finally became a reality as a consumer product at this year's CES. The first FMX model, a car unit, was shown by JVC.

Chance had a hand in the course of some of the panel sessions at the Consumer Electronics Show. One session entitled "HDTV: What is Congress Doing?" was represented by three Republican Congressmen. The Democrats invited stayed in Washington to attend the funeral of their former colleague, Claude Pepper (D-Fla.). One Republican, Don Ritter (Pa.), also did not attend.

The three congressmen present—Tom Campbell (Calif.), Mike Oxley (Ohio) and Matthew Rinaldo (N.J.)—were in almost full accord on the issues discussed. They found fault with the American Electronics Association's $1.35 billion plan to establish industry grants and loans and a government-supported R&D consortium aimed at reviving the U.S. consumer electronics industry through HDTV development (BROADCASTING, May 15). "Industrial policy and government planning in that respect doesn't work," Oxley said. "Our country was made great by a free enterprise system. Sometimes I think we're too defensive because we're so tied up with this trade deficit we have with the Japanese that we tend to overlook our strengths." All three also opposed a $5 exise tax on TV sets proposed by Jerry Pearlman, president and CEO of Zenith Corp.

The Democratic point of view got at least some airing through Larry Irving, senior counsel of the House Telecommunications Subcommittee, who appeared on another CES panel. He agreed that chances for full approval of the AEA's $1.35 billion plan was unlikely, but that some of the elements of the plan could pass. He said that there has not been much reaction on the Hill to the Pearlman tax proposal so far, and could not comment on its chances for approval.

EIA presented two other panel sessions on HDTV. During one of them, Bill Hassinger, assistant chief of the FCC's Mass Media Bureau, announced that the commission is tentatively planning to release a third notice of inquiry on advanced TV systems in the fall or late summer. However, he said that the Mass Media Bureau has not yet begun the inquiry and the timing of its release could be affected by the new commissioners that are soon expected to be named to the FCC. At the same time, Hassinger said that the commission may decide to make permanent some of the tentative decisions on HDTV broadcasting made in September 1988. Chief among the tentative decisions were that the eventual HDTV transmission standard would be compatible with NTSC sets, that it would not involve use of a continuous 9 mhz channel, and that additional spectrum for HDTV would come only from the VHF or UHF bands and not from the spectrum above 1 ghz.

At the same session, Richard Wiley, chairman of the FCC's advisory committee on advanced television service (ATS), said that the main impediment to his committee's progress is the slow rate at which proponents are preparing their systems for testing by the Advanced Television Test Center (ATTC). So far, only one proponent, the David Sarnoff Research Center, has set an availability date for its system (April 2, 1990, for its first-stage Advanced-Compatible Television system [ACTV-I]). Wiley said that he would soon release a letter to all system proponents requesting target dates for the delivery of their systems to the ATTC. "I think we're going to have to begin to insist on some deadlines, given the domestic and international pressures that abound," Wiley said.

As with past CES's, there was some evidence that consumer HDTV is in the near-term future. Hitachi showed its version of a half-inch HDTV VCR, built according to the same format as the prototype consumer

VCR's shown by Sony and Matsushita during the NAB convention in Las Vegas. Panasonic demonstrated a 70-inch HDTV projection set, which adjusts to receive NTSC signals. Black side bars appear when the NTSC mode is on.

Both of those units would cost tens of thousands of dollars if they were to go on sale today. The cost to the consumer will be so high, some say, that it would make more sense to wait for all of the digital and flat screen technologies to be developed before implementing full HDTV. But because other countries are definitely headed for HDTV via direct broadcast satellite and VCR's, it was predicted that U.S. consumers will demand HDTV and that that demand will make the technology affordable.

Joseph Donahue, vice president of Thomson consumer Electronics, Indianapolis, said that enhanced-definition television systems, such as ACTV-I, which Thomson is co-sponsoring with NBC and the Sarnoff Research Center, should only be adopted with the purpose of eventually evolving to full HDTV, such as Sarnoff's ACTV-II. "We believe in going to a full, high-definition system here the first day we can get the spectrum," Donahue said. "But that's going to take time."

Unforeseen circumstances nearly resulted in a coup for EIA. Representative Thomas Foley (D-Wash.) had been scheduled to appear on a panel discussion on digital audio, months before it became apparent that he would become the next Speaker of the House. But Foley also declined the invitation at the last moment in order to attend the Pepper funeral. "As late as Friday, Representative Foley said to the people at EIA that he was planning to attend...[Foley's absence] had nothing to do with the fact that he is going to be the next Speaker of the House," said consultant Leonard Feldman, of Great Neck, N.Y., who moderated the session.

Little has changed regarding the digital audio tape issue. Although DAT recorders are used by professionals in the recording and broadcasting industries, no consumer market exists yet. A year ago, none of the Japanese manufacturers of DAT recorders was exporting to the U.S. because of lawsuit threats from the recording industry, led by the Recording Industry Association of America (RIAA). Today, one company, Nakamichi Corp., is exporting consumer recorders to the U.S., at a price of $10,000, and has not yet been sued by RIAA.

"RIAA has not really ignored us, nor have we ignored them," said Steve Wenig, director of the technical support group for Nakamichi U.S.A. "It is our information through our communication with them that they see our machine as being largely professional because of the price and, therefore, not a threat to their position." However, Nakamichi does not know whether the threat of a lawsuit will return if it attempts to lower the price of its DAT deck. So far, Wenig said, about 30 consumer dealers are selling the recorders and they "have shipped quite a number of machines, considering the price for them."

Because Nakamichi did not exhibit at CES, none of the few DAT recorders on the exhibit floor were models that will be seen in U.S. stores in the near future. Many DAT players, especially car players, were demonstrated and are in U.S. stores. But since little prerecorded digital music is carried in U.S. stores, these have also found a limited market.

For the customer seeking to buy DAT in this country for less than $10,000, there was one exhibitor offering an alternative. Japan America Electronics, a Santa Monica, Calif., electronics equipment importer, has been specializing in selling consumer decks for professional applications. Most of the consumer DAT brands sold in Japan are offered by Japan America, including Sony, Technics, JVC, Pioneer, Akai and Aiwa decks, ranging in price between $900 and $2,200. About 90% of the company's business, said Japan America's Michael Garrison, is with professional musicians, with most of the rest going to broadcast equipment dealers.

Representative Bob Carr (of Michigan, a Democrat who was able to appear at CES on the day following the Pepper funeral) said that he is looking forward to owning a DAT recorder himself. As chairman of the Congressional Arts Caucus, he has studied the DAT issue. He sympathized with the recording industry's claim that heavy distribution of DAT recorders will result in some piracy. But a technical solution, such as chips designed to defeat copying of software from compact disks to DAT, will probably not work, he said. "But I do favor a royalty on blank tape, both for VCR's and for digital audio tape...Although it is an imperfect compromise, to be sure, a very small royalty would be the best compromise," Carr said.

It has been a rocky road for another audio technology—FMX stereo. It was co-designed in the early 1980's by CBS Labs and the National Association of Broadcasters as a way to increase the stereo coverage of an FM signal, a development that would be especially useful for car radios. But tests of the system two years ago revealed a problem with multipath echoes. After further testing and development, Broadcast Technology Partners (BTP), the marketers of the FMX technology, announced that JVC and Alpine would introduce FMX receivers in 1989. Soon after that, more doubts swirled around FMX as Bose Corp., Framingham, Mass., released a study claiming that the technique would degrade reception on conventional FM receivers.

But JVC's exhibit of an FMX car radio coincided with the first placement of FMX receivers on store shelves June 1. Alpine's went on sale at the same time, but were not shown at CES. BTP President Emil Torick said that currently about 130 FM stations have committed to converting to FMX and that 100 of them are now broadcasting.

For manufacturers that may be thinking about installing FMX chips in their next line of radios, Sprague Semiconductor Group, Worcester, Mass., showed its new FMX decoder, the ULN3800. According to Sprague, the new chip, which also comes in a conventional FM design, provides better performance under all conditions, including heavy multipath interference. —RMS

Five U.S. companies picked to receive Defense funds for HDTV displays

The Defense Department's Defense Advanced Research Projects Agency (DARPA) said last week it will award five companies contracts to develop high-definition television displays.

In the first of a series of grants planned by the government agency for private industry's development of HDTV, it selected Texas Instruments Inc. of Dallas; NewCo Inc. of San Jose, Calif.; Rachem Corp. of Menlo Park, Calif., and Projectavision Inc. of New York to receive awards to pursue proposals dealing with projection display technology. A contract to develop gas plasma flat panels was given to Photonics Technology Inc. of Northwood, Ohio.

Funding is expected for at least two other display categories, cathode ray tubes (CRT) and flat-panel liquid crystal displays (LCD). A leader in CRT development that has requested DARPA money to develop its flat-tension mask display is Zenith Corp. Although the size and weight of its tube would be the same as today's conventional CRT's, the Zenith tube would be flat and would reduce glare.

Upcoming announcements are also expected regarding the several companies that submitted proposals for video processing technology. When the original Broad Agency Announcement (BAA) was released, DARPA indicated that about half of the $30 million it said it would ultimately allocate would be devoted to video processing development.

The dollar amounts to be awarded to the five contractors announced last week were not given. According to DARPA, the amounts and time duration of each of the contracts are still being negotiated. DARPA said that those figures will be disclosed when the contracts are completed.

DARPA also said no award is certain until negotiations with the company are completed, and added that there will be case-by-case negotiations over the extent to which the Defense Department will retain rights to the technology developed.

DARPA's interest in HDTV first attracted attention last December, when the agency announced that companies involved in research and development of high-definition displays and video processing could apply for shares of $30 million in government funds. More than 80 companies eventually applied for the awards at the beginning of this year, although by mid-spring, DARPA had narrowed the figure to 49.

In the months since the first BAA, controversy has been raised over the possibility that one of the companies chosen would be foreign-owned. Among the foreign companies to submit proposals or among those listed as subcontractors for proposals from U.S.-owned companies are Japan's Sony Corp. and France's Thomson and the Dutch Philips. The companies chosen last week were all U.S.-owned. □

Economic indicators

Annual Veronis, Suhler study predicts TV and radio will grow at faster pace than cable over next five years

Cable television will grow at a slower rate than the television and radio industries over the next five years, according to the annual *Communications Industry Forecast* released this week by Veronis, Suhler & Associates. In a prediction of expenditures to be made by advertisers and consumers on each of the three media over the next half-decade, VSA said that cable television's compound annual growth will drop from its current double-digit performance to 7.7% compounded annually through 1993.

While growth of cable subscriber revenue—the bulk of cable revenue—has come primarily from unit growth in the past, VS&A predicts that in the future about half of cable subscription growth will come from pricing. Pay cable growth will slow down to 2.9% compounded annually over the next five years, according to VS&A, because the relative returns of pay and basic to operators give system owners more of an incentive to promote and market basic services.

Cable advertising, amounting to $1.2 billion in 1988, is "still not material," according to VS&A president John Suhler. However, if cable system operators find ways to sell, distribute and market local cable advertising, the medium would become "a serious competitive alternative to radio and newspapers, particularly newspapers," he said. Cable advertising resembled radio and newspaper advertising more than local TV ads, he said, because it is a "volume, tonnage business in terms of selling to advertisers."

Network television advertising, which grew 6.2% compounded annually over the last half-decade, will grow at an annual compound rate of 6.9% over the next five years, according to the forecast. As the growth of home video, basic cable and pay cable slows down, Suhler said, the "buffeting factors" that have affected network TV growth over the past five years "have moderated." He added: "There is no better invention than network television for mass-market advertising." However, he pointed out, network TV growth would be slower than the 8.8% annual growth that VS&A is predicting for the communications industry overall.

Network radio has "dimmed prospects for growth" over the next five years, Suhler said. As radio has become a more targeted business, he said, the networks' need for "a certain commonality" was working against them. Pointing out a strength of the radio business in general, he said that radio advertising has been 10% of measured media spending "for as long as we've looked at measured media."

One reason he thought 1988 was a watershed year, Suhler said, was that measured media growth had come close to matching promotion growth for the first time in 10 years.

Contributing to the forecasts, Suhler said, was the lack of signs of an imminent recession, while indications of inflation are increasing. Measured media spending, he said, traditionally grows faster in inflationary times, while promotional and marketing spending grow in recessionary times.—GM

Veronis, Suhler & Associates, five-year forecast

	1988 ($000,000)	1993 ($000,000)	Compound annual growth 1988-1993
Network TV advertising	$9,395	$13,100	6.9%
Spot TV advertising	$7,190	$11,100	9.1%
Local TV advertising	$7,380	$12,100	10.4%
TOTAL TV ADVERTISING	$23,965	$36,300	8.7%
Pay cable subscriptions	$3,820	$4,410	2.9%
Basic cable subscriptions	$6,500	$9,800	6.2%
National cable advertising	$910	$1,900	15.9%
Local cable advertising	$250	$550	17.1%
TOTAL CABLE TV SPENDING	$11,480	$16,660	7.7%
TV network program buying	$3,890	$5,560	7.4%
TV station program buying	$1,660	$2,560	9.1%
Cable TV program buying	$2,500	$4,250	11.2%
Barter syndication program buying	$915	$2,300	20.2%
TOTAL PROGRAM EXPENDITURES	$8,965	$14,660	10.3%
Network radio advertising	$420	$500	3.5%
Spot radio advertising	$1,425	$2,150	8.6%
Local radio advertising	$5,900	$9,250	9.4%
TOTAL RADIO ADVERTISING	$7,745	$11,900	9.0%

TV advertising beating expectations, says Coen

Advertiser spending on television is, in general, better than previously expected, according to Robert M. Coen, senior vice president, director of forecasting, McCann-Erickson. Helped along by stronger-than-expected cable and syndication advertising, overall national TV budgets will be up by 5% in 1989, said Coen. While below an assumed nominal gross national product growth rate of 7.5%, the advertising increase for television is better than that for the prior post-Olympics year.

Local television increases, projected at 7% for 1989, are "disappointing," said Coen. Weakness in local advertising, which has also hurt newspapers, is caused by mergers and other "restructuring" of major retailers. Also a factor, he added, is that retailers in general "have tightened their ad outlays in order to preserve profit margins as consumer resistance to higher prices for many goods and services continues to be strong."

The McCann-Erickson senior vice president projected network radio to be up by 10% for 1989, and spot radio to be up by 9%. Examples of advertisers behind the unexpected upswing in national radio are major retailing chains and packaged goods advertisers, such as coffees.

Mid-year projections for 1989 call for network television to increase 1% to $9.3 billion, although Coen said the just-unfolding upfront marketplace might push 1989 numbers slightly higher. He cited reports of strong advertiser demand, especially in prime time.

Spot television revenue has been disappointing so far, said Coen, and in the first four months of the year has increased by 3%. But there are some signs, he said, that softness in the spot marketplace is "disappearing" and he added that since the current slowdown began in the latter part of 1988, comparisons should become easier as the year progresses.

Cable television advertising is expected to end just under $1.2 billion, a 25% increase, or 5% higher than Coen said he thought at the beginning of the year. Syndication revenue is expected to increase by a similar percentage, to just over $1.1 billion. Both cable and syndication revenue, he said, is still being driven by rapidly expanding inventory and higher audience delivery.

Coen also ventured a preliminary prediction for 1990 saying that total U.S. advertising expenditures would be up by a similar 6.9% increase. He noted that spending in many other developed countries was advancing well ahead of inflation. □

TVB gears to get the word out on TV advertising

Bureau is working on number of instructional and promotional tools to boost ad sales

From a sales training encyclopedia to an on-air promotional campaign targeted at advertisers, the Television Bureau of Advertising has initiated a series of projects taking new approaches at fulfilling the organization's long-standing goal of increasing television advertising. Meanwhile, budgetary considerations are dictating that the organization keep a close watch on the costs of these projects and how they are being funded.

In its release of a manual entitled "Marketing and Sales Promotion," the TVB is embarking on what is expected to be the first of an eight-volume sales training encyclopedia and lesson guide. Called the Sales Training Education Program (STEP), the series is planned as a television-specific, stand-alone teaching and reference guide, according to TVB Senior Vice President Barbara Zeiger. STEP has been designed as a sales training handbook requiring less instruction than its 10-year-old TVB predecessor. The volume on marketing and sales promotion includes case studies, sample marketing plans, practice sessions, self-tests and a listing of references.

It is the hope of the TVB to institute a certification TV sales program based on the eight-book series, which will be published at the rate of two volumes per year, according to Zeiger. Such a certification procedure could make the TVB "almost a degree-granting institution," she said. "That's the concept that's on the drawing boards," said TVB President Bill Moll. Other plans for STEP include distributing it to universities with marketing and communications curricula, to give potential salespeople a realistic understanding of the job. So far, TVB has sold 150 copies of "Marketing and Sales Promotion" at a cost of $64.50 each.

Among forthcoming titles in the series are *Your Market and the Competition*, *Using Research to Make the Sale*, *The Rewards of the Professional Television Salesperson* and *The Art of Selling Television*.

In a project approved by the TVB board at its meeting last month, the TVB is planning to test sales-development programs that would involve a consortium of all the television stations in a market working with a TVB employe. "It is a new way of involving a TVB person on a market-specific or regional basis," Moll said. The TVB hopes to test the program in three or four markets, Moll said, in two versions—one for approximately the largest half-dozen markets, and the other for the remaining markets. Although the sites for the program testing have not been chosen, Moll said that an important element in the pilot tests was having the cooperation of all the stations in the test market. "The concept is built on a full-market task force," he said. One of the details to be worked out about the tests, Moll said, was how much stations could contribute to the support of the project.

The TVB employe working with the stations in each market would ideally have retail marketing experience in that city, said Pat Ryan, TVB vice president, local sales. He said that the local project would be similar to the efforts of the TVB's national sales advisory committee, as part of which reps cooperate in pitching the value of TV to potential advertisers.

Another venture that the TVB board approved last month was development of a nationwide, on-air television marketing campaign aimed at advertisers. The campaign would ideally dovetail with the National Association of Broadcasters' "Free TV" campaign, Moll said. Moll, who is on the NAB's Free Television task force, said he is in the process of reviewing the advertiser-directed plan with various segments of the industry. So far, he said, he has had favorable reactions from the Free TV task force and the NBC and CBS affiliate boards. Soon, he said, he would be meeting with the ABC affiliate board, the Association of Independent Television Stations and the TVB's National Sales Advisory Committee, which comprises the national advertising representatives. The advertiser campaign would probably be open-ended, Moll said, and would be supported by industry payments. One of the issues he was working on, he said, was how the program would be financed. The TVB is developing the project with the Campbell-Mithun-Esty/New York advertising agency.

In another project, the TVB is developing the information it received from a study it commissioned along with the NAB into various sales development tools. Out of the report entitled "Television in Transition: The Values of Broadcast Television in a Changing Marketplace," the TVB is creating a "highlights" videotape, a roadshow to be presented to advertisers in major markets and an assortment of sales tools for sales personnel.

In a budget-conscious measure, TVB's May board meeting, traditionally its longest, was held near the association's headquarters in New York rather than in a resort area.

At the meeting, senior vice president, national sales, Jim Joyella, reported that TVB's national sales development effort had brought in $75 million in new billings since last October. —GM

BMI offers per-program music licensing option

Stations will have until Oct. 16 to select that arrangement for BMI; those doing so will be able to make one switch back to blanket licensing

Last week, the music licensing organization BMI began sending stations information on the music content of tens of thousands of movies and syndicated programing, enabling commercial stations to decide whether to elect a per-program music licensing arrangement to replace the current blanket music licensing fees paid to BMI. This interim arrangement on per-program licensing will be in place until the All-Industry Television Station Music Licensing Committee reaches a permanent agreement with BMI on music licensing pricing and methodology.

The choice is similar to the one authorized in early 1987, when, as a result of ongoing legal proceedings in the U.S. District Court in the Southern District of New York, commercial stations were given the opportunity to go from the blanket licensing to the per-program licensing arrangement for ASCAP, said All-Industry Committee Administrative Director Jack Zwaska. About 270 of 900 commercial broadcasters chose that option, Zwaska said.

In its letter to broadcasters, the All-Industry Committee suggested that stations may find per-program licensing less expensive than blanket licensing if more than 20% of a station's total syndicated program hours contain no music, contain no BMI-repertory music or contain BMI music which has already been licensed by the station or the program's producer directly from the copyright owner.

Stations that would benefit most from going to the BMI per-program plan are independent stations with a heavy schedule of movies—an area which ASCAP has traditionally dominated, Zwaska said. In contrast, the stations that would have most benefited from choosing ASCAP per-program licensing were affiliates running a lot of shows in first-run syndication, he said. One of the issues that the All-Industry Committee is working on is to re-open the window of election, he said.

Zwaska estimated that a per-program licensing arrangement would reduce annual aggregate industry payments to ASCAP and BMI from $5 million to $10 million each. Stations will have until Oct. 16 to select per-program licensing for BMI, said BMI vice president of telecommunications Lawrence Sweeney. Stations that switch to per-program licensing will be able to make one switch back to blanket licensing, he said. □

Quarter compilation. CVN Companies reported operating income of $10.3 million for quarter ended May 31, nearly triple that of corresponding quarter year earlier. After net loss of $6.9 million on disposal of discontinued operations, company had net loss for quarter of $1 million, compared to income of $1.5 million year earlier. CVN declared special dividend of $10 per share, partly to increase value of company's warrants held by cable operators with which CVN has affiliation agreements.

Stock Index

		Closing Wed Jun 14	Closing Wed Jun 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							
N	(CCB) Capital Cities/ABC	467 1/4	468	– 3/4	– 00.16	20	7,583
N	(CBS) CBS	204 1/4	205 5/8	– 1 3/8	– 00.66	17	4,817
A	(CCU) Clear Channel	15 1/2	13 3/8	2 1/8	15.88	25	60
A	(HTG) Heritage Media	5 1/4	5 3/8	– 1/8	– 02.32	-4	117
O	(JCOR) Jacor Commun.	7 5/8	7 3/4	– 1/8	– 01.61	-8	75
O	(LINB) LIN	124 1/8	129 1/2	– 5 3/8	– 04.15	74	6,338
O	(OBCCC) Olympia Broad.	2 1/2	2 3/4	– 1/4	– 09.09		6
O	(OSBN) Osborn Commun.	13	12 1/2	1/2	04.00	-11	66
O	(OCOMA) Outlet Commun.	28 3/8	28 3/4	– 3/8	– 01.30	42	185
A	(PR) Price Commun.	8 1/4	8 1/4		00.00	-4	60
O	(SAGB) Sage Broadcasting	3 3/4	4 1/4	– 1/2	– 11.76	-5	14
O	(SCRP) Scripps Howard	71	70	1	01.42	42	733
O	(SUNNC) SunGroup Inc.	1 1/2	1 1/2		00.00	-2	3
D	(TLMD) Telemundo	5	5		00.00		38
O	(TVXGC) TVX Broadcast	3 1/8	3 1/8		00.00		23
O	(UTVI) United Television	35 1/2	35	1/2	01.42	44	387
O	(OCOMA)	28 3/8	28 3/4	– 3/8	– 01.30	44	387
BROADCASTING WITH OTHER MAJOR INTERESTS							
N	(BLC) A.H. Belo	34 7/8	35 3/8	– 1/2	– 01.41	59	691
O	(ASTVC) Amer. Comm. & TV.	1/16	1/32	1/32	.....		4
N	(AFL) American Family	16	16 1/4	– 1/4	– 01.53	11	1,296
O	(ACCMA) Assoc. Commun.	35 3/8	39 3/4	– 4 3/8	– 11.00		506
O	(BMAC) BMA Corp.	33	34	– 1	– 02.94	17	320
N	(CCN) Chris-Craft	38 1/2	37 3/4	3/4	01.98	45	866
O	(DUCO) Durham Corp.	32 3/4	32 7/8	– 1/8	– 00.38	19	276
N	(GCI) Gannett Co.	46	45	1	02.22	20	7,408
O	(GMXC) GMX Commun.	3/32	3/32		00.00	20	7,408
O	(GACC) Great Amer. Comm.	11 1/8	11 5/8	– 1/2	– 04.30	-4	349
N	(JP) Jefferson-Pilot	34 7/8	35 3/4	– 7/8	– 02.44	13	1,344
N	(KRI) Knight-Ridder	49 1/8	48 1/2	5/8	01.28	19	2,608
N	(LEE) Lee Enterprises	32	30 7/8	1 1/8	03.64	19	790
N	(LC) Liberty	35 5/8	35 1/2	1/8	00.35	12	308
N	(MHP) McGraw-Hill	72 5/8	72 1/8	1/2	00.69	19	3,524
A	(MEGA) Media General	37 3/4	37 7/8	– 1/8	– 00.33	102	972
N	(MDP) Meredith Corp.	35 7/8	36 1/2	– 5/8	– 01.71	21	682
O	(MMEDC) Multimedia	99	100	– 1	– 01.00	39	1,095
A	(NYTA) New York Times	32 1/2	32	1/2	01.56	16	2,575
N	(NWS) News Corp. Ltd.	23 1/8	23 1/4	– 1/8	– 00.53	9	6,165
O	(PARC) Park Commun.	34 1/4	34 1/2	– 1/4	– 00.72	25	472
O	(PLTZ) Pulitzer Publishing	27	27 1/2	– 1/2	– 01.81	13	282
N	(REL) Reliance Group Hold.	5 1/8	5 1/2	– 3/8	– 06.81	16	382
O	(RTRSY) Reuters Ltd.	35 3/4	37 7/8	– 2 1/8	– 05.61	20	14,797
O	(STAUF) Stauffer Commun.	138 3/4	138	3/4	00.54	46	138
N	(TMC) Times Mirror	41 1/2	42	– 1/2	– 01.19	16	5,336
O	(TMCI) TM Communications	17/32	7/16	3/32	21.42	-2	3
N	(TRB) Tribune	50 7/8	47 5/8	3 1/4	06.82	17	3,806
A	(TBSA) Turner Bcstg. 'A'	40 1/2	36 5/8	3 7/8	10.58	-12	1,862
A	(TBSB) Turner Bcstg. 'B'	36 1/2	34	2 1/2	07.35	-11	883
A	(WPOB) Washington Post	279	270 3/4	8 1/4	03.04	21	3,589
PROGRAMING							
O	(SP) Aaron Spelling Prod.	9	9		00.00	13	291
O	(ALLT) All American TV	3	3		00.00		3
O	(BRRS) Barris Indus	10 1/8	9 1/2	5/8	06.57	-4	109
A	(CLR) Color Systems	1 1/8	1	1/8	12.50		6
N	(KPE) Columbia Pic. Ent.	20 1/2	20 3/8	1/8	00.61	1025	2,269
O	(CAVN) CVN Cos.	16 5/8	14 1/8	2 1/2	17.69	26	292
A	(DEG) De Laurentiis Ent.	7/16	7/16		00.00		4
O	(DCPI) dick clark prod.	5 1/8	5	1/8	02.50	-512	42
N	(DIS) Disney	92	94 1/4	– 2 1/4	– 02.38	22	12,365
N	(DJ) Dow Jones & Co.	36 3/4	37 1/4	– 1/2	– 01.34	11	3,705
O	(FNNI) Financial News	7 3/8	7 3/4	– 3/8	– 04.83		89
A	(FE) Fries Entertain.	2 1/2	2 1/4	1/4	11.11	-4	12
N	(PCI) Gulf + Western	59 1/2	54 3/4	4 3/4	08.67	18	6,913
A	(HHH) Heritage Entertain.	1 5/8	1 5/8		00.00	-5	8
A	(HSN) Home Shopping Net.	5 1/4	5 1/2	– 1/4	– 04.54	21	469
N	(KWP) King World	27 1/2	29	– 1 1/2	– 05.17	9	688
O	(KREN) Kings Road Ent.	7/16	13/32	1/32	07.69		2
N	(MCA) MCA	60 1/8	56 5/8	3 1/2	06.18	26	4,390
N	(MGM) MGM/UA Commun.	18 5/8	18 5/8		00.00	-9	937
A	(NHI) Nelson Holdings	1/2	5/8	– 1/8	– 20.00		13
A	(NWE) New World Enter.	8 7/8	8 7/8		00.00	-1	93
O	(NNET) Nostalgia Network	11 1/16	1 5/16	3/8	28.57	-2	9
N	(OPC) Orion Pictures	21 5/8	21 3/8	1/4	01.16	40	375
N	(PCC) Pathe Commun.	3 7/8	4	– 1/8	– 03.12		44
PROGRAMING							
N	(PLA) Playboy Ent.	14	14 1/4	– 1/4	– 01.75		131
O	(QNTX) Qintex	5 1/8	5	1/8	02.50	-11	35
O	(QVCN) QVC Network	15 3/8	13	2 3/8	18.26	25	154
O	(RVCC) Reeves Commun.	5 1/8	5 3/8	– 1/4	– 04.65	46	65
O	(RPICA) Republic Pic. 'A'	11 1/4	10 1/4	1	09.75	160	48
O	(SMNI) Sat. Music Net.	5 1/2	5 1/2		00.00	32	49
O	(JUKE) Video Jukebox	3 1/2	3 1/2		00.00	-29	28
N	(WCI) Warner	55	53 1/2	1 1/2	02.80	19	8,920
O	(WONE) Westwood One	12	12 3/4	– 3/4	– 05.88	-57	174
SERVICE							
O	(AMEA) A.M.E. Inc.	10 7/8	10	7/8	08.75	26	53
O	(AGRP) Andrews Group	7 1/8	5 7/8	1 1/4	21.27	-3	64
O	(BSIM) Burnup & Sims	22	22 1/4	– 1/4	– 01.12	25	351
N	(CQ) Comsat	37 7/8	38 1/8	– 1/4	– 00.65	10	698
N	(CDA) Control Data Corp.	21 5/8	20 1/8	1 1/2	07.45	-308	913
N	(DNB) Dun & Bradstreet	56 1/4	56 3/4	– 1/2	– 00.88	20	10,529
N	(FCB) Foote Cone & B.	24 7/8	24 3/4	1/8	00.50	15	208
O	(GREY) Grey Advertising	143	143		00.00	12	170
O	(IDBX) IDB Communications	7 3/8	7 1/8	1/4	03.50	147	36
N	(IPG) Interpublic Group	48	47 1/8	7/8	01.85	17	1,118
O	(OGIL) Ogilvy Group	53 3/4	53 5/8	1/8	00.23	23	770
O	(OMCM) Omnicom Group	24	23 1/8	7/8	03.78	15	592
N	(SAA) Saatchi & Saatchi	14 1/2	15	– 1/2	– 03.33	5	2,270
O	(TLMT) Telemation	2 1/2	2 3/8	1/8	05.26	-41	11
A	(UNV) Unitel Video	13 3/8	13 3/8		00.00	21	29
CABLE							
A	(ATN) Acton Corp.	20 1/4	21 3/4	– 1 1/2	– 06.89	-18	32
O	(ATCMA) Amer. TV & Comm.	53	52 1/2	1/2	00.95	79	5,774
O	(CTEX) C-Tec Corp.	19 3/4	20 3/4	– 1	– 04.81	21	328
A	(CVC) Cablevision Sys. 'A'	45 1/4	46 1/4	– 1	– 02.16	-6	994
O	(CNCAA) Centel Cable	45	44 3/4	1/4	00.55	125	1,125
N	(CNT) Centel Corp.	51 1/4	53	– 1 3/4	– 03.30	30	3,245
A	(CTY) Century Commun.	21 1/4	21 3/8	– 1/8	– 00.58	-62	923
O	(CMCSA) Comcast	24 3/4	26 3/8	– 1 5/8	– 06.16	-34	1,658
A	(FAL) Falcon Cable Systems	20 1/4	19 7/8	3/8	01.88	-112	129
O	(JOIN) Jones Intercable	18 1/4	18 7/8	– 5/8	– 03.31	-14	226
T	(MHP.Q) Maclean Hunter 'X'	13 3/4	13 5/8	1/8	00.91	38	1,013
T	(RCI.A) Rogers Commun. 'A'	142	138	4	02.89	-240	1,916
T	(RCI.B) Rogers Commun. 'B'	117 1/2	116 1/4	1 1/4	01.07	-199	1,585
O	(TCAT) TCA Cable TV	39 1/2	39 1/2		00.00	45	476
O	(TCOMA) Tele-Commun.	35 5/8	37 1/2	– 1 7/8	– 05.00	114	6,288
N	(TL) Time Inc.	175 1/8	170	5 1/8	03.01	36	9,928
N	(UAEBV) United Cable TV	19 5/8	19 3/4	– 1/8	– 00.63		1,297
N	(VIA) Viacom	52 1/4	50 3/4	1 1/2	02.95	-14	2,788
N	(WU) Western Union	1 3/4	2 1/8	– 3/8	– 17.64		68
O	(WSMCA) WestMarc	29 3/4	30	– 1/4	– 00.83	-35	484
ELECTRONICS MANUFACTURING							
N	(MMM) 3M	73 3/8	74 1/8	– 3/4	– 01.01	13	16,460
N	(ARV) Arvin Industries	25 5/8	24 3/4	7/8	03.53	26	477
O	(CCBL) C-Cor Electronics	14 3/4	16 1/4	– 1 1/2	– 09.23	14	60
N	(CHY) Chyron	4	4		00.00	-40	44
A	(COH) Cohu	12 5/8	13 1/8	– 1/2	– 03.80	8	23
N	(EK) Eastman Kodak	49 1/8	50 1/2	– 1 3/8	– 02.72	11	15,936
N	(GRL) Gen. Instrument	36 3/8	36	3/8	01.04	14	1,230
N	(GE) General Electric	53 1/4	55 1/2	– 2 1/4	– 04.05	13	48,082
N	(HRS) Harris Corp.	33 3/8	32 3/8	1	03.08	17	1,292
N	(MAI) M/A Com. Inc.	8 3/8	8 1/4	1/8	01.51	14	198
N	(IV) Mark IV Indus.	13 3/4	13 5/8	1/8	00.91	6	148
O	(MCDY) Microdyne	4 1/8	4	1/8	03.12	-27	16
O	(MCOM) Midwest Commun.	6 1/2	7	– 1/2	– 07.14	26	19
N	(MOT) Motorola	55 7/8	56 5/8	– 3/4	– 01.32	15	7,246
N	(OAK) Oak Industries	1 3/8	1 1/2	– 1/8	– 08.33	8	113
A	(PPI) Pico Products	1 3/8	1 3/8		00.00	-1	4
N	(SFA) Sci-Atlanta	18 1/4	18 7/8	– 5/8	– 03.31	13	435
N	(SNE) Sony Corp.	52 1/8	54 1/4	– 2 1/8	– 03.91	29	13,488
N	(TEK) Tektronix	23 1/8	24 1/8	– 1	– 04.14	128	651
O	(TVTK) Television Tech.	1 3/16	1 1/4	– 1/16	– 05.00	118	8
N	(VAR) Varian Assoc.	27	26 7/8	1/8	00.46	10	559
O	(WGNR) Wegener	3 1/2	3 3/8	1/8	03.70	10	25
N	(WX) Westinghouse	63 1/8	65	– 1 7/8	– 02.88	11	9,087
N	(ZE) Zenith	20	20 3/8	– 3/8	– 01.84	500	534
	Standard & Poor's 400	370.40	373.82	–	3.42	–	00.92

T-Toronto, A-American, N-NYSE, O-OTC. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

China expels reporters

Government asks correspondents for AP, VOA, ITN to leave country

The Chinese government last week was showing the strain of dealing with the worldwide attention that is focused on its crackdown on students demonstrating against the government and for greater democracy: It is beginning to turn on foreign journalists. Last week, it expelled three of them—correspondents for the Voice of America and the Associated Press and a producer for the British ITN—and put an ITN correspondent under virtual house arrest.

The actions came as journalists and China watchers generally were speculating as to when the government would move against those attempting to report on developments in the country. The move against VOA seemed particularly significant, since it and the BBC are the Chinese people's principal sources of uncensored news about their country. And the VOA has been denounced by the government for what it says is inaccurate reporting of the unrest in the country—including its report that 3,000 students died in Beijing's Tiananmen Square, when the army swept through it, scattering prodemocracy demonstrators two weeks ago. The Chinese government-operated media have been insisting that no students were killed, that the only fatalities were among the soldiers.

The Americans—Alan Pessin, the VOA's Beijing bureau chief, and John Pomfret, a Beijing-based correspondent for the AP—on Wednesday (June 14) were summoned by government officials and ordered to leave the country within 72 hours. Pessin said he was accused of "illegal newsgathering activities...distorting fact, spreading rumors and instigating turmoil and counterrevolutionary rebellion"—in all, a violation of the martial law in effect in parts of Beijing. Pomfret said he was accused of having contact with student leaders and "obtaining unspecified state secrets." On the previous Saturday, ITN's Peter Newport, who was based in Shanghai, was ordered out of the country for allegedly violating the terms of his visa. He was said to have entered the country on a tourist visa, and was caught filming a demonstration in Shanghai. He said the officers who picked him up erased his tape and kept it.

The expulsion order increased the strain on U.S.-Chinese relations. The White House said it viewed the order with "great concern," and the State Department called

Interview aftermath

American television networks last week found themselves playing a serious game with Chinese authorities. The authorities saw in the raw footage the networks were uplinking to satellites from Tokyo and Hong Kong a veritable rogues' gallery of students and others who could be deemed lawbreakers. Indeed, ABC News, to its dismay, discovered on June 11 that pictures it had taken of a Chinese man were used by the authorities to track him down and compel him to confess, on China Central Television, to "rumormongering." The networks are now taking precautions to protect the anonymity of those they interview who request it.

Chinese authorities managed to "pirate," as ABC News put it, footage that included unedited reports dealing with the aftermath of the killings in Beijing's Tiananmen Square. It also included pictures of a man who was speaking Chinese but who, according to an ABC News spokeswoman, was neither interviewed by a correspondent nor quoted by the network. He appeared in the finished report for a total of only eight seconds, according to ABC News. But CCTV showed the man being interviewed for one minute and 9 seconds, and saying that 20,000 people were killed in the June 3-4 attack on Tiananmen Square.

ABC News spokesman Scott Richardson said the network did not know how Chinese authorities obtained the footage, although he said there are a number of ways it could have been "pirated." Domestically, networks have long complained of such pirating by owners of backyard earth stations. In any case, ABC News issued a statement saying it was "deeply distressed to learn that...Chinese authorities intercepted unedited news material that was being satellited and used it for political purposes." It also said it would continue its "routine coverage of the news in China" and that in keeping with its policy, it "will continue to honor requests of anonymity from any person who agrees to an interview and has reason to suspect possible adverse consequences."

All networks are now honoring such requests. ABC News has been showing pictures of people they interview with faces electronically blacked out. So is CBS. NBC News said it is showing only silhouettes of those fearing reprisals. It said in a statement it will continue to cover events in China, as it is able, but "will have a renewed sensitivity that the Chinese authorities may be monitoring our news reporting, and news interviewing, and will take precautions accordingly." A spokesman for CNN said that network would also protect the identities of those it interviews, although he said it was "a moot point," since most Chinese are now declining requests to talk on camera.

The interview that caused the networks to review their procedures had been picked up in transmission to New York. Chinese authorities then played the material on CCTV with a request that anyone who knew the man contact the police. He was promptly identified and turned in by two women, whose pictures were also shown on Chinese TV. The man, Xian Bin, 42, was shown seated before police officials recanting his story of the military slaughter—of army tanks crushing unarmed civilians, and confessing he was guilty of "making up rumors. If you call me a counterrevolutionary, I admit it," he said. His face appeared swollen.

ABC footage of man complaining of military brutality

After apprehension, he confesses to 'counterrevolutionary' activity

in the Chinese ambassador to deliver a protest. However, no reciprocal action against Chinese journalists is expected.

The other incident involving a foreign journalist occurred in Chengdu, a provincial town 800 miles west of Beijing. ITN's Vernon Mann, in a live telephone interview from his hotel, told ITN's *News at Noon* audience on Wednesday that he had been seized after he and his cameraman had filmed burned-out buses and buildings, evidence, ITN said, that antigovernment disturbances were not limited to Beijing. The cameraman, John Elton, who is also believed to be British and who works for another agency, was not picked up. Mann said his papers and his passport were taken from him, and that he had been questioned by authorities for several hours. He also said he had been asked but refused to sign "a statement" whose thrust he did not make clear. ("It was a sort of confession," said ITN spokesman Hugh Roberts in London.) Mann said he was directed to remain in his hotel "to await his punishment." ITN is attempting to secure his release.

The moves against the journalists were not the only antipress action on the part of the government. It is heavily jamming VOA shortwave broadcasts. And Bruce Gelb, director of the Voice's parent U.S.

VOA's Alan Pessin, ordered to leave China

Information Agency, indicated at a press conference called to discuss the Pessin expulsion that the jamming is having an effect, at least in certain areas and at certain times of the day. The VOA is broadcasting in Mandarin on 12 shortwave frequencies 11 hours daily. And Gelb said that within an area of 10 square miles covering the center of Beijing, the signal is "totally jammed." However, he said residents can hear the signal on "at least one frequency in the morning and in the afternoon." He also said the signal can be heard in Shanghai. Besides its shortwave stations, the VOA is using a 1 million watt medium wave transmitter in the Philippines to broadcast two and a half hours daily to the southern coast of China. VOA director Richard Carlson said at the press conference that the facility was being subjected to "moderate jamming."

Gelb used the press conference to deliver a signal that, despite the jamming and the expulsion of one of its correspondents, the VOA would not change the tone or character of its reporting to China. "Let it be known that the Voice of America will not be coerced into compromising its mandate to tell the truth," he said in a prepared opening statement.

But the most emphatic response to the charges leveled at VOA may have been made by Pessin himself, in a colloquy with an official in the foreign affairs office of Beijing's municipal government. According to a transcript made available by VOA, Pessin said: "As is well known to our tens of millions of listeners in China and around the world, VOA does not report rumors. We report the best, most accurate, the fairest and the best balanced news that we possibly can. The only motive that we have is to tell the truth as best we can. Governments do not always like that." —LZ

Journalists on journalism

Viewer erosion, hiring practices, and state of network newsgathering among topics at sixth Taishoff seminar

"The criticism of journalists and their impact is nothing new," said Van Gordon Sauter, former president of CBS News, as keynote speaker of the sixth annual BROADCASTING-Taishoff seminar at KTLA-TV Los Angeles. "The dichotomy of journalists and news organizations is similar to that of Congress and the American people," he said. "People abhor Congress but feel that their individual congressman or woman is deserving of unquestioned reelection."

Sauter, who said he finished his career at CBS "among the oblique gibberish of corporate memos," predicted tough times ahead for television news. Because of the amount of news available, from a growing number of areas, Sauter said viewers "almost have to diet themselves on the amount of news to take in. In the next five to 10 years," he said, "broadcast network news will continue to experience viewer erosion, with economics continuing to be stressed."

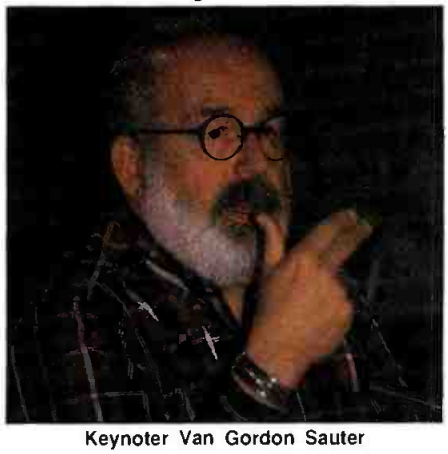
Sauter predicts independent stations "will continue to counterprogram network news effectively," and the increasing homogenization of network news programs will produce a situation in the next five to 10 years where there will "not be a big enough audience to support three similar newscasts."

Because of that trend, Sauter believes significant metropolitan markets will have channels dedicated to news, sports or talk.

With all of the changes facing journalists, Sauter does not believe the future "should be alarming to journalists. The challenge [for journalists] is to do the news

Taishoff seminar at KTLA-TV studio in Los Angeles

Keynoter Paul Davis of WGN



Keynoter Van Gordon Sauter

responsibly and give the public what it considers to be news."

□

The importance of a consultant was the topic of discussion during the morning panel titled "The Consultant: Luxury or Necessity?" moderated by Doug Ramsey, vice president, Foundation for American Communications.

All the panelists agreed the consultant's role at a station is not to program the news, but to help the station's ratings by developing a station identity. "We're no longer in the business of programing news," said Roy Meyer, executive vice president, McHugh and Hoffman, "but it is the viewers that program the news."

Harkening back to Sauter's comments on the increasing sameness of television newscasts, Ramsey asked panelists if consultants are responsible if they suggest to a large number of stations the same successful news formats. John Sheehan, executive vice president, Audience, Research and Development, agreed, adding that stations "will see other stations using a successful format and think they can use it and have the same results." Sheehan cautioned that station managers should make sure that a particular format will work in their market, regardless of its success in another market. "Use the success of other stations to develop ideas of your own," he said.

David Smith, manager, television consultation, Frank N. Magid and Associates, said he wished "we would never send out another tape to stations, but we will because station managers want to see what is happening and being done on those leadership stations."

□

Five radio and television news people gathered for the second panel to discuss "Life at the Top of the Ladder" and the paths they took to get there.

The panel, moderated by Jeff Wald, news director, KTLA-TV Los Angeles, stressed that each person has to decide what his or her idea of success is, and should not be too eager to get in the rat race of continually aspiring to a higher market.

Gene Gleeson, news anchor and reporter for KABC-TV Los Angeles, said: "My version of being at the top is that I'm not there yet. What gives me drive is still the reporting."

Joanne Ishimine, anchor at KABC-TV, said being at the top means having more to protect. It "means a high salary, but it also means that you could be the first to be let go if cutbacks are being initiated. We all have to define our own ladders," she said.

Kirsti Wilde, anchor at KTTV(TV) Los Angeles, blasted the use of agents, saying, "Don't be seduced into thinking that agents can get you to the top and keep you there." Wilde told the audience, composed mainly of on-air talent, that the danger of relying too heavily on agents is that they represent many individuals and may push for one client over another.

□

Ed Planer, recently retired NBC vice president of the European and Mideast news bureaus, kicked off the second half of the seminar by directly addressing the state of network newsgathering in today's society. Planer said that "meeting competitive pressures of the market" and "searching for new technologies" are the highest priorities of local and network news operations. He also said the latter "have historically lagged behind local news operations in the use of new formats and technology.

"In the broad evolution of television, there isn't much else news can do locally and nationally that hasn't already been done," Planer said. "The audiences may continue to erode to the cable news side, but there will always be a place for network newscasts. International news is still the network's domain. By the time network news comes on, most people know the news, so longer background pieces have become more prevalent. I think that is definitely a positive trend," he said.

Planer added that if he were a local station news director today, he would allot up to three-and-a-half minutes to international news. While lauding the networks' commitment to international news, Planer criticized them for remaining behind the times in hiring minorities and women for on-air assignments.

"I think it is an appalling fact that the networks have so few Hispanic and black reporters," Planer said. "I do know that NBC has two black reporters, but they are seldom seen on the nightly newscasts. You can't remain like the 1957 Boston Red Sox or the New York Yankees. For those of you too young to remember, the Yanks and the Red Sox were all-white teams 10 years after Jackie Robinson joined the Brooklyn Dodgers. I don't think the fault lies in hiring practices, so much as it does in the area of actively recruiting minority talent."

Planer's remarks on hiring practices served as a timely segue to an ensuing panel on "The Marketing of the Television Journalist," manned by three talent agents in the broadcast business, Don Fitzpatrick, president of San Francisco's Don Fitzpatrick & Associates; Ken Lindner, broadcast talent agent of Los Angeles-based Ken Lindner & Associates, and panel moderator Bill Slatter, broadcast talent coach for his own Natchez, Miss., agency.

In describing how far the representation of on-air talent has come in 20 years, Slatter said: "There was no other headhunter in 1968 besides Sherlee Barish in New York. The idea that a local anchor in Omaha or Louisville would have an agent was unimaginable during the 1960's." Of today's environment, Slatter said almost every on-air talent has agent representation, "except those smaller stations around the country that have had success bypassing the agent system."

But in those smaller markets—stations that fall below the top 40 in areas of dominant influence (ADI)—agents like Lindner pan for the golden throats of on-air talent. "I do a lot of traveling," Lindner said. "I have been to every market at least twice. I am one of those agents that loves to develop a talent from the 85th market for a larger market. The key is to find someone an alternative. If I have moved someone from the 50th market to the 10th market, I know I have done my job."

Like many seeking on-air jobs in today's market, the seminar's attendees paid close attention to advice offered by the panelists. Fitzpatrick referred to a pile of videotapes on the dais as "the stack." He said the best way to guarantee the attention of a station manager or news director is "not just to send an 8x10 glossy and resume, but also a demo tape sent by Federal Express or DHL, which is infinitely more reliable than the Postal Service.

"Usually a secretary gets your tape and puts it on top of 'the stack,'" Fitzpatrick said. "If the news director gets around to loading it in the ¾-inch machine, he'll watch it for 20 seconds, maximum. Ninety percent of those tapes will have black track, tones and color bars laid down at least for the first 30 seconds of the tape. Now you've lost him.... Start the tape immediately with your best studio pieces and then include some field pieces, if you have them also.

"No matter how good a journalist, he or she should have a good voice and read well," Fitzpatrick said. "Women should have good hair and know the proper use of makeup. I know all these things sound superficial, but these are among the first things considered." He also showed tapes of one anchor who turned his shoulders and body for different camera takes, and another of a man who would not look his co-anchor in the eyes because he felt his nose was too large on side profiles.

Gary Hilbert, a disk jockey for KZIQ-AM-FM Ridgecrest, Calif., asked the panel how he could make the transition from radio to on-air TV talent with little extra money and no representation. Slatter replied that Hilbert could pay a "minimal fee" for a straight reading analysis from an agent. At that point, a Western station manager said: "If you want to get in television, you'll have to spend some money to get some station or production house to make demo tapes for you." —SC, MF

Recipe for success

The Radio-Television News Directors Association and Gillett Broadcasting are co-sponsoring a television program designed to help broadcasters put together news staffs that reflect the ethnic and cultural diversity of their markets. The forty-minute program, *Many Faces, One Country: The Challenge of Diversity*, is designed for internal use by radio and television stations to help them find, train and promote minority journalists.

The program, which was taped at Gillett's WMAR-TV Baltimore, features the presidents of four minority journalism associations: Evelyn Hernandez, National Association of Hispanic Journalists; DeWayne Wickman, National Association of Black Journalists; Lloyd LaCuesta, Asian American Journalists Association and Mark Trahant, Native American Press Association. Gary Wordlaw, news director, WMAR-TV, also appears on the panel, and Ernie Schultz, outgoing RTNDA president, moderates.

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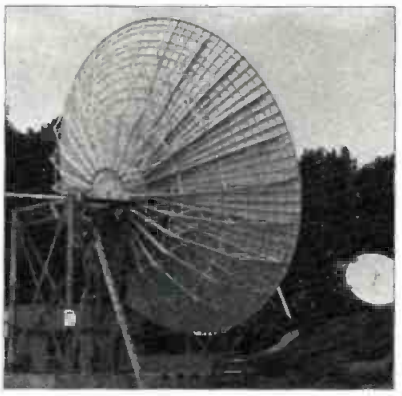

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Few choose to follow FCC's bouncing ball

Commenters in proposed lottery procedure to determine among competing applicants generally oppose method, but many agree some type of reform is needed

The FCC's proposal to use a lottery in place of a comparative hearing to choose among competing applicants for new broadcast stations has drawn heavy criticism ever since it was first advanced last January.

That criticism has now been formalized. In comments submitted to the FCC, commercial broadcasters, noncommercial broadcasters, applicants for broadcast stations, law firms, trade associations and citizen groups all protested the proposal. It even drew fire from an attorney in the FCC's Office of General Counsel, who filed as a "private citizen."

Only two commenters supported the proposal.

Some of the opponents simply criticized use of the lottery, but others, notably the Federal Communications Bar Association, offered alternative suggestions for reforming the comparative hearing process (BROADCASTING, June 5).

As the process currently stands, if one party files for an AM, FM or full-power television license, the FCC will award it the license if it finds the party meets its basic qualifications. 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.

The ALJ decision, which is appealable to the FCC Review Board, the full commission and the federal courts, is based on evolving comparative criteria that reward applicants that further such FCC goals as integration of ownership and management, minority ownership and diversity of media ownership.

The FCC's proposal to substitute a lottery weighted to give minority applicants an advantage was based on its finding that the comparative process was costly, time-consuming and, because of settlements, often failed to yield licensees that furthered its goals.

The FCBA agreed that the comparative process was flawed, but said that it could be reformed.

Its recommendations: 1) require all pending broadcast applicants to make the financial, ownership and integration disclosures required on the new application form (Form 301), which is now set to go into effect prospectively only; 2) consider elimination of the *Anax* policy, which permits applicants to structure ownership in such a way as to receive full comparative advantage for investors with small equity investments; 3) 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; 4) bar parties not among the original applicants from becoming involved in settlements to acquire a license; 5) require new licensees to hold their licenses for at least two years, and 6) require the full commission to take up appeals of Review Board decisions within a certain period of time.

The National Association of Broadcasters endorsed the FCBA reforms, and others offered similar ones. Arent, Fox, Kintner, Plotkin & Kahn, a communications law firm, for instance, called for limiting settlement payments "early in the process" and prohibiting them entirely in the later stages. And it said new licensees should be required to hold stations for at least three years before they can be sold.

The law firm also said the new Form 301 goes "a long way toward limiting the abuses of the comparatives....Specifically, requiring early and complete disclosures ...should reduce the incentive for filing sham applications and thus limit the need for litigation directed at discovery and testing the validity of those applications."

Lawrence Tighe, owner of WRNJ(AM) Hackettstown, N.J., recommended prohibiting settlements involving third parties and requiring new licensees to operate the stations for one, if not three, years.

Another reformer was the National Black Media Coalition, which said the lottery would do little to boost minority ownership of broadcast stations. "Lotteries will reverse the small growth rate in genuine minority ownership which has taken place over the last several years," it said.

As an alternative to the lottery, NBMC suggested changes in filing procedures, reducing application fees, permitting discovery prior to designation for hearing, tighter and uniform hearing schedules, greater roles for the mass media bureau in hearings, FCC action to ferret out "front or sham applicants," referral of fraud cases to the Justice Department and simplification of hearing paperwork.

The NBMC said a lottery could be used as a tie-breaker when a comparative case is "genuinely too close to call."

William H. Bell, a 16-year FCC veteran who reviews comparative cases in the FCC general counsel's office, said the FCC "falls far short of delineating adequate justification" for implementing a lottery in place of the comparative hearing.

For instance, Bell said, the FCC's finding that the comparative policy is of negligible value because decisions turn on slight distinctions is "a non sequitur" and "misleading." It overlooks "the incentive effect of the commission's comparative policy," he said. "The principal effect of that policy is to deter applications of a sort that would obviously be disfavored under the prevailing criteria and encourage the submission of applications that would be favored."

Bell made three suggestions for reforming the comparative process. First, base integration credit on how much equity the local manager has in the applicant rather than on how much voting control he or she has. Second, make past commercial success in broadcasting a comparative factor, and, third, eliminate disputes over community of service.

The Community Broadcasters Association, which represents low-power television broadcasters, said LPTV has benefitted from the use of lotteries to award new LPTV licenses. But, it said, "it does not agree that the LPTV experience justifies the wider use of that procedure."

"CBA does not agree that there is no viable way to distinguish superior from inferior applicants and does not believe that the commission should give up the quest," it said. "Even those LPTV applicants who accept lotteries out of economic necessity resent the fact that lotteries attract speculators and resent being disappointed by the bounce of a ping pong ball in a drum and seeing construction permits going to some applicants who never build their stations and either sell or ultimately abandon their permits."

A group of "veteran" broadcasters with experience with the comparative process represented by the law firm of Rosenman & Colin "share Congress's concern that full-service broadcast stations are too

Out of play

FCC Commissioner Patricia Diaz Dennis recused herself from 17 common carrier proceedings at the agency, clearing the way for her to talk to Jones Day Reavis & Pogue about joining the Washington law firm. Agency rules require FCC employes to recuse themselves in writing from any proceeding involving a firm or company with which they are seeking work. Because the FCC now has only three members (instead of its full complement of five) and three are needed for a quorum, the commission will be unable to take action in the 17 proceedings. Dennis's term expires at the end of June, but the law would let her remain in the post until she is replaced or until the 101st Congress adjourns in late 1990. The White House says it has not decided whether it will reappoint or replace Dennis.

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socially important and economically valuable government-franchised facilities" to be awarded by lottery. Instead of a "drastic overhaul" of the comparative process, it said, the FCC should undertake "some fine tuning" of it.

As did others, several citizen groups, led by Black Citizens for a Fair Media, asserted that use of lotteries would violate congressional intent. "Congress placed a heavy burden on the commission to demonstrate that use of a lottery instead of the traditional comparative hearing would substantially benefit the public interest....[The FCC] fails to meet this burden."

Noncommercial broadcasters commenting in the proceeding were against the proposal. One group of licensees—Florida West Coast Broadcasting, New Jersey Public Broadcasting Authority, Rochester Area Educational Television Association and the Western New York Public Broadcasting Association—said they were "vitally concerned that a process of random selection would negatively impact the quality of service provided on noncommercial educational spectrum."

National Public Radio, the National Federation of Community Broadcasters and the National Association of Public Television Stations called the lottery "inappropriate." The FCC failed to provide "an adequate and reasoned basis" for changing the selection process. The groups said selecting the "best qualified" applicant requires consideration of factors ignored by lotteries.

The Corporation for Public Broadcasting was concerned that noncommercial broadcasting was being drawn into a commercial broadcasting problem. The FCC has not shown "that the current comparative process has the same deficiencies when used to select noncommercial licensees as it allegedly does in the commercial context," it said.

Some new station applicants expressed concern that the lottery applied retroactively would constitute a change of the rules in the middle of the game and damage their chances to win a license. Janice and Ronald Fedler, applicants for a new FM in Verona, Wis., said: "To change the system to a lottery is not only unethical, it simply is not fair."

J. Rodger Skinner, of Hollywood, Fla., who said he had first-hand experience with the comparative process, was one of those supporting the lottery. "The lottery used for the past years in the low-power television service is a shining example of how easily and efficiently a random selection process can work while still safeguarding those ideals originally embodied in the comparative hearing process, i.e., minority preferences and diversity of media"

Kaw Valley Broadcasting Co., licensee of KQLA(FM) Ogden, Kan., and an applicant for a new FM at North Fort Riley, Kan., said the comparative process has failed to come up with better licensees and better service to the public. "Unfortunately, the opposite is true," it said. "The delays, expenses and the ambiguities of the comparative process clearly drain the financial resources of applicants, which could otherwise be devoted to constructing improved technical facilities, providing news and public affairs programs and otherwise furthering commission policy goals." —HJ

Dingell wants to review cable rates

House Commerce Chairman tells INTV conference that cable is unaccountable and Congress must determine if deregulation has been in public's best interest; he wants FCC to study rates and services and is still undecided on telco entry

House Energy and Commerce Committee Chairman John Dingell (D-Mich.), sharply critical of cable, called on the FCC to begin immediately the review of cable rates required by the Cable Communications Policy Act of 1984.

Dingell, in a speech at the Association of Independent Television Stations general managers meeting in Washington, said, "It is time to look at cable since deregulation and determine whether the anticipated competition—and consequent protection of consumers—has, in fact, materialized. I hear more about the behavior of the cable industry than virtually any other communications issue overseen by the committee." It was his first official call for action on cable issues.

He feels that cable is unaccountable. "It appears that cable doesn't have to answer to anyone." Everyone, he added, answers to someone, "except, apparently, the cable industry." Dingell did not advocate a legislative remedy, but said some have suggested that competition from the telephone industry "will discipline the cable industry." But he said he has not decided if that would be a "step forward, or whether we would simply be exchanging one monopolist for another."

The chairman indicated the committee may take up the issue of whether telephone companies should enter the television business unfettered from current restrictions once it completes action on a legislative proposal to remove barriers on the Bell operating companies that prevent them from offering information services and from manufacturing equipment. "In my mind, one of the critical issues that will have to be answered is the impact of telco entry on free, over-the-air broadcasting. If telco entry would undermine our system of free television, it may instead be preferable to reregulate cable."

The commission is required by the Cable Act to prepare a report for Congress by 1990 on cable rates and services and the effect of competition in the marketplace. Dingell wrote FCC Chairman Dennis Patrick last week to urge the agency to act "expeditiously" to guarantee it meets its statutory obligation. He thinks Patrick's impending departure should not impede the process. "Unfortunately, at this time it is impossible to predict whether a new chairman will be seated by the end of the summer or even by the end of the year," wrote Dingell.

And despite the "limited nature of your tenure at the commission, I am writing that you begin the process now that will result in the submission of the required report next year." Moreover, Dingell's letter points out that the FCC should take into consideration the General Accounting Office's rate survey when compiling its own report. GAO is slated to release its survey in July.

Congressman John Dingell

Dingell's letter talked about a growing disquiet over cable and frustration with the "lack of accountability" of cable operators. "Subscribers are concerned about rate hikes; television broadcasters about signal carriage; franchising authorities about the effective elimination of their regulatory authority, and programers about access to cable subscribers." The congressman also indicated his desire that the FCC proceed cautiously on its proposed rulemaking to repeal the telco-cable crossownership prohibitions. He says there are "important policy implications to any such repeal, which must be thoroughly vetted by the committee before any action is taken."

He also indicated his continuing desire to see the fairness doctrine enacted into law. Once fairness is "returned to statute, we can address some of your other concerns," Dingell told the general managers. He said House and Senate action on the legislation to codify the doctrine is on hold until its Senate proponents (Ernest Hollings [D-S.C.]) can line up enough votes to override a presidential veto. —KM

Minority policy review sought

Review sought on two conflicting decisions on FCC promotion of minority ownership

The U.S. Court of Appeals in Washington is now confronted with requests that the full court review conflicting decisions by two of its panels regarding FCC actions that flow from commission policy to help minorities gain access to broadcast ownership. Last month, the FCC petitioned for review of a panel decision in *Shurberg Broadcasting of Hartford Inc.* that declared unconstitutional the commission policy of permitting broadcasters in danger of losing their licenses to sell their stations at no more than 75% of market value, but only to minority-group members. Then, earlier this month, one of

the losing applicants in *Winter Park Communications Inc.* petitioned for review of a panel's decison affirming the constitutionality of the commission policy granting minorities preference in comparative cases. Both cases were decided by 2-1 votes.

The resolution of the constitutional issue by the panel in *Winter Park*, said Metro Broadcasting Inc., is "totally inconsistent with resolution of essentially the same constitutional issue" involved in *Shurberg*—the constitutional guarantee "of equal protection." What's more, said Metro, the *Winter Park* case raises the question of whether yet a third panel's decision, in an earlier minority-preference case, "was wrongly decided and is a candidate for being overturned" by the full court. *West Michigan Broadcasting Co.*, decided in 1984, was cited by the majority in *Winter Park* in affirming the commission decision favoring Rainbow Broadcasting Co., in part because 90% of its ownership is Hispanic. The majority in *Winter Park* had noted that the court in *West Michigan* held that the commission's use of an enhancement for minority status "easily passses constitutional muster" (BROADCASTING, April 24).

What's more, Metro said that from what is now known about about the commission's comparative processes, "the court as a whole must conclude that the panel in *West Michigan* got hoodwinked. That being the case, *West Michigan* should no longer stand for the fantasy that race-based criteria are but one of many employed in the comparative process." For in Metro's view, "racial/ethnic and gender preferences...are preeminent" among the criteria, "and the practical result is that with a reasonably well-constructed application...minorities and women...can prevail, no matter how poor their qualifications over non-minorities and males." Accordingly, Metro said one of the issues to be considered is whether "*West Michigan* was a fraud perpetrated upon this court by the commission."

Regardless of whether *West Michigan* was wrongly decided, Metro said "it does not survive" two Supreme Court "pronouncements" in subsequent cases dealing with the constitutional issue of equal protection. (The Metro petition was filed before the Supreme Court issued two more decisions tending to blunt what had been a steady expansion of minority and female rights in employment and commercial matters. Both involved employment disputes brought under Title VII of the Civil Rights Act of 1964).

Besides the question of whether a "fraud" had been perpetrated by the commission, Metro said two other issues remain to be considered by the full court. One is whether "open-ended and perpetual dispositive race- and gender-based preferences in the absence of any prior discrimination may societally be employed by a federal agency, whether or not mandated by Congress." The other stems from the commission's conclusion, in another comparative hearing case—*Omaha TV 15 Inc.*—that the methodology it had been employing in such proceedings had produced "anomalous results." Accordingly, Metro said the court should consider remanding *Winter Park* to the commission for "recalculation pursuant to the new, expectedly improved, methodology it has developed."

The third applicant involved in the contest for a UHF facility in the Orlando, Fla., area is Winter Park Communications. It also filed a petition for rehearing by the full court. But it did not take issue with the commission's minority-preference policy. Winter Park had based its claim to the frequency on the ground it was planning to establish a facility in a community without a single television station. All three members of the panel agreed that the commission's decision not to grant Winter Park a preference was consistent with its policy of treating a principal city and a contiguous suburb as a single community. —LZ

Cable review

Representative Richard Neal (D-Mass.) is soliciting support among his House colleagues for a resolution (H.R. 138) that expresses the sense of Congress that it is time to re-examine the Cable Communications Policy Act of 1984. In a "Dear Colleague" letter circulated last week, the congressman stated his frustration with the status quo. The Cable Act gave a "boost to a struggling industry. I cannot believe that it was intended to create a situation in which the interests of consumers would be forever subordinate to the interests of the owners of cable television systems."

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Medium is message at talk radio conference

Some 50 hosts meet in Boston to discuss their roles and choose their next crusade; National Association of Radio Talk Show Hosts formed

Radio hosts meet in Boston to talk about talk.

Talk radio hosts from all over the country gathered in Boston June 10 for a conference that its organizers promised will become an annual event. More than 50 talk radio hosts, including syndicated columnist Jack Anderson, showed up for the two-day conference called "Talk Radio and the American Dream."

Consumer activist Ralph Nader was scheduled to address the group, as was controversial TV talk show host Morton Downey Jr. Nader's flight from New York was canceled because of heavy fog over Boston's Logan Airport. Downey never appeared, despite unconfirmed reports that he had checked into the hotel.

The conference also included a remote broadcast from Boston's historic Faneuil Hall, portions of which were aired over WOR(AM) New York. Although opinions differed greatly and shouting matches erupted on more than one occasion, the hosts agreed on one thing. They are on a crusade to save America from drugs, violence, government corruption and rampant moral decay.

"We're not going to take over the world," said Boston talk radio host Jerry Williams, whose afternoon show on WRKO(AM) Boston is one of the city's most popular. "We just want to talk about it."

The hosts did, however, have a meeting of the minds on one item—they voted unanimously to form a group exclusively for talk radio hosts, called the National Association of Radio Talk Show Hosts, and elected Williams as chairman. The association will meet annually in different cities across the country, and is expected to print its first monthly newsletter, entitled *Vox Pop* (an abbreviated Latin term meaning "Voice of the People), sometime this fall.

While much of the conversation focused on "shop talk" and strategy, one thing was certain: The talk radio hosts are convinced they are the only remaining vital link between the masses and the bureaucrats. "We have been denigrated, demeaned and attacked by our critics," said Mike Siegel of KING(AM) Seattle. "But I think we represent a form of communication that is not found in other media."

The hosts claimed that in an era when the federal government continues to tighten its grip on the American people with taxation and legislation, talk radio hosts offer a chance for the American people to be heard. "We give [the callers] the chance to talk directly to the American people," said Mills Crenshaw, talk radio host on KTKK(AM) Salt Lake City.

Asked why the popularity of talk radio has increased so much in recent years, Williams said: "It's the effect people can have on the politicians. Congress doesn't return phone calls. We are the only ones who will listen. We give the people the chance to agree to disagree" on the issues in society and government.

Of the 225 talk show hosts invited, 54 attended. Williams and his organizers were pleased with the turnout. They said they had received numerous calls from interested talk radio hosts in the days following the conference. "This is more than a massive ego massage," said Williams. "We all have something in common, so why shouldn't we gather together? There's a New England Laundry Association. Why not us?"

While most of the talk radio hosts in attendance were white males, there were a handful of women hosts represented. Despite the fact that talk radio remains a medi-

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um dominated by men, the female hosts said their influence in the market cannot be underestimated. "The voices of women are being heard," said Carole Hemingway of KGIL(AM) Los Angeles. "I think we have to speak up for ourselves. We are harder for men to reach."

Hemingway, who describes her afternoon weekday show as "very political," said women are just beginning to make inroads in the talk radio market place. She said women like herself have made it easier for others to secure jobs as talk radio hosts.

Perhaps the most revealing words about the influence talk radio has over politicans came during Boston Mayor Raymond Flynn's welcoming remarks to the meeting. "Frankly, I wish you weren't here," said Flynn. "I wish you didn't exist. But since you do exist, I welcome you."

In a moving and provocative speech, Anderson called upon the talk radio hosts to continue to give the American people a voice. "I believe in what you are doing," Anderson said. "Under our form of government, we need to get feedback from the people. You provide the vent for the steam coming up from the boiler. What you do keeps the boiler from exploding." □

KQLZ Los Angeles pirates higher ratings

Birch Radio reports station's ratings improved since March when Shannon, new format, new sales strategy added; competition reserves judgment

On March 17, Westwood One introduced Scott Shannon and KQLZ(FM)'s "Pirate Radio" format to Los Angeles. Since that time, according to the spring 1989 Birch Radio quarterly report, KQLZ's ratings have shot up from 17th to sixth in the 12-plus quarter hour shares.

In the winter Birch Radio report, the station, at the time owned by Outlet and programing "lite adult contemporary," had a 2.0 in 12-plus quarter hour shares. According to the latest book, KQLZ achieved a 4.4 in 12-plus quarter hour shares.

Westwood One purchased the station from Outlet Communications for $56 million ("Changing Hands," Nov. 7, 1988) and hired Scott Shannon away from WHTZ(FM) Newark, N.J. (New York) where he was considered a driving force behind that station's rise to the top of the charts. Shannon was named vice president of Westwood One Radio Station Group and KQLZ program director.

Along with the format, one that Westwood describes as innovative, free-form rock 'n' roll hit radio, the KQLZ management team has introduced a new sales strategy. According to Randy Kabrich, KQLZ operations manager, the station is selling "a whole new concept to the advertiser." It is selling fewer spots—currently three an hour, perhaps expanding that to four in the next few weeks—and guaranteeing the advertiser that the station's audience will listen to the spot.

Scott Shannon: Zoo keeper turns pirate at KQLZ

Kabrich said that station research indicates that "people will sit through our spots." He compared that to other outlets in the market that may have long stretches of music, offering 10 or more songs in a row, but who he said then "bury" a spot in the middle of a string of other spots. The clients seem to be buying the strategy, according to Kabrich, who said that station sales "have surpassed all our sales projections thus far."

Competitors in the market think it is too soon to make any predictions. Bill Sommers, president and general manager of AOR-formatted KLOS(FM) Los Angeles, lauds the tremendous job of promotion and work the KQLZ staff has done to program and market the station. Said Sommers: "It has made the Los Angeles market better, and, it has made radio better." But he thinks some of those rating figures reflect a curiosity on the part of listeners about a new format and the appeal of practically commercial-free radio.

Steve Rivers, program director for CHR-mass appeal-formatted KIIS-AM-FM Los Angeles, echoed those sentiments. "Their success is not firm yet," he said. He cautioned that traditionally, a commercial-free stance has had a very short-term effect. Said Rivers: "The Los Angeles market has become more specialized than ever before. It is a good place to be if you like combat."

According to Tony Berardini, general manager of AOR-formatted KROQ-FM Los Angeles: "It is far too early because nothing has been proven yet. I can get big numbers if I take all the commercials off the air, but it is not a realistic strategy." He thinks that the programing is not carrying KQLZ at this point; rather it is the appeal of being commercial-free, he said. Berardini cautioned, however: "We are all just guessing at what is going to happen."

Phillip Newmark, general manager of CHR-formatted KPWR(FM) Los Angeles, is wary of making predictions at this point. "It will be two or three months before things start settling down," he said. He was skeptical of the KQLZ strategy, saying that the station will eventually have to increase the number of spots needed to sustain it, but at that point it will be "violating its agreement with its listeners [of commercial-free radio]." —LC

NAB says yes and no on FCC AM interference proposals

The National Association of Broadcasters, commenting in an FCC proceeding to reduce interference among AM stations, endorsed a proposal to deny grandfathered radiation and protection rights to AM stations that go dark to new applicants seeking to put the stations back on the air, but opposed another to process routinely applications for service changes that are contingent on one another and are part of an interference-reduction arrangement.

Not all NAB's members agree with it, however. Group W and CBS, which own AM stations, filed comments in support of the contingent application policy as proposed.

The NAB said it shares the FCC goal of "lessening AM interference." But, it said, the goal "can be acomplished in a less radical fashion, not through the modification of existing FCC procedural and substantive rules but through the establishment of a 'waiver policy' under which the commission would accept and process certain 'contingent applications' aimed at interference reduction."

In advocating the waiver approach, it said, it iterates its opposition to the concept of negotiation of interference rights among broadcast stations. "Instead, we advocate a system whereby the commission would make a full public interest evaluation—assessing the amount of AM interference to be reduced as well as the effect on levels of broadcast localism if particular contingent applications were granted."

The FCC should accept contingent applications only where one of the applicants has agreed to cease operation. "This condition will help afford 'finality' to the process and would avoid the possibility of the same applicants returning, over time, to the commission to adjust interference patterns."

The NAB, in support of denying grandfathered protection, said, "The practice of letting a station go on the air with the same inadequate technical standards of the station that recently went off the air in the same community and on the same frequency should be abolished."

CBS said it "strongly" supports the FCC proposals. "By accepting contingent applications...the commission will give broadcasters more flexibility to reduce interference and delete inefficient AM operations," it said.

CBS said it does not believe the proposal anticipates "negotiated interference," since it does not "extend to agreements between licensees that would countenance any increased interference within the protected contours of AM stations."

CBS said it is opposed to negotiated interference. "Any move to give broadcasters the ability to negotiate among themselves the level of interference they cause and receive without regard to any interference

and protection standards would be both unwarranted and unlawful."

In addition to voicing support for the FCC proposals, Group W's recommended that the FCC award tax certificates to stations who voluntarily agree to reduce or eliminate facilities to eliminate undesirable interference. —HJ

Fowler sees hope in new breed of radio operator

Radio is "vastly different than just 10 short years ago. It is a new, more powerful entity, but one facing the world with a different vision of itself."

That description of the aural medium came from Mark Fowler, partner in the law firm of Latham & Watkins, and former FCC chairman, in his keynote address at the "Investing in American Radio" seminar co-sponsored by Duncan's American Radio Inc. and Broadcast Investments Analysts Inc. at the Parker-Meridien Hotel in New York.

Fowler praised a new breed of radio entrepreneurs, calling them "a new cadre of radio operator and manager, a modern-day Indiana Jones. He or she comes to the job with a new philosophy," he said.

Fowler presided over the FCC during a time of deregulation of communications policy, but was quick to say: "I could try to view these changes in radio as the inevitable and predictable result of government deregulation. But government policy, by and large, chased after radio." He said the inspiration came from the broadcasters and the marketplace.

As for the Indiana Joneses, Fowler said: "I mean a group of entrepreneurs who embody a new sense of what it means to own, manage and work in radio." He stressed that leadership in radio is changing. He cited the examples of Jeff Smulyan at Emmis Broadcasting, Dick Ferguson at New City Communications, Scott Ginsburg at Evergreen Media and George Beasley of Beasley Broadcasting. "What unites this honor roll of people is true grit," Fowler said.

He added: "Grit is part of it, focus is another. What is making these companies different is their singleminded attention and devotion to radio."

Fowler said that incorporating manage-

Mark Fowler

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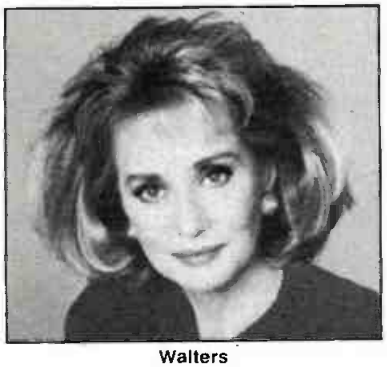
ment into the ownership structure lets the chief executive officer rely on the people at the station to bring in the right numbers. "Radio is a very local medium, and the right decisions should be made locally," he said.

He concluded by speculating that the new breed of radio operator would not stray far. He added: "By bringing Indiana Joneses to this nearly 70-year-old medium of information and entertainment, the creative juices will be flowing a whole lot longer." □

Barbara Walters to host ABC Radio special on abortion

'20/20' co-host will join panel of experts, listeners in interactive debate of controversial issue

The ABC Radio Network will address the issue of abortion in a special entitled *American Agenda Radio Special*. The program will air live June 21, with listeners able to participate. Barbara Walters, co-anchor of ABC-TV's weekly *20/20* and host of her own series of television programs called *The Barbara Walters Special*, has been lined up to host the radio show. She will join Molly Yard, president of the National



Walters

Organization for Women; Judie Brown, president of the American Life League; David Andrews, executive vice president of Planned Parenthood, and Michael Schwartz, described by ABC as pro-Life activist with the Washington-based Free Congress Foundation, in a discussion of the issue.

Said Robert G. Benson, vice president of ABC News Radio: "ABC News just had to cover this story. We want to take an objective shot at all of the issues."

The program will begin with Tim O'Brien, ABC News Supreme Court and legal affairs correspondent, explaining the issues from a legal standpoint. "This court decision will have so much impact," Benson said, "we want to present a balanced picture." Walters will then open the discussion with the panel of guests, and listeners will be able to phone in their comments via 800-numbers that have been set up across the country.

As of last week, the program had cleared most major markets. Benson noted that at least 200 stations had cleared the show, which will air June 21, from 2 p.m. to 3 p.m. (ET). □

Radio's role in China

In the continuing story of China's internal struggles and the effort of the American press to relate the story back home, the radio networks carried their share of the task.

According to a CBS Radio Network spokeswoman, in addition to the regularly scheduled hourly newscasts and morning and evening news programs, CBS offered

their affiliates *China Updates*, a series of two-minute reports. From June 2 to June 11, CBS carried 116 *China Updates*.

The lead correspondent for the radio network was David Jackson, but in addition to his reports, the network made its team of correspondents in China available to affiliates for one-on-one interviews.

ABC News Radio had 20 people reporting from Beijing and Shanghai. According to Dick Rosenbaum, general manager of ABC News Radio: "Because the satellites went down, TV feeds were sent via telephone to the radio network, and were then in turn fed back to the TV network." ABC prepared scores of special reports and *Special Newscalls* as events warranted, he said.

Westwood One's Mutual Broadcasting/NBC Radio initially sent its London bureau chief, Gary Matsumoto, to Beijing to cover Soviet leader Mikhail Gorbachev's visit to China. When the situation in China began deteriorating, it sent Steve Futterman from the Los Angeles bureau to expand the network's coverage. He and Matsumoto provided live newscasts and special reports from Beijing. Both correspondents are still there.

At National Public Radio, according to acting chief foreign editor John Dingus, with the events in the People's Republic of China, "Our ability to respond has entered a new era." An occasion to enjoy the fruits of a growing international news department, the story has required resourcefulness, as NPR moved reporters, engineers and producers between China and Poland, the Soviet Union, London, the Philippines and Washington. "The [commercial networks] can do it without really thinking of the cost," said Dingus. "Back in 1985, when we had two correspondents, we would never have dreamed of doing what we've done with eight."

As of last week, he said, "Covering this story is a nightmare. People are afraid to talk. We have had to be creative." On June 12, correspondent Deborah Amos and producer Gary Covino rode through Tiananmen Square on a pedicab recording with a hidden microphone and equipment. When stopped by soldiers, the two "pretended to be tourists," he said. On June 13, Washington reporter Anne Garrels and engineer Marty Kurcias surreptitiously recorded their train ride from Shangai to Beijing. "Early on we were worried about security for our people. There was still shooting going on. Now it's worry of a different order—whether we can do the job without running into martial law restrictions." Throughout its coverage, on the technical side, NPR remained dependent on telephone lines and so were not affected by satellite uplinking restrictions imposed by the Chinese government.

Ed Tobias, assistant managing editor for the Associated Press broadcast division, said Karen Sloan was covering the events in China for AP Radio. She and three wire reporters were sent to Beijing to cover the Gorbachev visit, and when the student demonstrations began, stayed on to continue coverage. The four reporters were working both the broadcast and wire service.

United Press International relied on David Schweisberg, Beijing bureau chief, Mark Delvechio, Beijing correspondent, and Jonathan Landay, New Delhi bureau chief, to provide coverage.

Telco entry tops NAB joint board agenda this week

NCTA's Mooney and USTA's Sodolski to make their cases; future of AM, passage of radio-only license renewal bill to be addressed; Mays succeeds Jorgenson as joint board chairman

The telephone company's desire to enter the TV business is likely to overshadow much of this week's National Association of Broadcasters joint board of directors meeting. They will hear about the issue not only from NAB President Eddie Fritts (who will offer his assessment of what a telco-TV world might mean for broadcasters), but from phone industry and cable leaders who will address the board on Tuesday, June 20.

Both James Mooney, president of the National Cable Television Association, and John Sodolski, president of the United States Telephone Association, are slated to speak at the Washington meeting. NCTA hopes to persuade broadcasters that an alliance with it in opposition to telco entry is in their best interest. USTA also wants to enlist NAB support for its initiative to repeal legal and regulatory barriers that prevent its members from becoming full-fledged competitors in the video delivery business.

There is no doubt that Mooney and Sodolski's presentations will be key in shaping the NAB's telco policy, although the association may not make a final decision at this meeting. It comes down to "who can offer us the best deal, not clever conversation," said Martin Franks, CBS vice president, Washington.

Just when NAB will take a position seems to be in dispute. Some directors fear a hasty decision may lock broadcasters into a stand that later may prove detrimental. Others feel that NAB cannot afford to sit on the fence too long or they will be left behind.

The telephone entry issue, however, appears to be only a subset of a more pressing matter—the overall relationship between broadcasters and cable. There has to be some "equity" between the two industries,

L. Lowry Mays

Wally Jorgenson

Radio caucus makes Washington debut

The leading forces of the radio industry will be in Washington this week for a Radio Operators Caucus meeting. Some 30 executives representing the country's top radio groups will participate in an afternoon session on Thursday, June 22, aimed at helping the new organization map out a legislative and regulatory strategy in conjunction with the National Association of Broadcasters. NAB's chief lobbyist, Jim May, has arranged some Hill appointments for the caucus. A chief ROC priority is passage of legislation that would create a two-step license renewal procedure for radio. There are also several technical issues pending at the FCC that have captured the group operators' attention, and they are concerned about the potential threat of proposals to restrict beer and wine advertising.

The idea of creating a new informal group first emerged in January when the radio executives were gathered in Indianapolis at a fundraiser for the NAB-Radio Advertising Bureau's Futures Committee campaign to increase listener awareness. Its genesis is viewed as a complement to NAB and not as a possible detractor. There is considerable overlap between NAB and the caucus, with many of the NAB radio directors working with the ROC. Indeed, Thursday's meeting was arranged to accommodate those NAB directors who are in Washington for NAB's joint board of directors meeting (see story at left).

One of the primary objectives of ROC is to get the big operators involved in the lobbying process. "It adds muscle to the overall radio lobbying effort," said Bill Clark of Shamrock Broadcasting, who is a member of the NAB's radio executive committee and the ROC. According to Steve Crane, executive vice president of Emmis Broadcasting, who is the ROC's coordinator, the group does not have formal structure and hopes to maintain a "behind-the-scenes" low profile, meeting several times a year as necessary.

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NCTA's Jim Mooney

USTA's John Sodolski

says Cyril Vetter of WVLA-TV Baton Rouge. Vetter heads the NBC affiliates government relations committee and is a newly appointed TV director. He and other affiliate representatives were selected to fill seats created to give affiliates a "strong voice" on the board.

Negotiations between the NAB and NCTA on must carry have yet to produce any results and there are a growing number of television operators who would like to see an end to cable's compulsory license. Said Vetter: "We have subsidized cable for a long time...we are tired of being the lead dog." The directors may well re-evaluate the association's stand on these issues.

The future of high-definition television is also on the TV board's agenda during the four-day meeting (June 20-23) at the Westin hotel. And the NAB board and Congressional Families for Drug-Free Youth are hosting a screening at the Cannon Caucus Room Tuesday, June 20, of the anti-drug PSA's that NAB produced with CFDFY. Wednesday night, the directors will split up for a series of private dinners with key House and Senate policymakers. On Thursday (June 22), the board will be feted at a dinner held at the National Portrait Gallery.

Radio is apt to take an interest in the telephone entry debate since it has ramifications for both radio and TV, says radio director Bill Clark, Shamrock Broadcasting. There is more on the radio board's plate, including passage of a House radio-only license renewal reform bill that would establish a two-step license renewal process. The legislation will receive a high profile this week with the meeting of the Radio Operators Caucus (see story, page 59) on Thursday. ROC and NAB are coordinating their lobbying activities on the legislation.

The future of AM radio has directors worried and the FCC's proceedings on Class A upgrades, FM translators, and FM directional antennas is another area they are monitoring with concern. There will also be an update on the NAB-Radio Advertising Bureau's Futures Committee campaign to increase listener awareness. The campaign, which kicked off May 26 with 30 seconds of silence as part of its first promotional spot, may be the subject of some hallway conversations, for there are some in the industry who did not agree with that tactic.

It is anticipated that there will be some discussion about the NAB's annual fall radio conference and whether the association should devote its spring convention solely to television. The radio conference has expanded to the point that some operators feel that it alone may best serve the needs of their medium. And there were indications

following the April convention that radio feels the show has become dominated by television and the TV equipment manufacturers.

Also for radio, the election of a new chairman will provide some drama. A three-way contest for the seat has been waged between Don Newberg, WGOW(AM)-WSKZ-FM Chattanooga, Tenn.; Robert Pricer, WCLT(FM) Newark, Ohio, and William Sanders, KICD-AM-FM Spencer, Iowa. Late last week there were those who were predicting a run-off between Newberg and Sanders on a second ballot. Dave Hicks, Hicks Broadcasting, Kalamazoo, Mich., is running unopposed for vice chairman.

Overall, there do not appear to be any "burning issues," for radio, not on the same scale as those with which the TV board is wrestling, says Dick Harris, Group W Radio, adding that right now "radio is pretty strong."

The NAB's executive committee will also get a new joint board chairman. L. Lowry Mays, Clear Channel Communications, San Antonio, Tex., now NAB's radio chairman, succeeds Wallace Jorgenson of Hubbard Broadcasting at the close of the meeting. On the television side, Thomas L. Goodgame of Group W is unchallenged in his bid as chairman, and the current chairman, Ben McKeel of Nationwide Communications, was slated to take the vice chairmanship for a year. No candidates emerged for that seat and McKeel volunteered to fill in. —KM

Getting creative

New tacks in marketing and design on tap at BPME/BDA convention

"Targeting Creativity in Broadcast Marketing and Design" is the theme of this year's joint Broadcast Promotion & Marketing Executives/Broadcast Designers' Association annual seminar, to be held June 21-24 in Detroit's Cobo Conference Exhibit Center.

According to Lance Webster, BPME's executive director, this year marks the first time the seminar is taking place outside of a hotel, due to the growing demand for workshop space from all areas of the industry, including cable, radio, syndication and broadcast. More than 2,000 promotion, marketing and design professionals are expected (for the third year in a row), along with 55 exhibitors.

More than 100 sessions, meetings and workshops have been scheduled, featuring more than 200 speakers, moderators and panelists. Progam syndicators will also be present to hold private promotional workshops with stations.

The opening keynote address will be given by David J. Rogers, president, David J. Rogers & Associates, based on his books "Fighting to Win" and "Waging Business Warfare." Rogers will discuss how strategic thinking and tactical maneuvers can help a station win in a competitive marketplace.

Richard D. O'Connor, chairman and chief executive officer of Lintas: Campbell-Ewald, the nation's eighth largest advertising agency, will address the BPME honors luncheon June 24. His subjects include the effects of the coming global market on the electronic media and advertisers and the growing merits of alternate forms of marketing such as public relations, direct mail, special events and sweepstakes.

Christopher Derick, president and chief operating officer, Choice Television, and president of the Southern California Cable Association, will speak at the first cable keynote luncheon June 23. His topic will be the growing importance of on-air promotion to cable operators and networks, and methods of making a greater impact in this area.

In another first, more than 100 cable industry registrants (130 versus last year's 88) will attend BPME-BDA. Among the panels devoted to or including cable marketing strategies are "Cabletargetivity: Aiming for a National Audience," "The Movie Channel Repositioning," "Public Relations in the Marketing Mix," "Cable Regional Marketing Co-Ops: Trends in Cable System Promotion" and "Cable System On-Air Promotion."

Radio format meetings, dropped last year, have been reinstated, Webster said, with eight formats each scheduling three-hour sessions: adult contemporary, news and news/talk, contemporary hit, oldies, album-oriented rock, urban contemporary, country and easy listening.

Jeffrey Pollack, Pollack Media Group, will address a special radio luncheon June 22, and radio session topics include special events promotions, "RadioCable Synergy," exploring the pros and cons of working together on programing and promotion, "Creative Radio," examining the risks in break-through promotions and advertising, "Sales Promotions," which will address the ongoing battles between program directors, sales managers and promotion directors, and "Publicity Stunts and Contests," an attempt to define the difference between a solid promotional activity and a lucky break and how to use both to best advantage.

Ralph Famiglietta Jr., BDA president, said that "we tried this year to bring the seminar back to basics a little and give it a nice mix with new technology and state-of-the-art equipment we usually display. The emphasis is on things that people can take back to their station environment and put to use."

Brian Tregidden, director of graphic design television for the BBC, will deliver a speech entitled "Technology and Design Make a Quantum Leap" at a June 22 BDA session. He will look at present and future developments in television graphics, from modern computer technology to "on-air" animation, and the investment in equipment and its use.

Other design sessions and panel discussions will cover the basics of broadcast design, news and sports graphics, video animation, desktop publishing applications for television, lighting, print advertising and managing the creative process.

Sessions will be devoted to aspects of European and Japanese design, and countries represented by seminar attendees include Holland, Great Britain, Australia, Hong Kong, France and Canada. Other

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BDA activities include the annual election and business meeting, presentation of winners of the 11th annual BDA International Design Competition, the BDA Honors Luncheon and the first live demonstration of Waldo C. Graphic, Jim Henson's real-time computer-generated character.

Among television panel topics are "Marketing or Merchandising: Station Image or News Promotion," "Movie Marketing," "Maximizing On-Air Effectiveness," "Syndicators and Stations: A Dialogue" and "Creative Teaming," a look at how to fully integrate the promotion department into the station's organization.

Seminar sessions of particular note include "I Know It's Creative, But Is It Ethical," during which panelists will discuss the line between the ethical and unethical, and possible responses to a competitor's tactics; "Siskel and Ebert and the Promos," a review of local station promos by film critics Gene Siskel and Roger Ebert; and "The History of Humor in Advertising," presented by marketing professionals Steve Sohmer and Vince Manze.

Robin Leach (*Lifestyles of the Rich and Famous*) and Nancy Glass (*This Evening*) will serve as emcees for the BPME's Gold Medallion Awards ceremony June 24. During the seminar, broadcasting executive Rick Sklar and computer graphic designer Harry Marks will be inducted into BPME's Hall of Fame, while Casey Kasem will receive the BPME Industry Achievement Award. —RG

Cable operators look to heavens for new homes

TCI-led group is on track to offer satellite-to-home programing service via Ku-band Satcom K-1 bird

A group of cable operators led by Tele-Communications Inc. is moving toward a deal with GE Americom for capacity on GE's Satcom K-1 that will enable the group to offer a satellite-to-home broadcasting service consisting of several superstations and some pay-per-view programing.

For the past several months, TCI has been trying to organize a group of operators to acquire several medium-power, Ku-band transponders on the bird and offer such a service (BROADCASTING, Jan. 9).

TCI officials confirmed at the National Cable Television Association convention last month that the group had made a bid for the satellite capacity, and was trying to negotiate a deal. And John Sie, senior vice president, TCI, told BROADCASTING last week the negotiations were proceeding, although he downplayed satellite industry speculation that a deal was imminent. "There are major issues to be resolved," he said, without providing specifics. "If they're resolvable, we will go ahead and do it."

GE would not comment, beyond saying there has been substantial interest in the Satcom K-1 from inside and outside the cable industry.

Under questioning from Senator Larry Pressler (R-S.D.) at last week's Senate Communications Subcommittee hearing on media ownership, TCI President John Malone said TCI and "several other operators have been considering whether we should provide a K-band supplement" on Satcom K-1. Malone said the service is primarily intended to be a "safety valve"—an alternative means of delivering distant broadcast signals to cable subscribers that may lose such signals as a result of the FCC's new syndicated exclusivity rules.

It is not certain which operators would join TCI in the project. But officials of Newhouse Broadcasting, American Television & Communications, Comcast, Cox Cable and Continental have acknowledged that they have are interested if it makes economic sense. "We are trying to figure out if it's a business," said Robert Miron, president of Newhouse Broadcasting. "If we can figure out if it's a business, then we go ahead."

Sie said he could not say who was in or out. "You never know until there is a firm deal and you say: 'You have to put up *x* million of dollars,'" he said. "Then you find out who is really interested. We are not at that point yet."

The nature of the service is still very much up in the air. As Malone described it on Capitol Hill last week, the service was conceived as a package of superstations—popular independent broadcast signals—that cable operators could offer cable subscribers in place of any distant signals they dropped from cable systems. Operators anticipate dropping some distant signals to free up channels and avoid the administrative and technical burdens from complying with the syndicated exclusivity rules which take effect Jan. 1, 1990.

(The Home Satellite Viewers Act of 1988 set the legal foundation for a superstation-based service by establishing a copyright license for distributing broadcast signal via satellite directly to homes.)

In recent months, however, the cable operators have talked about supplementing the superstations with a pay-per-view service and, possibly, a pay programing service. Viewer's Choice would be the likely PPV service since its principals include the same companies involved in the satellite deal. And sources indicated that HBO could be the pay service.

Sie said talk about what would be part of the service would be premature. The group has not settled on what broadcast signals to make a part of the package, let alone what cable services, he said.

The cable services would enhance the services' appeal in noncabled areas, Sie acknowledged. "Even though the primary objective is to serve cable operating areas,

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it would definitely have auxiliary benefit to the public that is not passed by cable in areas surrounding cable franchises," he said. "It's pro-consumer, giving consumers more programing and diversity."

Some view the cable operators' interest in Satcom K-1 and satellite broadcasting as a defensive one. Satcom K-1 is far superior to other Ku-band satellites for broadcasting to homes. If the cable operators control Satcom K-1, they will not have to worry about others launching a service that could threaten their conventional cable business.

Malone denied the defensive strategy at the hearing. "It's not an effort to deny anybody anything," he said. Other Ku-band satellites are available, he said, reiterating that the move is motivated primarily by a desire to accommodate cable subscribers for the anticipated loss of distant signals due to syndex.

Sie offered another strategic reason. The satellite could provide a vehicle for the cable operators to offer high-definition television service if the FCC adopts an HDTV standard incompatible with cable systems, he said. Cable may be forced to offer HDTV if competitive media do, he said.

The service would be scrambled so that the cable operators could charge subscribers. To receive the service, each subscribing home would need an earth station with a dish at least one meter wide and an addressable receiver-descrambler.

Chuck Hewitt, president of the Satellite Broadcasting and Communications Association, which represents suppliers of dishes for the existing C-band home satellite market, said earth stations capable of pulling in the Satcom K-1 signals could be supplied by many companies and would retail for around $500 each.

Satcom K-1 has suddenly become a hot property. Not only have the cable operators and other would-be satellite broadcasters talked to GE about the capacity, but so have private network providers. Indeed, one source said that AT&T is trying to acquire a block of transponders on the satellite. GE would not comment. A spokeswoman for AT&T said: "We have nothing to announce at this time."

The satellite's attraction is its medium power Ku-band transponders: Because of the power, the transponders can deliver video to one-meter dishes and voice and data to even smaller dishes. Because of the frequency band, the signals are immune from terrestrial interference, which means dishes can be mounted virtually anywhere.

Small dish size is the key to satellite broadcasting. An axiom of the business is the smaller the dish, the larger the potential market.

No more than 11 transponders on the satellite are immediately available. The satellite has 16 transponders, but one is inoperable and another has been leased to a private network operator.

In addition, Satellite Broadcast Networks, a distributor of network-affiliated broadcast signals via one of GE's C-band satellites, has an option for three transponders. The company has yet to decide what to do with the options.

That most of Satcom K-1's transponders are now unused is due to GE's failed attempt to convince cable programers to shift from C-band to Ku-band satellites for the distribution of programing in the 1990's.

GE and HBO formed Crimson Satellite Associates to build and launch Satcom K-3, a satellite similar to Satcom K-1, and sell its capacity to cable programers. As part of the marketing strategy, GE offered the programers capacity on Satcom K-1 so they could make an orderly transition to Satcom K-3. HBO led the way by leasing four transponders on Satcom K-1.

The strategy was a flop. Cable programers balked at the price—nearly $30 million for each transponder for its life. And some cable operators, like TCI, who hold great sway over the programers, were disturbed by the prospect of having to replace their C-band ground equipment and of having cable programers on satellites powerful enough bypass cable systems and go direct to the home.

HBO and GE gave up on marketing Sat-

Changing Hands

WAKR(AM)-WONE-FM Akron, Ohio □ Sold by Summit Broadcasting Corp. to B&B Radio Inc. for $13 million. **Seller** is Atlanta-based group owner headed by James W. Wesley Jr. that also owns 100% of KLZ(AM)-KAZY(FM) Denver; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KWTO-AM-FM Springfield, Mo.; KFOR(AM)-KFRX(FM) Lincoln, Neb.; WONE(AM)-WTUE(FM) Dayton, Ohio; KMEZ(AM)-KJMZ(FM) Dallas; WFYR-FM Chicago, and WRKS-FM New York. **Buyer** is Pennsylvania corporation whose principal, Ragan A. Henry, is sole general partner of Ragan Henry Communications Group L.P. (RHCG), Ragan Henry National Radio L.P. (National Radio) and Communications Management National L.P. (CMN). RHCG is licensee of WMXB(FM) Richmond, Va., and WDIA(AM)-WHRK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, Mich. CMN is licensee of WXTR(FM) Waldorf and WWIN(AM) Baltimore, both Maryland . Henry also has interest in KDIA(AM) Oakland, Calif.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WXLE(FM) Columbus, Ohio, and WQOK(FM) Raleigh, N.C. WAKR is fulltimer on 1590 khz with 5 kw. WONE-FM operates on 97.5 mhz with 12 kw and antenna 900 feet above average terrain. Henry is also buying WRAP(AM) Norfolk, Va. (see below). *Broker: H.B. LaRue, Media Brokers.*

WRAP(AM) Norfolk, Va. □ Sold by Target Broadcasting Group to Three Chiefs Co. Inc. for $400,000, plus $300,000 option on loan and minority tax certificate. **Seller** is Athens, Ohio-based group headed by David W. Palmer which also owns WATH(AM)-WXTQ(FM) Athens, Ohio. Buyer is Philadelphia-based gorup headed by Ragan A. Henry, who is also buying WAKR(AM)-WONE-FM Akron, Ohio (see above). WRAP(AM) is fulltimer on 1350 khz with 5 kw. *Broker: Capstone Communications Inc.*

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com K-3 to cable operators last year, and agreed to sell the bird to Astra, which will use it for satellite broadcasting in Europe. HBO and GE also reached an agreement by which HBO will relinquish its transponders on Satcom K-1. Because some cable affiliates receive HBO or Cinemax via the satellite, an HBO spokesman said, HBO will keep its feeds on the satellite for several more months to give those affiliates time to receive the feeds via C-band satellites.

One source said that the cable group has agreed to pay $30 million for 10 transponders for three years plus options for three more years. The satellite has just six years of useful service left. Sie said he could not "verify" the $30 million price tag, but said it sounded "cheap."

If the price is correct, the cable group will be getting the transponder at a cut rate. Not only is the price—$1 million per year per transponder—less than GE was originally asking, but also less than it quoted to SBN and United Video when they inquired about using the bird for satellite broadcasters. SBN's Kazie Metzger and United Video's Roy Bliss said they were asked to pay $15 million per transponder for six years—that is, $2.5 million per year per transponder.

The discounted cable price may reflect GE's taking an equity position in the service. One source said that GE is interested in being part of the service. But Sie said, "I don't know if they really want anything except to sell the transponders." —HJ

KLNI(AM) Pearl City, Hawaii □ Sold by Henry A. Younge Jr. to Scott G. Mahalick for $550,000. **Seller** is owned by Henry Younge Jr., who has no other broadcast interests. Buyer is owned by Scott Mahalick, who also owns 5% of Kahehoe Radio Inc., which holds license for KANY(FM) Kanehoe, Hawaii. KLNI is fulltimer on 1380 khz; with 5 kw.

WSHY-AM-FM Shelbyville, Ill. □ Sold by Kin Do Communications Inc. to Cromwell Group Inc. for $320,385.94. **Seller** is equally owned by Robert Kincaid and his wife, Pauline, and Robert Doll and his wife, Barbara. Dolls own Fountain-Warren Broadcasters, applicants for FM in Attica, Ind. **Buyer** is owned by Bayard H. Walters, who is president and 100% stockholder of Cromwell Group Inc., licensee of WCTZ(AM) Clarksville, Tenn., and application for new FM in Wilmore, Ky.; Cromwell Group Inc. of Illinois, permittee of WMCI(FM) Mattoon, Ill.; Petaz Communications Inc., licensee of WVEL(AM)-WGLO(FM) Pekin, Ill., and Hancock Communications Inc., licensee of WKCM(AM) Hawesville, Ky. WSHY is daytimer on 1560 khz with 500 w. WSHY-FM operates on 104.9 mhz with 3 kw and antenna 162 feet above average terrain.

CABLE

System serving Groveland, Calif. □ Sold by Ponderosa Cable Co. to Sun Country Cable Inc. **Seller** is headed by Bill Phipps, who has no other broadcast interests. **Buyer** is Pleasanton, Calif.-based MSO headed by David D. Kinley, serving 13,000 subscribers in four states. System serves 1,370 subscribers with about 2,100 homes passed. *Broker: Pyms Cable Brokerage.*

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

CPB, PBS, stations ready to lock horns

CPB programing 'summit' proposal on reorganization accepted but called late, insubstantial

Addressing a general session audience at last week's PBS Programing Meeting, Corporation for Public Broadcasting President Donald Ledwig called for a summit among PBS, The National Association of Public Television Stations (NAPTS) and CPB to develop a plan to streamline noncommercial TV's national program funding processes.

Although the gesture was applauded by some, it was criticized as belated and, so far, insubstantial by NAPTS President David Brugger. Holding the summit meetings, said a CPB spokeswoman, should send "a clear message to Congress that everyone in the system is intent on working together to develop a unified plan that represents everybody's interests" in the form of a CPB report on national programing due in Congress Jan. 31, 1990. However, Brugger said last week that his organization had made the same summit proposal in May 1988 and again last fall when it invited CPB to take part in forming its Task Force on National Programing.

"They haven't done anything yet," he said, adding that although CPB eventually participated in the task force, it has not contributed to proposals. "A summit is nice, but they have to have something to put on the table."

Brugger and PBS President Bruce Christensen agreed in principle to participate in what Ledwig described as a series of regular meetings of the presidents and board representatives from CPB, PBS and NAPTS. But Brugger also differed with Ledwig on timing. While CPB proposed meetings from July through October, Brugger wants to offer summit results to the stations—"for one more shot at rewrite"—by August, and a plan to the NAPTS board by September. "We've been ready for at least seven months" to move into the final stages of drawing a plan, he said.

Indeed, so has PBS, which at the June 13-17 Marco Island, Fla., programing meeting introduced a 32-page document spelling out just how a "chief programing executive" (CPE) at PBS would take singular charge of more than $100 million national programing dollars currently spread throughout public TV's pockets. The CPE would make individual program funding and acquisition decisions, but would also answer to the governance of a National Program Committee of the PBS board. That board would be complemented by a station advisory committee.

The presentation of the plan puts PBS firmly in the same camp with NAPTS, which narrowed its streamlining options to the CPE—the so-called programing czar model—following noncommercial TV's annual meeting in San Diego two months ago (BROADCASTING, April 17).

As the NAPTS proposal has gathered steam this year, CPB has noted repeatedly that the recommendations of minorities, children's advocates and independent producers must also be incorporated into CPB's report to Congress. But according to Brugger, "Nobody is closer to the broad American constituency than the stations." Minorities and the others "are all represented by the stations." Small group reviews of NAPTS's refined CPE proposal at last week's meeting, he said, produced wide station support of fund aggregation and centralized authority at PBS, which will retain in its bylaws a prohibition from producing programs itself.

Perhaps most at issue is that the implementation plan recommends moving all but about 14% of CPB's national TV programing funds from CPB coffers, through grants to public TV stations, to PBS.

Specifically, using 1991 figures, PBS's implementation plan assumes that $39,605,000 would be moved from CPB to PBS where it would meet with some $13 million in existing PBS national programing dollars already gathered from member stations. Adding another $59 million currently spent by stations in their Station Program Cooperative (which supports renewed series), would leave the CPE in charge of $113,965,000 in 1991. CPB would administer only the newly formed $6 million programing fund earmarked specifically for independent productions.

CPB, said the plan, would retain its accountability to Congress by setting terms

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and conditions on the National Program Production and Acquisition Grants (NPPAG's) made to stations and by auditing and reviewing the activities of the system. The NPPAG's would come from the portions of the federal appropriation now budgeted to CPB's National Program Fund. PBS would impose a general assessment on the stations, aggregating approximately 98% of the NPPAG money under the CPE (PBS nonmembers spending it elsewhere on national programs would account for the other 2%).

In assessing CPB's role in public broadcasting, "the role of facilitator is not to be confused with that of operator," said the plan. "CPB's mission is to support, not supplant, the licensees' capacity [to operate] public television and radio in the public interest." As a service funded by its members, PBS, it said, is in the best position to run national program funding and scheduling together under the same roof. At the same time, CPB's roles as system "leader and facilitator—but not as programer—make it uniquely qualified to champion and criticize public broadcasting's performance in a way that will be credible to the Congress and the public."

In answer to CPB's repeated argument that it must retain accountability for how public TV money is spent, Brugger argued that the majority of CPB's money is already distributed to stations, minority consortia and other entities which spend it at their own discretion under CPB guidelines. "CPB is accountable for everything in the system whether it's their money or not. Whether they have that $40 million in their budget or not doesn't change that."—PDL

Public leaders in favor of telco entry

McGannon survey finds interest in variety of new services that would be available via fiber optics

For those interested in the views that public and religious leaders hold regarding their constituents' interests in and needs for fiber optic service to the home, there are now the results of a survey of such leaders to peruse. A key finding included in "Public Group Leadership Survey: Fiber Optics to the Home" is that a majority (67%, 14% undecided) of the more than 400 leaders surveyed favor allowing telephone companies to introduce video programs and services to the home on fiber optic cable in competition with cable television systems. But telco or broadcast network ownership of cable television systems is not endorsed.

As for services, the leaders favor two-way video, not now available on cable television, for counseling in emergencies (83%), health care and monitoring the elderly (63%), education and information (72%). But they show little interest in material generally considered attractive to viewers at home—home shopping and banking, for instance, or more movies and other forms of entertainment, among them. But improved TV pictures received strong support (57%), as did electronic mail service (51%), and the capacity to gain access to all networks by means of a single source (52%).

The survey was conducted in two phases by the Donald McGannon Communication Research Center of Fordham University. The first focused primarily on the types of services that could be made available through fiber optic technology; the second, on government and public policy considerations and was prompted by the conflicting comments filed in the FCC notice of inquiry and rulemaking looking to lift the ban on telephone ownership of cable systems. The first phase drew a response of 52%, the second 46%.

The study, thought to be the first survey of public groups prior to the availability of a new telecommunications technology, was funded by Bell Atlantic and was directed by Dr. Everett C. Parker, the McGannon Center's senior research associate and former head of the Office of Communication of the United Church of Christ. He was assisted by Warren Braren, formerly vice president of Consumers Union, and Dr. Edward Wachtel, Fordham assistant professor of communications.

Other significant policy findings:

A decisive majority of the respondents (87%, 11% undecided) believes fiber optics should be universally available to consumers. A somewhat smaller majority (72%, 12% undecided) agree that individual households should be allowed to refuse the installation of fiber optics, and "presumably," thereby, any available services. But a consensus was lacking as to whether users should bear the primary, if not sole, responsibility for the costs. During the first phase, that view was supported by only 22% of the respondents. But the percentage of supporters jumped to 46%—still shy of a majority—in the second round.

Another solid majority (77%, 8% undecided) contends that open entry should prevail for services that telephone companies deliver by fiber; and a slightly stronger majority (79%, 10% undecided) says that telephone companies should provide access to fiber optic lines on a nondiscriminatory basis, as is now the case with telephone lines. The leaders agreed that the same policy should be applied to cable television operators who install fiber. Still, 60% of the leaders (with 11% undecided) agreed that telephone companies should be allowed to use some of their fiber optic channels to offer their own programs or services.

A proposal that telephone companies be allowed to rent and package programs produced by others—as cable television systems now do—and offer them to telephone customers by fiber optics was endorsed by 60% of the respondents, with 17% undecided. A smaller majority (53%, with 19% undecided) believes that the government should regulate the kind of services made available to homes by fiber optics. Yet a large majority (79%, 11% undecided) would require telephone companies to make

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Satellite Footprints

Leaps and bounds. Only six months after acquiring sports uplinking powerhouse Hughes Television Network (BROADCASTING, Jan. 2), IDB Communications has agreed to purchase Contel ASC's international services division, CICI Inc., for $21 million. Although Contel ASC will continue to sell its very small aperture terminal (VSAT) hardware overseas, said a Contel spokeswoman, the satellite operator is "no longer in international business services as a carrier." Citing a Comsat study, IDB said the combination of CICI with IDB's current international gateways in New York and Los Angeles "will provide more international television and leased data services via Intelsat Business Service than any other U.S. carrier." WCXR(FM) Washington will use IDB's newest international digital audio link June 26-29 when it broadcasts live from the Soviet Union.

CICI's transmission hardware includes three international earth station facilities each in New York, Washington, Dallas, Los Angeles and San Francisco, as well as undersea cables. It has 30 operating agreements with Intelsat signatories and "working relationships with 50 other foreign administrations." IDB said it will defer planned construction of new facilities in Los Angeles and New York.

□

Transoceanic records. May 1989 proved a record-setting month for international television traffic via Intelsat. Attributing the high news and sports traffic to unrest in China, President Bush's trip to Europe, the death of Iranian ruler Ayatollah Khomeini, the Soviet gas explosion, elections in Poland and French Open tennis, Intelsat reported a total of 4,741 occasional use TV transmissions—breaking the previous May 1988 record of 4,174—adding up to 144,060 minutes of video, in May. Then on June 7 and 8, the previous November 1988 single-day record of 207 transmissions was broken twice, reaching 208 and 212 on those consecutive days.

□

Conus goes down under. Network Ten Australia last Wednesday (June 14) officially joined the Conus Satellite News Cooperative, extending Conus's reach into the Pacific rim from Tokyo to Sydney. Made of up of five principal television stations, an affiliated station and satellite-linked repeaters, Network Ten expects it "will eventually reach 90% of the Australian television audience." The network, said Conus, already operates in much the same way as Conus, pooling resources and making individual station decisions about lead stories in the absence of a national news program. "We're pretty active in the United States with two bureaus of our own, but we need the ability to uplink from anywhere," said Des McWilliam, director, news, Ten Sydney. "Conus seemed to be the best people to go with in the continental U.S. We're also very interested in Conus's moves into Europe and Japan."

Crimson tied. The European satellite service SES has completed the acquisition of Crimson's Satcom K-3 satellite for use as a second Astra bird (BROADCASTING, Dec. 12, 1988). The sale signals the end of a GE Americom-HBO co-venture that had sought to create Ku-band delivery of U.S. cable programing and possibly establish a medium-power direct broadcast satellite service in the U.S. SES's launch of the GE-built bird, to be co-located with the Astra 1A medium-power, 16-channel satellite launched last November, will cost it approximately $136 million, covering an October 1990 launch slot on Arianespace and launch insurance. The acquisition brings SES's total commitment for providing the European satellite-to-cable and direct-to-home service to approximately $350 million, including a Luxembourg-based ground station and operating costs. According to a spokesman, SES has had preliminary discussions with some European programers about channels on the new Astra 1B bird, including some of Britain's independent commercial TV services (Britain's Thames TV is an SES shareholder). Serious program talks will probably not begin until this fall, the spokesman said. Astra 1B, a GE 5000 type satellite, is in an advanced stage of completion, but requires footprint modifications for Astra before launch. SES, which had at one time considered other proposals by British Aerospace with France's Matra and GE Americom for a new bird, decided to purchase the partially built satellite largely because of the earlier launch slot.

In related news, SES confirmed that Astra 1A, which carries eight programers, including Rupert Murdoch's Sky TV, MTV and others, had a brief technical glitch May 12 that resulted in a 40-minute switch of its footprint from continental Europe and the UK to New Zealand. A spokesman said the problem has not recurred.

□

Launch leader. Paris-based launch provider Arianespace launched two more satellites June 5: Japan's Space Communications Corp. commercial bird Superbird A and the West German Bundespost's DFS Kopernikus 1. Both satellites, which reached space aboard Arianespace's largest rocket, Ariane 4, will serve a combination of television, radio and telecommunications users.

Arianespace posted total sales of about $600 million in 1988, Arianespace Chairman Frederic d'Allest announced at the 38th Paris Air Show earlier this month. From its Guiana Space Center in Kourou, French Guiana, Ariane sent 22 satellites into orbit between Sept. 16, 1987, and June 5, 1989—including 13 birds in seven launches last year and six more in four launches in 1989. So confident of its future is Arianespace that it has ordered 72 Ariane 4's, first successfully launched June 15, 1988. The European Space Agency's pan-European direct broadcast satellite Olympus 1 is scheduled for launch aboard an Ariane 3 launcher June 23. BBC Enterprises and RAI (Italian Broadcasting Organisation) will be Olympus's "two main users," said Arianespace.

channel space available for all local television stations, and free space for local public TV stations.

The group leaders who were surveyed—413 in the first phase, 409 in the second—were drawn from organizations concerned with consumer interests, the handicapped, media activists, minorities, religious bodies, and a wide variety of special interest groups. The handicapped and media activist group leaders showed the greatest degree of interest in the various services set out for comment—while leaders of consumer groups showed the least.

The Donald McGannon Communication Research Center was named in honor of the late Donald McGannon, pioneer broadcaster and chief executive of Westinghouse Broadcasting, and a Fordham University graduate and trustee. —LZ

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Votes for cable

A study conducted for the Pennsylvania Cable Television Association has found cable subscribers saying that basic cable was the entertainment form they valued most. It found that cable was deemed the best value by 34.8%, followed by broadcast television, 23.9%; VCR's, 18.8%; pay cable, 14.4%, and movie theaters, 4.9%

Additionally, the survey found that 19.5% said their cable service would rate a five on a scale of one to five. An additional 26.8% rated their service a four, 37.7% a three, 8.5% a two and 7.2 a one, or poor, the study found.

PCTA conducted the survey to rebut critics' charges that cable service was poor or that complaints about rates were widespread. Stan Singer, president of the association, said cable's critics in Washington are premature and are reacting to "worst case scenarios."

Connecticut compromise

The agreement reached among Tele-Communications Inc., Comcast and the consumer counsel and attorney general of Connecticut on the transfer of Storer Cable provides for substantial upgrades in plant and service (BROADCASTING, June 12). The agreement now goes before the Department of Public Utility Control for hearings and a final decision.

In New Haven (70,000 subscribers), the parties agreed to rebuild the systems to 54 channels and provide interactive service by Dec. 31, 1992; renew the franchise to Dec. 31, 2000; provide four educational and access channels and $350,000 a year in funding; freeze rates until May 1, 1990; provide a 10% senior citizens discount, and upgrade telephone services (more staff, more hours).

In Groton (23,000 subscribers), the parties agreed to rebuild to 54 channels and add interactive services by Sept. 30, 1993; renew the franchise to Dec. 31, 2000; provide two access channels and $90,000 a year in funding; freeze rates until May 1; build out the entire franchise in one year; provide free installation and one free month's service to residents in unbuilt areas one year prior to the agreement's effective date, and provide senior citizens the same discounts and telephone services as New Haven received.

In Clinton (19,000 subscribers), the parties agreed to rebuild from 24 to 36 channels by Oct. 1, 1990; freeze rates until then for those subscribers without 36 channels and keep rate increases to the CPI for those subscribers with 36 channels, until Oct. 1, 1990; provide one access channel and $70,000 yearly in funding; build out the entire franchise within one year, and, like Groton, provide the free installation and one month's service, telephone expansion and senior citizen discount.

The counsel said any future owner of the systems would be bound by the same terms Comcast and TCI negotiated.

Checkup

CNBC is adding a half-hour health and lifestyle program, *America's Vital Signs*, to its prime time lineup beginning July 10. The program will be hosted by the husband and wife team of Dave Walker and Lois Hart and will be carried at 8:30 p.m.

Vital Signs will combine news and feature pieces as well as studio interviews. Experts will report on medicine, fitness, food, nutrition and mental health.

CNBC also said correspondent Mary Alice Williams' *Media Beat* will move from 6 to 8 p.m., beginning July 10. *CBNC Live*, which had been running from 8 to 10 p.m., will be shortened to one hour, from 9 to 10 p.m.

Other CNBC changes: The daytime *Money Wheel* will be expanded a half hour to 5:30 p.m., giving it a total broadcast day of 10 hours, from 7:30 a.m. to 5:30 p.m. *Smart Money*, with Ken and Daria Dolan, moves to 5:30-6:30 p.m., followed by *Business View* at 6:30-7:30. *The Dick Cavett Show* is carried at 7:30 p.m., followed by *Media Beat* and *America's Vital Signs*.

Commons on C-SPAN

C-SPAN plans to air portions of the British House of Commons proceedings this fall, which follows that body's approval of television coverage. The start date for the opening session has not yet been made. The coverage will be paid for by the media using the television feed. Eight cameras are scheduled to be used.

Silent switch

The Silent Network will switch transponders this week, moving from transponder 23 to 16 on Satcom F4. The move coincides with the network adding a two-hour programing block on Thursday, from 10 a.m. to noon.

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For the Record

As compiled by BROADCASTING from Jun 8 through Jun 14 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

■WAGF(AM) Dothan, AL (BAL890523EB; 1320 khz; 1 kw-D, DA-N)—Seeks assignment of license from J-Frank Enterprises Inc. to Dothan Broadcasting Inc. for no consideration. Seller is owned by Lewis Frank Johnson, who has no other broadcast interests. Buyer is headed by B.C. Eddins, who is president and 50% stockholder of Dothan Broadcasting Co. Inc., licensee of WFMH-AM-FM Cullman, AL. Renewals for WFMH-AM-FM are pending. Filed May 23.

■WTPO(AM) Conyers, GA (BAL890522EC; 1050 khz; 1 kw-D, 266 w-N)—Seeks assignment of license from Fab Communications Inc. to Perimeter Broadcasting Inc. for $37,000. Seller is owned by Fred Blencowe and Edward Taylor, who also have interest in WIHT(TV) Ann Arbor, MI. Buyer is headed by Thomas M. Gough, who has no other broadcast interests. Filed May 22.

■WMLS(AM) Monroe, GA (BTC890524ED; 1490 khz; 1 kw-D, 250 w-N, DA-1)—Seeks transfer of control from Ronald A. Reeves to George Peters and Lee Morgan for $25,300. Seller is owned by Ronald Reeves, who will maintain his interest in WMLS(AM). Buyer is equally owned by Reeves, George Bernard Peters and Lee P. Morgan. Filed May 24.

■KLNI(AM) Pearl City, HI (BAL890523ED; 1380 khz; 5 kw;)—Seeks assignment of license from Henry A. Younge Jr. to Scott G. Mahalick for $550,000. Seller is headed by Henry A. Younge Jr., who has no other broadcast interests. Buyer is owned by Scott Mahalick, who also owns 5% of Kanehoe Radio Inc., which holds license for KANY(FM) Kanehoe, HI. Filed May 23.

■WSHY-AM-FM Shelbyville, IL (AM: BAL890525HA; 1560 khz; 500 w-D, DA; FM: BALH890525HB; 104.9 mhz; 3 kw; ant. 162 ft.)—Seeks assignment of license from Kin Do Communications Inc. to Cromwell Group Inc. for $320,385.94. Seller is equally owned by Robert and Pauline Kincaid and Robert and Barbara Doll. Dolls own Fountain-Warren Broadcasters, applicants for FM station in Attica, IN. Buyer is owned by Bayard H. Walters, who is president and 100% stockholder of Cromwell Group Inc., licensee of WCTZ(AM) Clarksville, TN and application for FM channel 242A Wilmore, KY. Cromwell Group Inc. of Illinois, is permittee of WMCI(FM) Mattoon, IL; Petaz Communications Inc. licensee of WVEL(AM)-WGLO(FM) Pekin, IL, and Hancock Communications Inc., licensee of WKCM(AM) Hawesville, KY. Filed May 25.

Actions

■KCPC(AM) Rancho Mirage, CA (BAP890310ED; 1200 khz; 5 kw-D; 1 kw-N)—Granted app. of assignment of license from Central Pacific Broadcasting Corp to Rancho Mirage Broadcasting Inc. for $10,000. Seller is owned by John Gardner and David Williams, who also have interest in KPLA(AM) Riverbank, CA. Buyer is equally owned by Clair Higgins, Yona Tal, Sidney Kibrick and Franklin W. Jones. Action May 31.

■KKAL(AM) Arroyo Grande and KZOZ-FM San Luis Obispo, both California (AM: BAL890203EC; 1280 khz; 5 kw-D, 2.5 kw-N, DA-2; FM: BALH890203ED; 93.3 mhz; 29.5 kw; ant. 1,470 ft.)—Granted app. of assignment of license from David Y. Farmer, receiver to KZOZ Radio Inc. for $2 million. Seller has no other broadcast interests. Buyer is equally owned by Anthony S. Brandon and Rogers Brandon. Anthony Brandon has interest in KERN(AM)-KQXR-FM Bakersfield, CA; WWWG(AM) Rochester, NY; KVOQ-FM Lorenzo, KLLF(AM) Wichita Falls, KGEE-FM Monahans, all Texas; WMSR-FM Manchester, TN; WYDE(AM) Birmingham, AL. Action March 31.

■KJIM(AM) Thornton, CO. (BAPL890421EA; 760 khz; 5 kw-D, 1 kw-N, DA-2)—Granted app. of assignment of license from Sudbrink Broadcasting Co. to Genesis Broadcasting Inc. for $1,475,000 ("Changing Hands," April 24). Seller is owned by Robert W. and Marion Sudbrink. It also owns WXTL(AM) Jacksonville Beach, FL; WAWA-TV Rome, GA and WCEE-TV Mt. Vernon, Ill. Buyer is wholly owned by Booth American Co., which is principally owned by John L. Booth, his wife, Louise, and John L. Booth II and Ralph H. Booth II. Booth American Co. (BAC) is licensee of WJLB(FM) Detroit; WSGW(AM) Saginaw, MI; WIOG(FM) Bay City, MI; WZZP(FM) South Bend, IN. WTOD(AM)-WKKO(FM) Toledo, OH; WRMR(AM)-WLTF(FM) Cleveland; WWNK-AM-FM Cincinnati. BAC owns all outstanding stock of Genesis Broadcasting Inc. (Genesis), licensee of following radio stations: KONO(AM)-KITY(FM) San Antonio, TX; KRZN(AM) Englewood, CO; KMJI(FM) Denver; KSMJ(AM) Sacramento and KSFM(FM) Woodland, both California, and KBTS-FM Killeen, TX. Action June 1.

■WBBA-AM-FM Pittsfield, IL (AM: BAL890406HK; 1580 khz; 250 w-D; FM: BAPH890406HL; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Pike Broadcasting Co. to Illinois Community Broadcasting Co. for $10,000. Seller is owned by Mary Meyer, who has no other broadcast interests. Buyer is headed by Finis L. Hanna, who has no other broadcast interests. Action May 30.

■WYCE(AM) Wyoming, MI (BALED890414GH; 88.1 mhz; 1 kw; ant. 62 ft.)—Granted app. of assignment of license from Wyoming Public Schools to Grand Rapids Cable Access Center Inc. for $30,616. Seller is headed by Judy K. Wilson and has no other broadcast interests. Buyer is headed by Don Walsh. Action May 31.

■KLTW(FM) Great Falls, MT (BAPH890510HS; 100.3 mhz; 100 kw; ant. 1,046 ft.)—Dismissed app. of assignment of license from Larry G. Fuss Sr. to Great Falls Radio Group for $26,199. Seller is owned by Larry Fuss, who has no other broadcast interests. Buyer is headed by Richard P. Smith and has filed applications to acquire CP for KSUX(FM) Winnebago, NE and licenses for operating stations KSPG(AM)-KBUZ(FM) El Dorado, KS. Action May 26.

■KSUX(FM) Winnebago, NE (BAPH890217HZ; 105.7 mhz; 1.4 kw; ant. 478 ft.)—Granted app. of assignment of license from Gary L. Violet to El Dorado Broadcasting Inc. for $5,000. Seller has application for FM CP in Gregory, TX. Buyer is headed by Richard Smith, who has no other broadcast interests. Action May 26.

■WIZS(AM) Henderson, NC (BAL890417EA; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Radio Corp. to Rose Farm and Rentals Inc. for $265,000. Seller is owned by Stanley Fox, who has no other broadcast interests. Buyer is headed by Anne M. Rose. Action May 31.

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SE Top 50 suburban combo with C/F — $3,000,000; terms
GEORGE REED 904/730-2522

Florida resort mkt. AM/FM with C/F — $2,500,000; seller finan.
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■WPNC-AM-FM Plymouth, NC (AM: BAL890413GT; 1470 khz; 5 kw-D; FM: BALH890413GU; 95.9 mhz; 2.60 kw; ant. 101 ft.)—Granted app. of assignment of license from Ralph Epperson to Plymouth Radio Group for $350,000. Seller owns WPAQ(AM) Mt. Airy, NC and WMPH(AM) Portsmouth and WBRF(AM) Galex, both Virginia. Buyer is owned by Thomson McKinnon, Milton Pearce and James H. Sullivan and has no other broadcast interests. Action May 26.

■KAUT(TV) Oklahoma City (BALCT881101KF; ch. 43; 1950 kw; HAAT: 1,560 ft.)—Dismissed assignment of license from Rollins Telecasting Inc. to Oklahoma Educational TV Authority Found Inc. for $9.25 million. Seller is owned by R. Randall Rollins, who has no other broadcast interests. Buyer is headed by Edwin Vineyard, who has no other broadcast interests. Action May 31.

■WHGB(AM) Harrisburg, PA (BAL890421EC; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Great Scott Broadcasting to Keymarket Communications of Pennsylania Inc. for $250,000. Seller is headed by Faye Scott, who also is licensee of WKST-AM-FM New Castle and Ellwood City, PA; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA(AM)-WZBH(FM) Georgetown, DE; WPAZ(AM) Pottstown, and WLIZ(FM) Elizabethville, both Pennsylvania; WMBO(AM)-WPCX(FM) Auburn, NY and WVIL(FM) Villas, NJ. Buyer is owned by Kerby Confer, who is president, director and 100% stockholder of following: Keymarket Communications of Columbia Inc., licensee of WTCB-FM Orangeburg, SC. Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA. Keymarket of Austin Inc., licensee of KOKE(AM)-KKMJ-FM Austin, TX. Keymarket of Charlotte Inc., licensee of WECZ-FM Hickory, NC. Keymarket Communications, licensee of WRVR-AM-FM Memphis; Keymarket of NEPA Inc., licensee of WYOM(AM)-WKRZ-FM Wilkes-Barre, PA. Action June 1.

■WCPL(AM) Pageland, SC (BALH890411GR; 102.3 mhz; 3 kw; ant. 278 ft.)—Granted app. of assignment of license from Robert Broadcasting Inc. to Roldan Broadcasting Corp. for $560,000. Seller is headed by E. Wayne Hass and John R. Griffin, who have no other broadcast interests. Buyer is headed by Gustavo A. Roldan. Roldan Broadcasting Corp. is licensee of WMAP(AM) Monroe, NC. Action May 30.

■KJRB(AM)-KEZE-FM Spokane, WA (AM: BAL890419EA; 790 khz; 5 kw-U, DA-N; FM: BALH890419EB; 105.7 mhz; 100 kw; ant. 1,190 ft.)—Granted app. of assignment of license from Alexander Broadcasting Co. to Apollo Radio Ltd. for $2.5 million. ("Changing Hands," April 24). Seller is owned by Lester Smith, who also owns KXL-AM-FM Portland, OR. Buyer is owned by former Viacom executives Terrence A. Elkes, Kenneth F. Gorman, George C. Castell and William L. Stakelin, former Radio Advertising Bureau president and chief executive officer. They have no other broadcast interests. Action June 1.

New Stations

Applications

■ Santa Barbara, CA (BPED890530MB)—KCBX Inc. seeks 89.5 mhz; 0.215 kw; 256 m. Address: 4100 Vachell Lane, San Luis Obispo, CA 93401. Principal is headed by Frank Lanzone, who has no other broadcast interests. Filed May 30.

■ Lecanto, FL (BPED890523MG)—Bishop of Diocese of St. Petersburg, FL seeks 88.3 mhz; 3.8 kw. Address: 636, 9th Ave., North, St. Petersburg, FL. Principal is headed by W. Thomas Larkin, who has no other broadcast interests. Filed May 23.

■ Reading, OH (BPED890530MA)—President and Board of Trustees of Miami University, seeks 89.3 mhz; 1.50 kw. Address: 201 Roudebush, Oxford, OH. Principal is headed by Joseph Wasser and has no other broadcast interests. Filed May 30.

Actions

AM's

■ Lawton, OK (BPCT870421KH)—Granted app. of Barton W. Ratliff for 656 khz; 5000 kw-V; 131 m. Address: P.O. Box 1547, Duncan O, 73534. Principal has no other broadcast interests. Action October 10. 1988.

FM's

■ Cleveland, GA (BPH871026MI)—Granted app. of Terry W. Barnhardt for 101.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1318, Gainsville, GA, 30503. Principal is owned by Terry W. Barnhardt, who is 100% stockholder of licensee of WGGA(AM) Gainsville, GA. Action May 31.

■ McCall, ID (BPH880914MV)—Granted app. of Idaho Heartland Broadcasting Inc., who seeks 101.1 mhz; 3.9 kw H&V; 571 m. Address: P.O. Box 814, McCall, ID 83638. Principal is owned by Dean C. Hagerman, Nancy Gentry, Charles H. Wilson, William M. Boyd and Nancy Hagerman. Boyd is 32.48% shareholder of Home News Co., permittee of WTFM-TV Christiansted, VI. Action May 30.

■ Chicago (BPED880120MF)—Returned app. of Open Media Corp. for 90.5 mhz; 30 kw H&V; 133 m. Address: 1813 W. Cortland, Chicago 60622. Principal is headed by Carol Friar and has no other broadcast interests. Action May 26.

■ Coushatta, LA (BPH880415ME)—Granted app. of James G. Bethard for 92.3; 3 kw; m. Address: P.O. Drawer C, Coushatta LA, 71019. Principal owns KRRP(AM) Coushatta, LA. Action May 23.

■ Madison, ME (BPH880715MQ)—Granted app. of Tanist Broadcasting Corp. for 97.5 mhz; 3.0 kw; 100 m. Address: 160 Bangor St., Augusta , ME 04330. Principal is owned by T. Barton Carter. Tanist Broadcasting Corp. is also permittee for WTBM Mexico, ME and is permittee for channel 299B in Bar Harbor, ME. Action May 18.

■ Muskegon, MI (BPH870612MB)—Granted app. of Richard L. Culpepper for 107.9 mhz; 3 kw H&V; 100 m. Address: 1834 Linden, SE, Grand Rapids MI 49507. Principal is licensee of WKWM(AM) Kentwood, MI. Action May 18.

■ Waite Park, MN (BPH880826MI)—Granted app. of Ronald J. Linder for 103.7 mhz; 3 kw H&V; 100 m. Address: 22184 Fairmount Rd., St. Cloud MN, 56301. Principal has no other broadcast interests. Action May 22.

■ Greenwood, MS (BPH870918MI)—Granted app. of Clay Ewing for 101.9 mhz; 3 kw H&V; 100 m. Address: 1110 Wright St., Greenwood MS, 38930. Applicant is VP of 1240 Incorporated, owner of WGRM(AM) Greenwood, MS. Action May 15.

■ Perryville, MO (BPH861124MK)—Granted app. of Tri-County Broadcasting for 106.7 mhz; 3 kw H&V; 328 m. Address: Rte. 2, Boverie Drive, Genevieve, MO 63670. Principal is owned by Elmo L. Donze, who has no other broadcast interests. Action May 17.

■ Southwest City, MO (BPH880620MC)—Granted app. of Gene and Marie Humphries for 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 2243, Grove OK, 74344. Principal is owned by Gene & Marie Humphries. Gene Humphries is also owner of KLTK(AM) Southwest City, MO. Action May 22.

■ Conway, NH (BPH870909MI)—Granted app. of Carroll County Broadcasting for 104.5 mhz; 3 kw H&V; m. Address: 2603 Postgate Lane, Peabody, MA 01960. Principal is owned by Action Jeffrey M. and Cathy R. Messerman, who have no other broadcast interests. Action May 17.

■ Hudson, NY (BPED880412MB)—Returned app. of Sound of Life Inc. for 91.1 mhz; 2 kw-v; 146 m. Address: Box 380A, Lake Rd., Kingston, NY 12401. Principal is owned by Bruce Winchell, who has no other broadcast interests. Action May 23.

■ Tioga, PA (BPH880714NR)—Granted app. of Anita L. Clark for 93.3 mhz; 1.65 kw H&V; 131 m. Address: 688 Ellistown Rd., Waverly, NY, 14892. Principal has no other broadcast interests. Action May 26.

■ Tunkhannock, PA (BPH880301MI)—Granted app. of Endless Mountains Broadcasting Inc. for for 107.7 mhz; 0.235 kw; H&V; 354 m. Address: P.O. Box 507, Tunkhannock, PA, 18657. Principal is owned by Norman A. Werkheiser; John F. Davenport; B. Cecille Davenport; Donald L. Sherwood; George G. Brick; Gerald E. Burke; Stewart C. West; Charlotte M. Davis; Thomas W. Davis; Harry B. Hughey; Joseph F. Stroka; R. Lavern Landis, and Arthur W. Sherwood. Applicant is licensee of WEMR(AM) Tunkhannock, PA. Action May 26.

■ Tunkhannock, PA (BPH880225MO)—Dismissed app. of Wyoming County Broadcasting for 107.7 mhz; 0.260 kw H&V; 343 m. Address: 40 West Tioga St., Tunkhannock, PA 18657. Principal is headed by Margaret S. Hunn, who has no other broadcast interests. Action May 26.

■ Milbank, SD (BPH880429ME)—Granted app. of Tobin Broadcasting Co. for 104.3 mhz; 97.023 kw H&V; 299 m. Address: P.O. Box 1005, Milbank, SD 57252. Principal is owned by Charles J. Tobin Jr., who also owns KMSD(AM)

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Milbank, SD. Action May 17.

■ Graysville, TN (BPH880915NQ)—Granted app. of Richard C. Wagner for 95.7 mhz; 0.69 kw H&V; 197 m. Address: 4 Rockhaven Lane, Signal Mountain, TN 37377. Principal has no other broadcast interests. Action May 18.

■ Electra, TX (BPH880614MC)—Granted app. of Albert L. Crain for 95.1 mhz; 3 kw H&V; 100 m. Address: Rte. 5, Box 755-1, Byhalia MS, 38611. Principal has no other broadcast interests. Action May 15.

■ George West, TX (BPH881019MB)—Returned app. of Barrio Broadcasting Inc. for 104.1 mhz; 3 kw H&V; 100 m. Address: 201 Leming, Corpus Christi, TX 78405. Principal is owned by Laura G. Berlanga, Mary E. Gonzaba, Hugo Berlanga and Jerry Gonzaba, who have no other broadcast interests. Action May 11.

■ Killeen, TX (BPH880420MH)—Dismissed application of Killeen Community Broadcasting Inc. for 92.3 mhz; 3 kw H&V; 100 m. Address: 1715 Highland Ave., Cincinnati 45210. Principal is headed by Beverly A. White. Action June 1.

■ Kemmerer, WY (BPH870827NR)—Granted app. of Tommy P. and Linda S. Woolsey for 107.3 mhz; .85 kw; 180 m. Address: P.O. Box 171, Kemmerer WY, 83101. Principal is equally owned by Tommy P. Woolsey and Linda S. Woolsey. Principals has no other broadcast interests. Filed May 17.

■ Danville, WV (BPH871123MB)—Granted app. of Price Broadcasting Co. for 92.5 mhz; 0.5 kw H&V; 212 m. Address: P.O. Box 87, Danville, WV 25053. Principal is owned by A. Wayne Price, who has no other broadcast interests. Action May 25.

Facilities Changes

Applications

AM's

■ Norristown, PA WNAP(AM) 1110 khz—May 22 application for Mod of CP (BP870515AC) to make changes in antenna system.

■ Dublin, VA, WKNV(AM) 810 khz—May 22 application for Mod of CP (BP870629AI) to reduce power to .6 kw and change from DA to nonDA.

FM's

■ Sheridan, AR, KQLV(FM) 102.3 mhz—May 17 application for CP to change FREQ: 102.9 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Rte. 46, 3 km E from intersection of Rtes. 46 and 190, Sheridan, AR; class: C2; per docket 88-74.

■ Grass Valley, CA, 99.3 mhz—May 10 application for Mod of CP (BPH851030MG) to change ERP: .285 kw; HAAT: 320 m H&V; TL: 39 14 47N 120 57 48W.

■ McFarland, CA, KXEM-FM 102.9 mhz—May 12 for Mod of CP (BPH860707OG) to change ERP: 25 kw H&V; TL: .64 km NW of intersection of Los Angeles St. and Cherry Ave., SW of Shafter, CA; class: B1; per docket 88-153.

■ Santa Ana, CA, KWIZ(FM) 96.7 mhz—May 12 application for CP to change HAAT: 63 m H&V; antenna system.

■ Carthage, IL, WCAZ(FM) 92.1 mhz—April 21 application for CP to change ERP: 25 kw H&V; HAAT: 100 m H&V; TL: 12 mi SW of Carthage, IL; class: B1; per docket 88-236.

■ Fort Wayne, IN, WLAB(FM) 88.3 mhz—May 5 application for CP to change ERP: .484 kw H&V; HAAT: 104 m H&V; TL: 2602 Cass St., Fort Wayne, IN; 41 05 58N 85 08 43W.

■ Tisbury, MA, WMVY(FM) 92.7 mhz—May 18 application for CP to change HAAT: 100 m H&V; correct coordinates to 41 26 17N 70 36 47W.

■ Briarcliff Manor, NY, WZFM(FM) 107.1 mhz—May 11 application for CP to change ERP: 1.95 kw H&V; HAAT: 124 m H&V; antenna supporting structure height.

■ Little Falls, NY, WOWB(FM) 105.5 mhz—May 17 application for Mod of CP (BPH850712T3) to change ERP: 1.5 kw H&V; HAAT: 140 m H&V; TL: on Quinn Rd., 7 km from Little Falls on bearing of 216 degrees true.

■ New York, NY, WQCD(FM) 101.9 mhz—May 11 application for CP to change ERP: 6.2 kw H&V; HAAT: 413 m H&V; TL: Empire State Bldg., New York, NY.

■ Syosset, NY, WKWZ(FM) 88.5 mhz—May 16 application for CP to change HAAT: 79 m H&V; TL: 1 Fairchild Ave., replace directional antenna.

■ Aguadilla, PR, WIVA-FM 100.3 mhz—May 11 application for CP to change ERP: 25.5 kw H&V; HAAT: 600 m H&V; TL: Road 120 km, 15.1, near Maricao, PR.

■ Spring City, TN, WAYA(FM) 93.9 mhz—April 18 application for Mod of CP (BPH880229NL) to change ERP: 2 kw H&V; HAAT: 100 m H&V; TL: .3 km NW of Spring City, TN.

■ Pearsall, TX, 94.1 mhz—May 18 amendment to BPH880830MA to change channel to 281A per docket 89-130.

TV's

■ Columbia, MO, KMIZ(TV) ch. 17—May 22 application for CP to change ERP: 1600 kw (vis); HAAT: 347.9 m; RCA TFU36J(BT); 38 46 29N 92 33 22W.

■ Ogden, UT, KOOG(TV) ch. 30—May 23 application for CP to change ERP: 1537 kw (vis); HAAT: 1190 m; Dielectric TFU-23JDAS/V(DA)(BT); TL: Farnsworth Peak antenna farm, E of Salt Lake City, UT; 40 39 25N 112 12 07W.

Actions

AM's

■ Sheridan, AR, KGHT(AM) 1540 khz—June 1 application (BMP881027AD) granted for Mod of CP (BP860218AC) to increase daytime power to 50 kw (31 kw-CH); change daytime TL to Wakefield Village, AR, and make changes in antenna system; 34 41 36N 92 18 21W.

■ Flemington, NJ, WJHR(AM) 1040 khz—May 31 application (BP890215AD) dismissed for Mod of CP to change TL to Locktown Rd., Kingwood Township, NJ, and make changes in antenna system; 40 30 18N 74 58 37W.

■ Dallas, TX, KMEZ(AM) 1480 khz—May 30 application (BP890117AD) granted for CP to increase night power to 1.9 kw. Dallas, TX; make changes in antenna system; 32 39 42N 96 39 20W.

FM's

■ Stevenson, AL, WVSV(FM) 101.7 mhz—June 1 application (BPH890410IB) returned for CP to change ERP: .531 kw H&V; HAAT: 184 m H&V.

■ Monte Rio, CA, KMGG(FM) 97.7 mhz—May 30 application (BMPH881005IE) granted for Mod of CP (BPH860220IB) to change HAAT: 342 m H&V; antenna supporting-structure height; TL: on Mt. Jackson, 9.3 km NE of Monte Rio, CA, at 29 degrees (T).

■ Macon, GA, WDEN(FM) 105.3 mhz—May 30 application (BPH870225MD) dismissed for CP to change HAAT: 407 m H&V.

■ Honolulu, HI, KIPO(FM) 89.3 mhz—May 26 application (BMPED880923II) granted for Mod of CP (BPED850514MB) to change ERP: 100 kw H&V; HAAT: 600 m H&V; TL: 4.8 km NE of town on Palehua Road at Palehua Communication site; install DA.

■ Chicago, IL, WXEZ-FM 100.3 mhz—May 31 application (BPH890217IA) granted for CP to change ERP: 8.3 kw H&V; HAAT: 358 m H&V.

■ Falmouth, KY, WIOK(FM) 95.3 mhz—May 24 application (BPH880303ID) granted for CP to change ERP: .61 kw H&V; HAAT: 212 m H&V; TL: approximately 5.7 km NW of intersection of U.S. Rte. 27 and Pendleton County limits, 1.25 km W of State Rte. 1053 and 8.4 km SW of Falmouth, KY; 38 35 13N 84 21 40W.

■ New Orleans, LA, WWOZ(FM) 90.7 mhz—May 26 application (BPED880225IA) granted for CP to change ERP: 4 kw H&V; HAAT: 155 m H&V; TL: 1440 Canal St., New Orleans, LA.

■ New Orleans, LA, WYLD-FM 98.5 mhz—May 26 application (BMPH881012IB) granted for CP to change HAAT: 300 m H&V; TL: intersection of Behrman Hwy. and Garden Oaks Drive in New Orleans, LA.

■ Interlochen, MI, WIAA(FM) 88.3 mhz—May 24 application (BPED870904MJ) granted for CP to change ERP: 72 kw H&V; HAAT: 373.4 m H&V; FREQ: 88.7 mhz; TL: 2 mi S of Harrietta, MI; 44 16 33.3N 85 42 48.6W.

■ Grand Rapids, MI, WFUR(FM) 102.9 mhz—May 26 application (BPH890125IB) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V.

■ Ontonagon, MI, WONT(FM) 98.3 mhz—May 24 application (BPH881214IB) granted for CP to change FREQ: 101.1 mhz; ERP: 4.8 kw H&V; HAAT: 164 m H&V; class: C2; per docket 88-50.

■ McCook, NE, KICX(FM) 95.9 mhz—May 24 application (BPH890501IB) granted for CP to change ERP: 3.1 kw H&V; FREQ: 96.1 mhz; class: C2.

■ Fairfield, OH, WOFX(FM) 94.9 mhz—May 24 application (BPH880304IA) returned for CP to change ERP: 10.7 kw H&V; HAAT: 322 m H&V; TL: .15 km W of Winton Rd., .14 km S of North Bend Rd.; 39 12 01N 84 31 22W.

■ Bryan, TX, KKYS(FM) 104.9(FM) mhz—May 23 application (BPH890227IF) granted for CP to change FREQ: 104.7 mhz; ERP: 50 kw H&V; HAAT: 87 m H&V; class: C2; per docket 87-209.

■ Galveston, TX, KRTX(FM) 104.9 mhz—May 23 application (BMPH880226IA) granted for Mod of CP (BPH841114ND) to change ERP: 1.9 kw H&V; HAAT: 123 m H&V; TL: 2.3 mi E of Port Bolivar, TX.

■ Tyler, TX, KTYL-FM 93.1 mhz—May 31 application (BMPH890412IB) returned for Mod of CP (BPH870302MR) to change HAAT: 389 m H&V.

■ Deer Park, WA, KAZZ(FM) 107.1—June 1 application (BPH890303IE) dismissed for CP to change ERP: 50 kw H&V; HAAT: 63.9 m H&V; CLASS: C2; TL: NW 1/4 Sec. 4, range 41 E, Township 29 N, a distance of 7.7 km and bearing 315 degrees from Deer Park, WA.

■ Wisconsin Rapids, WI, WWRW(FM) 103.3 mhz—May 30 application (BPH881121IC) granted for CP to change HAAT: 101 m H&V; ERP: 60.53 kw H&V; correct coordinates: 44 24 56N 89 50 07W.

TV's

■ Hilo, HI, KHIU ch. 26—May 17 890517-CP for BPCT860606KQ canceled and call sign deleted.

■ Guymon, OK, KGYM ch. 9—890517-CP for BPCT861216IR canceled and call sign deleted.

Actions

■ Rockland, ME, WRKD 1450 khz—May 19-Application

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(BP890214AF) granted for CP to change TL to Rockland, ME, and make changes in antenna system; 44 07 34N 69 08 19W.

■ FCC dismisses NABB complaint against KCOP-TV Los Angeles (Report MM-404, Mass Media Action). Commission has rejected complaint by National Association of Better Broadcasting (NABB) against KCOP-TV Los Angeles, on grounds that Section 317 of Communications Act did not require KCOP-TV to provide sponsorship identification in connection with barter program titled *He-Man and the Masters of the Universe*. Commission also clarifed manner in which Section 317 applies to programming provided to broadcasters on barter basis. Action by FCC June 1 by MO&O (FCC 89-194).

■ Fort Lauderdale, FL. Ranked South Jersey Radio Inc. as first in proceeding concerning license renwal application of RKO General Inc. for station WAXY-FM Fort Lauderdale and denied application's of Adwave Co., Cozzin Communication Corp. and Laudersea Broadcasting Co. (MM dockets 84-1112, et al., by decision [FCC 89R-34] adopted May 24 by Review Board.)

■ Cambridge, MD. Granted application of CWA Broadcasting Inc. for new FM station at Cambridge and denied applications of Big Bay Broadcasting and D'Adamo Communications. (MM docket 87-421 by decision [FCC 89R-33] adopted May 22 by Review Board.)

■ Christiansburg, VA. Approved addendum to convenant not to compete filed by Nirvana Radio Broadcasting Corp. and Valley Radio Corp., applicants for new FM station at Christianburg. (MM docket 87-288 by MO&O [FCC 89R-35] adopted May 25 by Review Board.)

■ FCC denied review of review board decision dismissing application of Silver Springs Broadcasting for new FM station at Silver Springs, FL (MM docket 88-119 Report DC-1422, action in docket case). Action by commission May 26 by order (FCC 89-169).

■ Review denied in WHCB(FM) Bristol, TN, case (Report MM-398, Mass Media Action). FCC has denied RAM Communications Inc.'s request for review of Mass Media Bureau action granting Appalachian Educational Communication Corp.'s application for license to cover construction permit for WHCB(FM) Bristol, TN. Action by commission May 26 by order (FCC 89-177).

■ Return of R.A.D. Broadcasting's FM application, upheld (Report MM-397, Mass Media Action.) FCC has upheld Mass Media Bureau action returning application of R.A.D. Broadcasting Corp. for new FM station on channel 284A (104.7 mhz) at Surtevant, WI. Action by commission May 26 by MO&O (FCC 89-178).

■ Knoxville Channel 8 LP and SCCC Granted temporary waiver of crossownership rules (Report MM-400, Mass Media Action) Granted Knoxville ch. 8 and South Central Communications Corp. temporary waiver of crossownership rules to allow SCCC to divest its interest in WEZK(FM), ch. 8, Knoxville. TN.

■ Mount Wilson FM Broadcasters denied request for stay in San Clemente, CA, FM proceeding—MM docket 84-442 (Report DC-1427, Action in docket case). Denied Mount Wilson FM Broadcasters Inc.'s request for stay of processing of applications for ch. 285A (104.9 mhz), San Clemente, pending resolution of its court appeal. Action by commission May 26 by order (FCC 89-172).

■ License of WROV(FM) Roanoke, VA, renewed, subject to reporting conditions; $5,000 forfeiture assessed (Report MM-398, Mass Media Action). Renewed license of WROV(FM) Roanoke, VA, subject to EEO reporting conditions and assessed $5,000 forfeiture. Action by commission May 23 by letter (FCC 89-164).

■ Association of Maximum Service Telecasters (AMST) denied reconsideration of FCC action granting modification of WEVU(TV) ABC, Naples, FL (Report MM-399, Mass Media Action). Denied AMST reconsideration of grant of application of Caloosa Television Corp. to modify facilities of WEVU(TV) Naples, FL, ch. 26, ABC. Action by commission May 26 by MO&O (FCC 89-174).

■ FCC approves settlements in proceedings for new FM station at Webster, NY—MM docket 88-83 (Report DC-1433, action in docket case). FCC has reinstated application of Anthony E. Trimble for new FM station on ch. 274A (102.7 mhz) at Webster, NY, for limited purpose of allowing Trimble to participate in settlement agreement with Webster-Fuller Communications Associates. It also approved agreement between Webster-Fuller and Peter Achilles Broikou. Action by commission May 31 by MO&O (FCC 89-189).

■ FCC Upholds Bureau decisions dismissing and returning applications for new FM station at Rayne, LA (Report MM-403, Mass Media Action). FCC has upheld decision by Mass Media Bureau dismissing application of Benjamin Macwan for new FM station on ch. 294A (106.7 mhz) at Rayne, LA, and returning as unacceptable for filing application of Life FM Partnership for same facility. Action by commission May 26 by MO&O (FCC 89-176).

■ FCC Upholds Bureau decision dismissing application of Steven B. Courts for new FM station at La Crescent, MN (Report MM-402, Mass Media Action). Commission has upheld decision by Mass Media Bureau dismissing application of Steven B. Court for new FM station on ch. 274A (102.7 mhz) at La Crescent, MN. Action by commission May 26 by MO&O (FCC 89-175).

■ FCC Affirms ALJ's ruling in East Ridge, TN, FM proceeding—MM docket 88-122 (Report DC-1432, action in docket case). FCC have affirmed ruling by Administrative Law Judge Walter C. Miller denying Michael J. Benns's motion for disqualification of presiding officer in proceeding for new FM at East Ridge, TN. Action by commission May 26 by MO&O (FCC 89-170).

■ Review denied in Kerrville, TX, FM proceeding (Report MM-401, Mass Media Action). FCC denied Kerr County Broadcasting and G&C Minority Telecommunications Inc., review of its decision upholding Mass Media Bureau action returning their applications as unacceptable for filing. Action by commission May 31 by MO&O (FCC 89-192).

■ Perry, GA. Granted application of Perry Television Inc. for new TV station on ch. 58 at Perry, and denied application of Radio Perry Inc. (MM docket 87-353 by ID [FCC 89D-17] issued May 23 by ALJ Sippel.)

■ Catskill, NY. Granted application of Carmine A. Pizza, General Partner Catskill FM Ltd., Limited Partnership for new FM on ch. 253A (98.5 mhz) at Catskill and denied application of John Jay Iselin. (MM docket 88-252 by ID [FCC 89D-18] issued May 23 by ALJ Stirmer.)

■ NBMC denied reconsideration of FCC's deletion of nontechnical AM application acceptance criteria—MM docket 85-39 (Report DC-1434, action in docket case). Denied National Black Media Coalition and its New York affiliate, National Black Coalition, reconsideration of R&O deleting nontechnical AM application acceptance criteria from the rules. Action by commission May 31, by MO&O (FCC 89-191).

■ St. Simons Island, GA; James U. Steele. Granted joint request for approval of settlement agreement and approved, subject to conditions, transfer application. Under terms of agreement Steele will dismiss his application for CP for new FM station at St. Simons Island and withdrew his court appeal; Dale Bell would seek commission consent to assign her CP to WBA Partnership, partnership formed by WBA Corp. and Dale Bell. (By MO&O [FCC 89-146], adopted May 9 by commission.)

■ Hinsdale, NH. Affirmed staff action granting Tri-Valley Broadcasting Co., licensee of WYRY-FM Hinsdale, NH, waiver of short-spacing rule, over objection of WXLO-FM Fitchburg, MA. (By MO&O [FCC 89-123], adopted April 20 by commission.)

■ Knoxville, TN. Granted Knoxville Channel 8 and South Central Communications Corp. temporary waiver of crossownership rules to allow SCCC to divest its interest in WEZK(FM) Knoxville. (By letter [FCC 89-173], adopted May 26 by commission.)

■ Kinston, NC. Conditionally granted Beasly Broadcasters Inc. of Kinston's renewal applications for WFTC(AM)-WRNS(FM). (By letter [DA 89-653], adopted June 8 by chief, Mass Media Bureau.)

Allocations

■ Montgomery, AL. Granted application of Johnnie F. Knight for new FM station on Channel 241A (96.1 mhz) at Montgomery; denied competing applications of George Henry Clay, G. Dean Pearce, Alamaba Radio Movement Inc., Montgomery Broadcast Properties Ltd., JCT Broadcasting Limited Partnership, Breland Broadcasting, June N. Phelps, Double LS Broadcasting Inc., and White Broadcasting Network Inc. (MM Docket 87-567 by Initial Decision [FCC 89D-20] issued May 23 by ALJ Edward J. Kuhlmann).

■ Aspen, CO. Granted application of Aspen FM Inc. for new FM station on Channel 296A (107.1 mhz) at Aspen; denied competing application of Ajax Mountain Broadcasting Corporation. (MM Docket 87-424 by Initial Decision [FCC 89D-19] issued May 24 by ALJ Walter C. Miller).

■ Naples, FL. Denied Association of Maximum Service Telecasters reconsideration of grant of application of Caloosa Television Corp. to modify facilities of WEVU(TV) Naples, FL, ch. 26, ABC. (By MO&O [FCC 89-174], adopted May 26 by commission.)

■ Blackfoot, ID. Affirmed decision granting application of Richard P. Bott II for new FM station on Channel 268C (101.5 MHz) at Blackfoot; denied competing applications of Radio Representatives Inc. and Clare Marie Ferguson. (MM Docket 87-223 by Decision [FCC 89R-32] adopted May 23 by the Review Board).

■ Manhattan, KS. Designated for hearing mutually exclusive applications of Kansas Broadcast Limited Partnership and Little Apple Broadcasting for new FM station on Channel 284C2 (104.7 mhz) at Manhattan. (MM Docket 89-122 by Order [DA 89-577] adopted May 19 by the Chief, Audio Services Division, Mass Media Bureau).

■ Rayne, LA. FCC Upheld Decision by Mass Media Bureau dismissing application of Benjamin Macwan for new FM station on channel 294A (106.7 mhz) at Rayne, LA, and returning as unacceptable for filing application of Life FM Partnership for same facility. (By MO&O [FCC 89-176], adopted May 26 by commission.)

■ Athol, MA. Designated for hearing mutually exclusive applications of P & S Broadcasting Inc., and Jackson-Neuhoff Partnership for new FM station on Channel 260A (99.9 mhz) at Athol. (MM Docket 89-121 by Order [DA 89-576] adopted May 19 by the Chief, Audio Services Division).

■ La Crescent, MN. FCC upheld decision by Mass Media Bureau dismissing application of Steven B. Court for new FM station on ch. 274A (102.7 mhz) at La Crescent. (By MO&O [FCC 89-175], adopted May 26 by commission.)

■ 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.)

■ Bear Lake and Grayling, both Michigan. Effective July 20, amended FM table by substituting Channel 262C2 (100.3 mhz) for Channel 261A (100.1 mhz) at Grayling, and conditionally modifying license of WQON; dismissed request by Andrew L. Banas to substitute Channel 262C2 for Channel 262A at Bear Lake. (MM Docket 87-182 by R&O [DA 89-579] adopted May 15 by Chief, Allocations Branch, Mass Media Bureau.)

■ TV Transmitter Service. Amended rules to reallocate frequencies for local television transmission service from 11.7-12.2 ghz to 14.2-14.4 mhz band. (Gen. Docket 87-136, by R&O [FCC 89-148] adopted May 9 by Commission.)

■ Albuquerque, NM. Designated for hearing 10 mutually exclusive applications for new FM station on Channel 267A (101.3 mhz) at Albuquerque. (MM Docket 89-123 by Order [DA 89-575] adopted May 19 by Chief, Audio Services Division).

■ Chester and Wedgefield, South Carolina. Denied Chester County Broadcasting Co., licensee of WDZK-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.)

■ Sturtevant, WI. FCC upheld Mass Media Bureau action returning application of R.A.D. Broadcasting Corp. for new FM station on channel 284A (104.7 mhz) at Sturtevant. (By MO&O [FCC 89-178] adopted May 26 by commission.)

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WNBE(FM)	Charles C. Allen, Alamo, TN

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WBKI(AM)	WSLE Regional Broadcast Services, Inc., Bremen, GA
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WDLZ(AM)	WTRX David Lee Communications Inc., Flint, MI
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KXYL(AM)	KZZE Central Texas Communications, Brownwood, TX

Existing FM's

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WLAZ(FM)	WRGI H&D Communications Limited Partnership Inc., Naples, FL
WKBM(FM)	WXKB Barden Broadcasting of Coal City Inc., Coal City, IL
WPRX(FM)	WGGC Heritage Communications Inc., Glasgow, KY
WZVU(FM)	WMJY K&K Radio Broadcasting Limited Partnership, Long Beach, NJ
KSFX(FM)	KURQ Roswell FM Joint Venture, Roswell, NM
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KBOR-FM	KGAR La Nueva KBOR Inc., Brownville, TX
KYYI(FM)	KXWT Burkburnett Broadcasters Inc., Burkburnett, TX
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Radio news director. The search continues...Alabama's best radio news department seeks/needs news director yesterday..Are you good enough? Good field reporting & anchor skills a must! T & R: WBHP, Box 1230, Huntsville, AL 35801. EOE.

Producers: Nationally-syndicated medical news operation is looking for producers with radio news background; some TV experience helpful. Must be self-motivated, a quick learner, and a good writer. Please send resume detailing qualifications, experience and salary history to Box G-64. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative continuity director able to create, write and produce spec/copy tapes, consult with sales staff and clients, assist in preparing marketing-oriented sales presentations and work quickly and accurately. Send resume, samples of work, and personal thoughts on this position to Box G-57. EOE. No tapes.

Beautiful Napa Valley, California, 45 miles from San Francisco, seeking A.C. program director for KVYN-FM. Great knowledge of music, promotion and air sound important. If "on air" strong personality...excellent. Send cassette and resume to Tom Young, KVON-KVYN, 1124 Foster Rd., Napa, CA 94558, EEO employer.

Top rated Minnesota AM/FM operation looking for experienced operations manager to direct programming and promotions and work closely with sales. Candidate will have strong record of professional broadcast accomplishment, and possess proven skills in creative, attention-to-detail and people oriented management. Send complete resume, examples of work and tape to Box G-56. EOE.

SITUATIONS WANTED MANAGEMENT

Last 7 years my stations were #1 ARB. I can do it for you. Programing/sales oriented GM. Available immediately Eastern US & Florida preferred. Bill James. 804—232-5197.

General manager: Medium/small market. 14 years management experience, skilled in finance, sales, personnel management, site management and administration. Dennis Goodman, 303—476- 5868.

Energetic, innovative, promoter, motivator! If that's the OM/PD/ND you need for News/Talk, full-service, this savvy veteran can deliver. Box G-32.

The Florida experience. General manager/GSM with 16 year history in Sunshine State. Currently employed in major market. Community involvement plus promotion = sales and success. Build the future. Box G-42.

General manager available now. I'll make you money while reducing operating costs. Permanent or interim/consulting John Wagner. 915—581-7208.

V.P., general manager with 10 years management experience. People oriented. Formats: Country, AC, Christian. Looking for Florida coast. Jim. 912-987-1906.

Aggressive young CPA seeking financial position with cable TV system or radio station. Big 8, cable TV and radio experience. Southeast. 404—955-3438.

15-year veteran, strong sales/sales management experience (including national), returning to radio. Seeking small-metro GM or metro-medium SM slot. 305—770-6450.

We saved a bankrupt top 30 market combo, increased sales and ratings, now it's being sold for $7M plus! Husband-wife lag team want equity to manage your top 100 market FM or combo. Combined experience 30 years, strong sales at all levels, strong strategic planning, programing, management, plus cash to invest in the right property. 51% buy-out option a must, no stand-alone AM's. Box G-62.

SITUATIONS WANTED SALES

Exceptional sales leader with proven track record seeks management position in small to medium market. Box G-33.

Sales professional with remarkable track record. Also experienced as copywriter/production manager. Seeks sales/marketing position with also the opportunity to do sportscasting. All markets considered. Al Bolognese, 215—641-1954.

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.

Network and WFAN, New York sportscaster. 12 years experience. Andy Pollin, 301—942-2116.

Experienced DJ/personality desires morning shift at small town operation. Prefer Easy Going format. Tape, pic, resume. Dan Wilson, P.O. Box 185, Gaylord, MI 49735. 517—732-6138 evenings.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part time position in New England, but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

First phone, 55, no experience. Love 40's 50's music. Desires summer job. Good voice, 213—539-4192.

Ivy league grad seeks entry-level announcing position. Unique, dynamic personality. Extensive knowledge of sports, music, and politics. Willing to relocate. Neil, 301—424-4984.

Ratings! We'll get you ratings! Excellent drive team. Comedy writers, excellent voices, great editing. We'll do our first week free! Bert Brothers, Box 616, Lodi, NJ 07644. 201-470-8591.

Do you want to add sizzle and excitement to your major college football/basketball PBP? Couple that with sports anchoring that is more than just the scores. Call Ron Corbin at 215—245-4485.

SITUATIONS WANTED TECHNICAL

Director of Engineering, 18+ years of radio, looking for group or large market station. Have license will travel. Box G-16.

Engineer available for Midwest employment or multi-station contracting. First phone, 10 years experience. 312-695-4838.

SITUATIONS WANTED NEWS

Sportscaster. 14 yr. experience. 16 AP awards for sportscasts and PBP. Medium/major markets only. 303—241-6452.

Seasoned, professional radio news director seeks new challenge with station that still knows bottom-line benefits of a quality news product. Award winning stories, excellent air presence, mature leadership. All markets considered. 801—268-3405.

Veteran sportscaster with Chicagoland AM-FM seeks station with heavy sports line-up. Ten-year pro at all levels. Excellent writing and production. Conversational sportscasts Exciting PBP. Degree. Will consider all markets Erik, 312-741-8128.

News director seeks major/medium market in South or Northeast. Strong administrative skills. Excellent on-air presentation. Call Ron Corbin at 215-245-4485.

Award-winning newsman. Aggressive broadcast journalist with 6 years experience wants to re-locate to Florida. Proven ability to work with police. Brought about capture and conviction of attempted rapist. Former U.S. Army officer. 814—237-7816.

Popular PBP announcer with Major and Minor League baseball and collegiate experience. No ego and easy to work with. Looking for stability. Randy, 407-335-8800.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

General managers! Ergomaniac and team player/leader never had the actual title, but ready to be PD. Presently operations director/production director/PSA director/jock at CHR/AC and full service AC combo. All without shower, cot or net! Have also done music and promotions. Call Bob at 203—323-3503.

Quality production: Fast. John Mack Flanagan, FAX phone 415-992-9070.

MISCELLANEOUS

Make money in voiceovers. Free $125 cassette course with advance registration. Earn more in a day than in a whole week on the air! Two-day seminar covers marketing, technique, everything you need to do commercials and industrials. In NYC: 7/22-23, Chicago: 8/5-6, San Francisco: 8/19-20. Also available on cassette. Call toll free: 1-800-333-8108. Berkley Prods., PO Box 6599, New York, NY 10128-6599.

Make AM radio profitable. With unusual Everyday Living Commentaries (tm) for extensive daily programing. Producer will also consider trading format for ownership options. Box 23, Grand Central, NY 10163-0023.

TELEVISION

HELP WANTED MANAGEMENT

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.

General sales manager: Independent UHF in SE medium market, searching for highly motivated, hard working individual with natl sales experience, emphasis on local sales and sales management. Terrific growth opportunity. Send to Box G-23. EOE.

Traffic systems manager: Mid-Michigan Fox affiliate seeks manager to direct staff of four. This key position combines the coordinating of station programing with traffic management. An excellent opportunity for an individual with Columbine expertise. Call Teresa. 513—351-9110. EOE.

Video archives manager: Growing international Boston-based television operation is looking for an experienced "hands-on" videotape archives manager. Must have experience supporting a network level news archives operation. Must have excellent knowledge of computerized archiving system. Must have in-depth understanding of daily TV production processes. Producing experience is helpful. Superior communications and managerial skills a must. Box G-30. EOE.

General sales manager: SW major market Independent. Must have 3-5 years local sales, 2 years rep/NSM, 2 years as LSM, knowledge of retail development, co-op, vendor, media research, traffic systems & inventory control. Resumes to Box G-31. EOE.

Midwest affiliate in 100 plus market seeks motivated individual to lead our promotion effort. Must have strong production/people skills, along with flair for creative news promotion, and community involvement. Great opportunity for promotion assistant/producer to move up. Resumes only to: J.D. Walls, KCAU-TV, Sioux City, IA 51101. EEO, M/F.

Immediate opening. Experienced manager of TV news crews in union and non-union environments, based in Los Angeles. Strong management/people skills needed. Send resume, references and salary requirements to: T.D. Hanson, MVP Communications, Inc., 1075 Rankin, Troy, MI 48083. EOE.

HELP WANTED SALES

Local sales manager. KEZI-TV, Eugene, Oregon, seeks LSM to direct and expand sales effort of six-person staff. 2-3 years television sales experience a must. Management experience a real plus. Send resumes only (no calls accepted) to Bruce Barrett, GSM, 2225 Coburg Rd., Eugene, OR 97401. EOE.

Growing ABC affiliate needs national/regional sales manager to sell our new 2000' tower in conjunction with new programing and promotional image. National experience a must! Send resume including references to Steve Michaud, WKAB-TV, P.O. Box 3236, Montgomery, AL 36193. EOE.

Account executive: Top 25, group owned affiliate station. Broadcast sales experience preferred. Box G-44. EOE, M/F.

Looking for an up and coming, experienced sales person to join a growing team in the Naples/Ft. Myers Florida market. If you desire to succeed at a dynamic station in the number one growth market in the US, call Hank Douglas, 813—261-4126. WEVU-TV (ABC), EEOC.

Television sales professionals needed immediately for Tektronix' television division. Openings in Dallas, Denver, Syracuse and Long Island. Competitive compensation, company car, opportunities to grow are part of "total package". Requires engineering background in television measurement, previous sales experience and desire to join one of the most successful Fortune 500 companies, contact John Kelley, Region Sales Manager, Tektronix Inc., 393 Inverness Dr. South, Englewood, CO 80112. 303—799-1000. Tektronix is an equal opportunity employer.

Account executive: Require professional experienced in media sales. Candidate must be an innovative self-starter motivated to succeed. Submit current vita with salary history to: K. Dorsey, Dept. B/C M, P.O. Box 44227, Shreveport, LA 71134. Equal opportunity employer.

National sales manager: Top 20 market affiliate station offers excellent opportunity. Successful candidate will have minimum of 5 years experience in station sales, excellent people skills, ability to develop solid ideas and programs to make sales budgets and motivate rep salespeople. Resumes to Box G-60. EOE.

Experienced broadcast sales executive needed for leading Mid-South affiliate. Strong agency background with regional experience preferred. Working knowledge of Marshall Marketing and product target aid, combined with strong marketing oriented new business development a plus. Box G-74. EOE.

HELP WANTED TECHNICAL

Control room supervisor of air switchers and tape operators at successful Independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

Director of engineering: Responsible for the design, installation and implantation of all technical facilities and compliance with all FCC rules and regulations. Will supervise new facility construction, equipment expansion, maintenance, and management of technical personnel. Position requires significant prior "hands-on" experience, good organizational skills and strong technical background. BSEE or related degree preferred, plus five years experience in TV engineering management. Equivalent combination of education and experience may substitute for stated qualifications. Salary range: $34,823 - $48,841. Current resume must be received by 30 June 1989. Send to Susan L. Farmer, CEO, WSBE-TV, 24 Mason St., Providence, RI 02903. WSBE-TV is an affirmative action/equal opportunity employer.

Maintenance engineer: Leading East Coast UHF TV station seeks engineer with solid technical background to maintain new state-of-the-art transmitter (currently being installed). Requirements include: 3+ of UHF transmitter maintenance experience; 2 years of technical school or equivalent; SBE Certification or FCC General Radiotelephone license. Send resume and salary requirements to Mr. Don LaCorte, 141 Spruce St., Watertown, MA 02172. Active equal opportunity employer.

Chief engineer for aggressive small market network affiliate. Must be hands-on type with strong leadership qualities, be experienced in repair and maintenance of UHF transmitter and the latest state-of-the-art studio equipment. Prefer person with at least 3-5 years as chief or assistant chief and can work closely with other departments. Send resume to Jon Wingate, VP/GM, WETM-TV, Box 1207, Elmira, NY 14902. EOE.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

Transmitter/studio maintenance engineer: 3-5 years experience required on transmitter and studio equipment repair and maintenance; UHF and FM transmitter background a plus. Send resume to Ed Murphy, VP Engineering, WXEL-TV, 505 S. Congress Ave., Boynton Beach, FL 33426. EOE.

Midwestern market, network affiliate is seeking a hands-on maintenance driven chief engineer. Strong RF, VTR and ENG is preferred. Send resume to Box G-54. EOE.

Engineer director:KTKA-TV, ABC, Topeka, Kansas seeks knowledgeable, hands-on leader with proven track directing an excellent staff at an exceptional facility. Responsibility for budgeting and managing engineering department including repair and maintenance of all studio, transmitter and news equipment. Computer/PC system experience a plus. EOE. Resumes to: General Manager, KTKA-TV, P.O. Box 2229, Topeka, KS 66601.

WCSH-TV has an immediate opening for an engineering supervisor. Responsible for the maintenance, supervision and marketing of a remote production vehicle. Maintenance of studio and RF equipment also required. Experience in remote production truck maintenance and operations are required. Qualified applicants should submit resume to Jim Hopkins, Chief Engineer, WCSH-TV, One Congress Sq., Portland, ME -4101. EOE.

Service center technician: Repair, maintenance and system design for major video equipment distributor. Minimum 3 years experience with U-Matic, VHS equipment, CCD/tube cameras required. Position requires ability to manage service center, work with customers, fix anything. Please send resume and salary requirements to Midwest Communications, 3305 Bartlett Blvd., Orlando, FL 32811. EOE.

Chief engineer: WLIG-TV, Long Island, NY, seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797, 516—364-1500. EOE.

Director of electronic field production: Local television station has opening for an experienced videographer/director. Candidate should be able to produce and direct as well as shoot and edit programing, promotion, commercial, and public services materials. Emphasis for this position will be for a strong shooter who is highly motivated and creative. Minimum of three years experience required. Do not send tapes, no phone calls accepted. Send resumes to: Production/Operations Manager, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. We are an AA/EOE.

Broadcast engineer for Public Television station. Responsible for master control operation and transmitter. Minimum two years education in electronics, General FCC license or certification and four years experience in electronic equipment maintenance. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205, Closing date 6/30/89. EOE.

George Mason University Television: The Capitol Connection has an immediate opening for an organized and self-motivated RF engineer to maintain its extensive 2.5 gHz to 23 gHz microwave television network in the Washington, DC area. The network serves government and business clients in the greater Washington region. Most equipment is new or nearly new. The position can be an entry level one, assisting a consulting chief engineer or, depending on experience, a chief maintenance engineer, drawing on the experience of the consultant as necessary, but managing one's own time and energies to do the majority of the work. The successful candidate will have experience in the maintenance and component level repair of modern broadcast equipment and knowledge of how to use state-of-the-art test equipment, including spectrum analysers, sweep generators, frequency counters, and so forth. FCC General license required, SBE Certification preffered. Salary range depends on experience and level of entry. George Mason University offers an excellent benefits package, including a variety of retirement and health plans. George Mason Television is an EEO/affirmative action employer in spirit and in fact. Direct initial letter and resume to: Search Committee, The Capitol Connection, Kelley Dr., George Mason University, Fairfax, VA 22030.

HELP WANTED NEWS

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.

Night assignment editor: An aggressive, take-charge person to run the nightside desk. Will supervise crews, coordinate night newsroom activities. Ability to enterprise stories and work well with people is essential. Good news judgement and knowledge of elements needed to produce a winning newscast. Experience handling live shots is important, satellite experience is helpful. Send resume and writing samples to Alan LaGarde, WTNH-TV, 8 Elm St., New Haven, CT 06510 EOE.

Producer: 50's market in the Sunbelt looking for bright and creative newscast producer. Experience a must. EOE, M/F. Send resume and references to Box G-37.

News producer: We're looking for an innovative, experienced producer who can think "outside the box" and produce our 5 PM newscast. Send tapes to Steve Minuim, News Director, WBRC-TV, Birmingham, AL 35201. EOE.

News photographer: Sunbelt medium market doing award-winning news, needs photographers to keep us #1. Good benefits -- Microwave experience a must, SNG experience helpful. Non-returnable tapes and resumes to Richard Simms, WTVC-TV, P.O. Box 1150, Chattanooga, TN 37401. WTVC is an equal opportunity employer.

Producers and reporters. LA Spanish-language TV station seeking the best creative journalists in the business. Spanish fluency essential. Send non-returnable sample reel, cover letter and salary requirements to Roberto Soto, News Director, KVEA Telemundo, P.O. Box 25080, Glendale, CA 91221. No calls, please. EOE.

Assigment editor: Need news animal to take charge of expanding major market assignment desk. We provide all tools and commitment from #1 NBC affiliate. You provide the experience and motivation. Resumes: Steve Kremer, Assistant News Director, KSDK-TV, 1000 Market St., St. Louis, MO 63101. 314-444-5132. EOE.

Producer: Creative writer with sound editorial judgement and good people skills needed for late news producer position. Will manage night news staff of 13. Minimum 2 years experience. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 54202. EOE.

Special projects producer: Tired of knocking it out in 2 minutes or less? We need a creative news producer familiar with longform/series storytelling and production. Will work with 6 member special projects unit. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 54202. EOE.

Reporter: If you just slap the facts together and do a stand up, we don't need you. But if you can dig up information the competition can't, write an interesting story and present it like a pro then send tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 54202. EOE.

News producer: Immediate opening for creative producer for daily 5 PM half-hour top-rated newscast. Minimum one year full-time producing experience required. Must be able to write compelling news copy and teases and produce shows that are anything but bland and routine. Experience with unique theme and location shows a big plus. Send confidential resume with salary history, references and cover letter explaining how you've met above objectives, plus audition tape of most creative shows to News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Weekend sports anchor/sports reporter: Top-rated news station in progressive Southeastern US medium market seeks creative sports person. At least one-year fulltime TV sports anchoring/reporting experience required. Must have demonstrated ability to produce lively sportscasts and packages containing abundant coverage non-traditional sports and leisure activities. Send confidential resume with salary history, references and cover letter describing how above objectives are met, to News Director, Box G-53. EOE.

Weekend anchor-reporter: KTVN-TV has immediate opening for the position of weekend anchor/reporter. The job requires previous anchoring experience, 2-3 years preferred. Reporting and live field skills a must. Send tapes and resumes to Patricia Clemm, News Director, P.O. Box 7220, Reno, NV 89510. No phone calls, please. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Reporter: WFSB-TV, Post Newsweek in Connecticut seeks a real aggressive and creative reporter to roam New Haven and the shoreline. The person we seek is a self-starter; someone who can out-think, out-hustle and out-report the competition. Responsibilities include running a one-person bureau, coming up with "why didn't I think of that" story ideas, and generally be the eyes and ears of our news department on the shoreline. This is an opportunity to join Connecticut's #1 news station. Send cover letter and resume to: Mark Effron, News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Production paradise! Commercials, sports remotes, music video, syndicated programing. Immediate need for operations manager, producer/director, magazine host, and videographer/editor. Box G-41. EOE.

News producer with a proven track record for an aggressive, major California network affiliate. No beginners. Send tape and resume to Ken Coy, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE, M/F/H.

A fast growing station in fast growing market needs a main co-anchor and a meteorologist. Both should have commercial experience, the meteorologist needs to have a degree. We have a lot to offer the right persons. Send tape and resume to Bill Oltman, News Director, KPOM-TV, P.O. Box 4610, Fort Smith, AR 72914. EOE.

Television reporter/producer. Immediate need for reporter/producer with mid to large market experience to write and produce medical and consumer news packages. Extensive travel. Majo market location. Resumes and letters only. Respond to Box G-61. EOE.

Co-anchor: 50's market CBS affiliate is seeking experienced person to co-anchor weeknight 6 and 11pm newscasts. Excellent writing and reporting required. Send tape and resume to Brian Peterson, News Director, WOWK-TV, 555 5th Ave., Huntington, WV 25706. EOE.

Aggressive "hot" producer wanted for major evening newscast. Fast track to upper management. Tape, resume to KIRO-TV, 2807 Third Ave., Seattle, WA 98121. EOE.

Co-anchor/reporter: KSNT-TV is looking for the best co-anchor for our 6 and 10PM newscasts. You must have a minimum of three years reporting experience with at least one year anchoring, a positive attitude and a desire to contribute daily both in the newsroom and in the community. Send tape and resume to Mike DiSilvestro, P.O. Box 2700, Topeka, KS 66601. EOE.

Gannett station needs chief editor/photographer: Must be able to shoot and edit 3/4 and 1/2 inch videotape under news deadline pressure. Storytelling ability and creativity critical. Interpersonal skills and desire to work hard required. Must also demonstrate knowledge of Sony 800 and Sony 900 editing systems. No beginners. Send resume tape to Jack Ahearn, Chief Photographer, KOCO-TV, Box 14555, Oklahoma City, OK 73113. EEO/AAE.

Gannett station needs meteorologist for weekend news cast and primary backup position. Must be familiar with state-of-the-art weather tools including Doppler Radar, Kavouras, and Colorgraphics Live Line 4. AMS seal required. KOCO-TV, Box 14555, Oklahoma City, OK 73113. EEO/AAE.

Anchor/reporter: Minimum 2 years anchoring experience. Excellent opportunity to team up for evening casts at dominant mid-80's NBC affiliate. Your tape must show desk and field work. Resume, tape and salary requirements to Robert Hite, WJAC-TV, 1949 Hickory Ln., Johnstown, PA 15905. Deadline 6/30/89. EOE.

Producers/reporters: Nationally-syndicated medical news operation is looking for producers and reporters. Must be self-motivated, a quick learner, and a good writer. Please send resume detailing qualifications, experience and salary history to Box G-63. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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 aill ask for tape later. EOE. M/F.

Producers: KTCA Minneapolis/St. Paul has two positions available beginning September 1. 1. Producer of local and national specials in arts and culture area, including both multi-camera studio and documentary programs. 2. Segment producer in national science series Newton's Apple. Both are challenging positions in a creative environment which rewards first rate work. If you are an experienced producer who knows how to create work with intelligence, inventiveness, and wit, send resume and VHS reel by July 1 to: KTCA-TV, 172 East 4th St., St. Paul, MN 55101. Attention: Specials - Box S; Newton's Apple - Box N EOE.

Promotion manager for CBS affiliate in 76th market. Experience and college education required. Send tape/resume to: Operations Manager, KFVS-TV, 310 Broadway, Cape Girardeau, MO 63701. EOE.

Production manager: Fox affiliate in top twenty market is looking for a production manager. Position requires 2-5 years of television production experience. Prior supervisory experience preferred. The production manager will supervise all production support services, schedules and oversees production facilities and coordinates work schedules of production technicians. Equal opportunity employer. Box G-55.

KOVR-TV is searching for an art director to oversee all aspects of graphics department, design and production of print ads and sales-related material. Requires knowledge of production including animation techniques and 2-4 years working knowledge of TV art department. Send resume to Promotion Director, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

KOVR-TV is searching for a promotion writer/producer to write and produce daily news topical promotion including on-air, radio and print. Prefer 3 years promotion experience. Send resume to Promotion Director, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

Associate producer: Tampa's #1 morning show is searching for an associate producer. We want someone who can deliver good segments. No beginners. Minimum 2 years experience as a morning show producer or associate producer required. Send demo tape and resume to Larry Cazavan, Program Director, WTSP-TV, 11450 Gandy Blvd., St Petersburg, FL 33702. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Employed at station selling to owner-operator. Start-up experience. Excellent leadership, professional and sales skills. Affiliate and Independent experience. Available immediately. Box G-49.

Operations manager, facilities and technical personnel for large unionized group Team worker, people oriented, computer literate and motivated, seeks new challenge. Box G-50.

SITUATIONS WANTED TECHNICAL

Television chief engineer. 24 years total engineering experience 13 years as chief engineer. Experience with news operations in network affiliates. Please reply to Box G-38.

Thoroughly experienced with all phases of television engineering; studio, transmitter and microwave. Contact Bill Taylor, 601—366-7526.

Director of technical operations seeks new challenges as leader or chief position Desires top 50 market in Northeast, but will consider any good offer. 9 years experience including satellite work. FCC licensed, stable, good people person. Let me work for you for mutual growth. Please reply Box G-68.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803—268-5164.

Female anchor/reporter with six years experience seeks representation. Please respond to: Box G-67.

Award winning national TV/radio reporter seeks summer work. Let me fill in for vacationing reporters in news or sports. Call Shannon Leigh Luthy in Denver, 303—750-1114.

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 markets. College degree. Good writer. Call Mary 818—447-3731.

Sunbelt meteorologist wants to see snow again! Prefer Midwest medium market where weather is important. AMS Seal. 11 years experience, available soon. 512—520-9507.

Energetic self-motivated sports reporter/photographer with practical experience seeking entry level position. 2 years internship in sports department at top 50 market. Recent college graduate with degree in broadcasting. Can shoot and edit. A demo tape is available. Will accept related positions and willing to relocate. Perry. 502—458-5702.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Proven program/promotion manager ready to make move as large market assistant or medium market manager. Strong track record at 2 affiliates. An eye for the bottom line. Box G-66.

MISCELLANEOUS

Primo People wants you If you are a general assignment reporter who has some anchoring experience, send 3/4" tape and resume 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.

Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

ALLIED FIELDS

HELP WANTED INSTRUCTION

BGSU seeks visiting assistant/associate professor to teach graduate and undergraduate courses in mass communication theory and quantitative research methods to begin August 15, 1989. Salary range: $32,000-35,000. Candidates must have Ph.D., strong record of research productivity, and experience working with graduate students. Service contributions to department, school and university expected. Send letter of application, resume, three letters of recommendation and complete official transcripts by July 1, 1989 to Dr. Robert Clark, Chair, Dept. of Radio-Television-Film, Bowling Green State University, Bowling Green, OH 43403. AA/EOE.

Broadcast news instructor/assistant professor, TV emphasis, starting August 1989 or January 1990. Accredited program. Bachelor's degree in Journalism, RTV, or related field required; MA/MS preferred. Minimum three years successful broadcast news experience desired. Send application letter, current resume, names, addresses and phone numbers of three references by July 7, 1989 to Dean Robert Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A & M University, Tallahassee, FL 32307. FAMU is an equal opportunity/affirmative action university.

EMPLOYMENT SERVICES

Government jobs $16,040 - $59,230/yr. Now hiring. Call 1—805—687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1—805—687-6000, Ext. TV-7833.

EDUCATIONAL SERVICES

On-camera 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. Critiqueing. Private lessons. 212—921-0774. Eckhert 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.

We will purchase priority parts for RCA "D" line highband transmitters. 6166 and 4CX5000 cavity parts, exciter and modulator either complete or parts, driver and final HV transformers, plate contactors, etc. Call for more information, 505—625-8841, D. Atkins.

Wanted; late vintage 25kw highband transmitter, such as RCA "F" line of Harris "BTH" series, preferably tuned to Channel 8. Diplexer not necessary. Contact D. Atkins, 505—625-8841, M-F 9am to 6pm MDT.

LPTV transmitter UHF 1 kilowatt for CH 40. 1 - Multiplexer with 16mm projectors and color camera. 1 - Studio color camera with tripod and dolly. 1 - Used sink generator color. 2 - Wave form monitors. 616—777-1784.

FM antenna(s) - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—884-0888. FAX 215-884-0738.

50KW AM ** CCA-AM 50,000D (1976), excellent condition. ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

FM transmitter ** CCA 27,000 (1980) ** RCA BTF20E1 (1976, 1976) ** 3.5kw McMartin (1985) ** 5kw Gates FM 5G (1967) ** RCA 5D (1967) ** CSI T-12-F (1980) ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

1KW AM transmitters ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

AM transmitters ** CCA AM 10,000 (1970). ** Collins 820F (1978) ** Harris MW5A (197681) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215—884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916—383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177.

Betacam, 3/4" & 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - $5.99, 3/4" - 20 minutes $4.99, 3/4" - 60 minutes $8.99. 1" - 60 minutes $24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info. call toll free. 1-800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

ADO-2000 With P & R Digimat, Digitrail new software, new keyboard. This system is almost new. Immediate delivery. $60K - Call Video Brokers Inc. 407-851-4595.

Beta Chips - Video Brokers has a selection of new - Betacam Systems - BVP-5, BVP-50, BVW-200. Save up to 50% - These Betacam's are ready to deliver - Call Video Brokers Inc. 407-851-4595.

Beta Plumbicom - BVW-30's. New with lens. Record deck, case & accessories. All for $19.5K. Cams are new - Never used. Record decks are demo. Call Video Brokers Inc. 407-851-4595.

Beta BVW-25's in stock. Low time demo units - $7,500.00. Call Video Brokers Inc. 407-851-4595.

Grass Valley 300 2ME Switcher - Ready for delivery. Call Video Brokers Inc. 407-851-4595.

1" VTR's - We stock: 1" - Ampex VPR 2B in NTSC & PAL, Sony 1100A's, 1-Sony 1100A with 3 hrs rec/play mod. All 1" with 60 day warranty. Call Video Brokers Inc. 407-851-4595.

Sony BVH-2000. In stock, some with as little as 300 hours total use. Select type of TBC & console panel. Some also in PAL. Call Video Brokers Inc. 407-851-4595.

Ikegami HL 79D's In stock. Almost new tubes with lens, hard case, AC supply. 30 day warranty. $10.5K. Call Video Brokers Inc. 407-851-4595.

Ikegami HL-95 - with Beta Back, 12:1 Canon lens, case, AC supply. All for $17.5K. Call Video Brokers Inc. 407-851-4595.

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Ampex VPR-2Bs, VPR-6s, VPR-80s. Hitachi HR-200B. Sony BVH-1100As, BVH-2000. Grass Valley 1600-7H, 300-2BN. Many other items to choose from. Call now. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Rent a complete multi-camera mobile production truck or ENG package. Also, portable 2 GIG microwave links. Call Media Concepts, 919-977-3600. Servicing Eastern U.S. and parts of the Midwest.

Complete UHF channel 26 equipment package. Includes ITS 5kw transmitter, antenna, 3/4" automation, cameras, Grass 100 switcher, more. 2 1/2 years old. FOB South. Best offer. Maze Broadcast. 205-956-2227.

Acrodyne 10 watt channel 5 LPTV transmitter with Yagi antenna. 750 hours use. $6,000.00 for all. Maze Broadcast. 205-956-2227.

TTC 100 watt UHF transmitter and Bogner BUI-8 antenna. Channel 43. Little use. Best offer. Maze Broadcast. 205—956-2227.

BCS = THE BROADCAST STORE: World's largest used broadcast and industrial equipment dealer. VTR's, transmitters, switchers, cameras, monitors, cart machines, consoles, STL's. Call for free catalog; over 12000 sq. ft. on display, New York showroom 522 W. 36th St., New York, NY, 212-268-8800, Los Angeles (main showroom) 4525 Valerio St., Burbank, CA, 818-845-7000.

BCS = THE BROADCAST STORE: Your one stop for turnkey television and radio station construction. Let us design your's. Comark cut 55 UHF 55kw transmitter upper band recent vintage $200,000, CCA 10,000DS 10kw FM $20,000 in stock, Karkar KR6S microwave links new in crates $7,500 per transceiver. Emcee TTV 100A solid state 100W VHF on ch.5 low hours $14,000, showroom: 4525 Valerio St., Burbank, CA 91505. 818-845-7000.

BCS = THE BROADCAST STORE: VPR-6 w/ Zeuss TBC's new in the box $60,000. Sony DVR-10 digital VTR 10 available little use $68,000, Sony BVW-40 $19,000, BVW-10 $10,600, Conrac RS-19 monitors $2,200, RCA TH-800 fully loaded with TBC's. Studio consoles $10,000. GVG 200 loaded, never used; call for price. Sony 1180 3 hr. machine with BVT-2000 full studio console, low hours, $21,000. Come see these and 12,000 sq. ft. more. Showrooms: 522 W. 36th St., New York, NY, 212-268-8800; 4525 Valerio St., Burbank, CA 8145-7000. Call for free catalog.

Equipment financing: New or used 36-60 months, no down payment, no financials required under $25,000. Refinance existing equipment. Exchange National Funding. 214—422-5487.

Used-new AM, FM, TV transmitters, LPTV, antennas, cable, connectors, STL equipment, Etc. Save thousands. Broadcasting Systems, 602—582-6550.

3 RCA TK-46 studio cameras with pedestals, prompter monitors, and studio cable. Retubed in December 1988. Dave Layne, KCNC, 303—830-6426.

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For sale: Heavy duty, commercial 12'-14'-16' antennas, call 800-627-9443.

RCA TTU-30C 30kw UHF-TV transmitter, channel 45, on air. Tuneable from channel 30-51. $59,900 or best offer by July 10th. Bob White, 315-488-1269.

Sony BVU-110's. Used, good condition. Broadcast quality at a fantastic price: Three for $5,550. Incl. cases and BP-90 charger. Call 202-944-2800.

Pair of RF technology microwave transmitters and receivers. Also 2 pair of Nurad Golden Rods, 4 foot dish, short range antenna, plus other related items. Asking $28,000. Call 202-944-2800.

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	Yes	No
1) Are you PASSIONATE about selling radio?	☐	☐
2) Is broadcasting your chosen CAREER?	☐	☐
3) Do you have STRONG street selling skills?	☐	☐
4) Are you committed to WINNING?	☐	☐
5) Are you a REBEL?	☐	☐
6) Do you like to work 9 to 5?	☐	☐

If you answered YES to questions 1 through 5 and NO to question 6, we have sales positions you will want to consider!

Please send your resume to:

Jim Simonetti
Sales Manager
WTIC-AM-1080
One Financial Plaza
Hartford, CT 06103
(Full Service; Winter '89 ARB, 12+ = 16.5)

WTIC 1080

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Sales Manager
96TIC-FM
One Financial Plaza
Hartford, CT 06103
(Hot CHR; Winter '89 ARB, 12+ = 10.3)

96TIC-FM

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GENERAL MANAGER WEST COAST

An expanding radio group is looking for a sales oriented G.M. for our dominant AM/FM combo. The stations are situated in a very attractive, medium size, high growth market. Rush resume, proof of track record, and references to:

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Will you be our new production manager?

(Read this, it's a great job!)

North Central Illinois full-time AM and class A FM (soon to be 25K) knows the value of top-flight commercial production. We've installed "major market" multi-track production studio to prove it.

You'll find all the tools and toys you'll need to fill the shoes of our award-winning production manager (who is moving up to the #13 market!).

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Senior VP Marketing

Radio Advertising Bureau, New York, seeks qualified marketing executive to develop, plan and execute strategies to bring new clients to an $8 billion industry. Should have five years sales experience, minimum of two years in sales management. Manage marketing staff; make written and oral presentations; deal with agencies and top management of Fortune 500 companies. Salary negotiable. Write:

Marketing Position
Radio Advertising Bureau
304 Park Avenue South
New York, NY 10010

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Incumbent must have an ASEE or equivalent 2 year program from a technical institute required. BSEE desirable but not mandatory. Minimum 3 years experience in broadcasting with hands-on satellite equipment maintenance familiarity or 3 years experience as an in-depth electronics repair (bench or field) service technician. Experience with Radio Frequency electronic equipment is mandatory. F.C.C. license preferred. Valid driver's license necessary. Send resumes by July 7 to:.

National Public Radio
Personnel Department
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EOE/AA

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Two of our AOR clients are looking for world class production professionals to write and create sparkling promos, breakers, sweepers. Both stations have top-of-the-line equipment and are in Top Ten markets. Voice work not required. Send tape, resume and writing samples to:

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EOE

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KRON
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DIRECTOR, CREATIVE SERVICES

Position is responsible for efficient organization, direction and success of advertising, promotion, media, public relations, PSA's and sales promotion in support of the station's goals to increase ratings and revenue opportunities.

Applicant must have 4 years experience in television broadcast operations, including 3-5 years experience in television management including advertising, promotion, media, public relations, community relations, public affairs, sales promotion and research.

EXECUTIVE PRODUCER, PROGRAMMING

Position supervises all local non-news programming production. Responsible for efficient development and management of creative staff in the production of local programming in support of the station's goals to increase ratings and revenue opportunities.

Applicants must have 4-5 years experience in major market television experience as a show producer, plus 2-5 years experience in television management.

Send resumes in confidence to:
Jan van der Voort
V.P., Human Resources
P.O. Box 3412
San Francisco, CA 94119

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Situations Wanted Production

MY FEET HURT!

I've been pounding the pavement looking for an opportunity in video/TV but because my dad doesn't own a major network, I've had no luck. remember who gave you your break? Great! Please give me mine. I have one year of solid experience in ALL facets of production. I type, can do WP and make a mean cup of coffee. Willing to relocate

Rena Jordan, 201—775-8272

Miscellaneous

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On-Camera News Talent ...Not getting that right job? ...Maybe your reel is not effectively showcasing your ability. Why not have a news talent agent and news director evaluate your reel based on the standards set by the industry? For information and consultation call toll free·

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Voluntary Hospitals of America, Inc., a national network of not-for-profit hospitals, is seeking a Manager, Program Development/Production for its private business television network, The VHA Satellite Network.

Qualified candidates will have a Bachelor's degree in communications, education, journalism, television production or related discipline. Graduate level training preferred. Five to eight years experience in a project/account-management or Executive Producer role preferably within an educational/business television environment. Health care background is a plus. Must have excellent interpersonal and written/verbal communication skills.

We offer a competitive salary and a comprehensive benefits package in a challenging environment. Please send resume and salary history in confidence to: Attn: Ellie Johnson, VHA, Inc., Human Resources Dept. 208, P.O. Box 160909, Irving, TX 75016.

VHA.
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ANCHOR

Very knowledgeable in business and economics for network LA post.
Send tape and resume to:
News Director, Mark Personal.
Financial News Network,
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Los Angeles, CA 90045. EOE.

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Here's an unusual opportunity to move into cable with a Top 50 MSO, part of a nationwide broadcast-cable-publishing company. We're looking for an experienced local TV professional to be our...

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We need a creative self-starter to lead our already-successful sales force, while building a strong local programing presence for the cable system that serves virtually all of the Top 100 market of Worcester, MA. Limited local TV competition offers the unprecedented opportunity to establish the equivalent of a local TV station as a separate profit center within our 90,000-subscriber cable complex. Please don't call, but send your resume along with a salary history to:

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Greater Media Cable
258 Park Ave
Worcester, MA 01609

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ALLIED FIELDS
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MANAGEMENT

DIRECTOR OF TV & RADIO

Coordinates and supervises broadcast-quality production and telecommunications facility committed to strong academic support within the university communications department of a major state university.

Helps set policy and gives direction regarding university's expanding audio and video needs; develops innovative uses of new technologies; creates and promotes informational and educational programming, including documentaries tied to academic research and departments and public affairs series for public television.

Assists faculty in development of curricular materials and research projects; advises administrative units on proper use of audio/video for training and promotional purposes; develops grant proposals for programming and telecommunications needs. Oversees operation to serve production and distribution needs.

Must demonstrate ability to maintain highest quality standards within all areas. Requires extensive experience in telecommunications to include significant knowledge of television production. Excellent oral and written skills. Bachelor's degree required; advanced degree preferred. Experience within university setting desirable.

Salary: $43,277-58,426. We also offer an extensive benefits package including tuition remission for employee and their children.

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Piscataway, New Jersey 08855

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AA/EOE

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PBS
Attn: Carla A. Gibson
1320 Braddock Place
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PBS

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Help Wanted Miscellaneous

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Position involves liason between salesperson, customers, and suppliers. Technical background and good communications skills required. Advertising and promotional experience helpful. Salaried position with good benefits package.

If you are interested in either of these positions, and would like a job with a future, please reply in writing to: Box G-47. EOE.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Seaton

Kelly Seaton, acting general manager, WICC(AM) Bridgeport, Conn., named VP and general manager, WFYR-FM Chicago.

John Coleman, sales manager, WIOU(AM)-WZWZ(FM) Kokomo, Ind., named general manager. **Marcie Walker,** business manager, WIOU-WZWZ, succeeds Coleman.

Jerry Hennen, general sales manager, KKSR(FM) Sartell, Minn. (St. Cloud), named general manager.

Ann Santen, acting general manager, WGUC(FM) Cincinnati, named general manager and executive director.

Kathy Allen, general manager, WKOS-AM-FM Rochester, N.H., joins WFEA(AM)-WZID(FM) Manchester, N.H., as general manager.

Donald Ambrose, president, Management-Marketing Consultants, Norwich, N.Y., joins WKMC(AM)-WHPA(FM) Hollidaysburg, Pa., as general manager.

John R. Mohr, senior VP and chief operating officer, SportsChannel Regional Networks, Woodbury, N.Y., named president.

Christopher M. Johnson, VP and general manager, WXIT(AM)-WLZT(FM) Charleston, W.Va., named president of Trident Communications, Charleston, S.C.

Beverly Ann Poston, assistant VP, Bahakel Communications, Charlotte, N.C., named VP.

Al Smith, general manager, KRSO(AM)-KDUO(FM) San Bernardino, Calif., and KMJ(AM)-KFYE(FM) Fresno, Calif., named executive VP of parent, Henry Broadcasting.

Appointments at MultiVision: **Michael L. Snyder,** regional sales manager, Rainbow Programing Services, Long Island, N.Y., named director of programing, Greenwich, Conn.; **Gerald M. Dash,** director of sales and marketing, United Kingdom, Cablevision, Long Island, named director of sales and marketing, Greenwich, Conn.; **Dolf H. Beil,** director, M.I.S., Cablevision Systems Corp., Long Island, joins MultiVision in same capacity, Greenwich, Conn.; **Max R. Kipfer,** operations manager, Storer Cable, Howard County, Md., named assistant general manager, Lanham, Md.; **G. David Brown,** sales manager and sales trainer, Media General, Fairfax, Va., named regional sales manager and marketing manager, Lanham, Md.

Steven Price, director, Price Communications Corp., New York, resigns to join State Department, Washington, as special assistant to Ambassador Richard Burt.

James W. Wallace, secretary of Times Mirror, Los Angeles, retires after 20 years with company. **O. Jean Williams,** assistant general counsel, Times Mirror, Los Angeles, adds duties of secretary.

Stephen Kaplan, media director, Deerfield Communications, New York, named director of client services. **Marilyn Penn-Weinshank,** director of media services, Controlled Exports Inc., N.Y., joins Deerfield Communications as director of media services.

Andy Bloom, consultant and researcher, Media Strategies Inc., Detroit, joins WYSP(FM) Philadelphia as operations manager.

Bruce Slusher, affiliate relations manager, Network Indiana, Indianapolis-based statewide radio network, named director of operations.

Frank Bilotta, director of human resources, Palmer Communications, Des Moines, Iowa, named VP.

Ann Devalk, national sales assistant, KYEL-TV Yuma, Ariz., joins KTTU-TV (formerly KTDU-TV) Tucson, Ariz., as general manager's assistant.

James Ladas, promotion producer, WNEV-TV Boston, joins American Video Productions, Milton, Mass.-based television production company, as producer and account executive.

Marketing

Jerry Cave, local sales manager, WTOP(AM) Washington, joins WJFK(FM) Manassas, Va. (Washington), as general sales manager.

Lyle E. "Gene" Smith, general sales manager, WQAD-TV Moline, Ill., adds duties of VP.

Chris Forgy, sales manager, KPLX-FM Dallas, joins KLTY(FM) there as VP and general sales manager.

Appointments in sales department of WPBR(AM) Palm Beach, Fla.: **Jim Lord Chaplin,** owner and general manager, WDKC(AM) Fort Pierce, Fla., named general sales manager; **Jack Bray,** publisher, *TV Facts*, N.Y., named marketing consultant; **David Singer,** account executive, WHYI-FM Fort Lauderdale, Fla., named marketing consultant; **Dewey Walters,** account execu-

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tive, WCIT(AM)-WLSR(FM) Lima, Ohio, named marketing consultant.

Tom Hantzarides, account executive, Torbet Radio, New York, joins Buckley Broadcasting, Greenwich, Conn., as director of marketing and research.

David J. DeGrace, president of RAR Inc., Milwaukee-based publisher of *Radio Advertising Reports*, joins Greater Milwaukee Interconnect as marketing sales executive.

Susan Housh, sales manager, Essex Cable TV, Gulf Shores, Ala., joins The Weather Channel, Atlanta, as Southeastern territory affiliate representative.

Bob Westerfield, private consultant, Lucas Films Ltd., Marin County, Calif., joins Cable Television Administration and Marketing Society, Alexandria, Va., as director of project development. He will head CTAM's new PPV division. **Colleen Harkins**, regional director of sales and marketing, NuCable Resources, Washington, joins CTAM as manager, industry communications.

Steve Scheu, account executive, Capcities/ABC, Chicago, joins WLS-TV there as local sales manager.

Linda Ottinger-Dinkle, marketing specialist, WSET-TV Lynchburg, Va., named local sales manager.

Lou Centlivre, executive VP, managing director of creative department, Foote, Cone & Belding, Chicago, retires after 12 years with FCB.

John Curran, senior VP, director of radio and TV programing, Lord, Geller, Federico & Einstein, New York, named senior VP, director of broadcast operations, Ketchum Advertising, New York.

Wendy Clancy, director, national advertiser sales, All American Television, named VP, national advertiser sales, Chicago.

Pamela Rainwater, manager, CNN sales promotion, Turner Broadcasting Sales, Atlanta, joins Tampa Bay Interconnect, Tampa, Fla., as account executive. **Linda Hunt**, traffic/sales assistant, Cox CableRep Advertising, Gainesville, Fla., joins Tampa Bay Interconnect, as traffic manager.

Appointments at Independent Television Network, New York: **Wendy Berton**, sales supervisor, National Cable Advertising, New York, named director of sales operations; **Frank Henderson**, director of sales planning and development, Turner Entertainment, New York, named account executive; **Barbara Lowe**, account executive, Discovery Channel, Landover, Md., named account executive; **Nicholas Loria**, sales executive, USA cable network, New York, named account executive.

Appointments at DDB Needham, Chicago: **Daniel Bogosh**, associate creative director, named VP, DDB Needham Worldwide; **Bruce Delahorne**, VP, named management representative; **Edward Frechette**, account executive, named account supervisor; **Diana Martin**, secretary, account management department, named public relations coordinator; **Patricia DuBoux**, director of personnel administration, named director of human resources.

Appointments at Katz Communications: **Tony Santino**, and **Stanton Jones**, sales managers, San Francisco, named divisional VP's; **Harry Stinson**, sales manager, Atlanta, named divisional VP; **Jill Rehfuss**, account executive, WLIG(TV) Woodbury, N.Y., named sales executive, New York; **Michele Mandeville**, research manager, New York, named sales executive; **Thomas McKenna**, research analyst, New York, named sales executive, Chicago; **Herman Stern**, general sales manager, KSBY(TV) San Luis Obispo, Calif., named sales executive, Chicago; **T.C. Schultz**, national sales manager, New York, named VP, team manager; **Lisa Chiljean**, sales assistant, Katz Radio, New York, named marketing research specialist; **Kim Capria**, senior marketing analyst, New York, named marketing research specialist. Appointments at Katz Communications-owned Christal Radio: **Ken Davidman**, VP, Chicago, named VP of stations, East division, New York; **Kathleen Houlihan**, account executive, Chicago, named sales manager; **Robert Halpern**, account executive, WWDB(FM) Philadelphia, named account executive, New York; **Peter Eilenberg**, sales manager, Patriot Chemical Co., New York, named account executive, New York; **Nancy Fredsall**, sales assistant, named account executive, Minneapolis.

Appointments at Blair Television: **Mark E. Doton**, research specialist, New York, named research manager; **Alan Brittain**, account executive, WDEF-TV Chattanooga, to same capacity, Charlotte, N.C.; **Ilene M. Miller**, account executive, TeleRep, Minneapolis, to same capacity there; **Victor Weil**, national sales and marketing manager, Clearview Advertising, New York, named account executive there; **Vicki Powell**, account executive, Katz Television, Los Angeles, to same capacity there; **Michael Joseph Cipriano**, account executive, KVBC(TV) Las Vegas, to same capacity, Los Angeles.

Appointments at DMB&B, St. Louis: **Glenn J. Tintera**, executive VP, strategic planning and research, named executive VP, director of operations and administration; **Todd S. Abrams**, senior VP, account group director, named senior VP, director of strategic planning and business development; **James M. Palumbo**, senior VP, management supervisor, named senior VP, account group director; **Richard E. Spatz**, senior VP, account group director, packaged goods, named senior VP, director of account management; **Gary Gusick**, creative director, Cabot Advertising, Boston, named VP, associate creative director; **Brian Griffin**, senior writer, named associate creative director.

Frank C. Biancuzzo, promotion consultant, Frank N. Magid Associates, Marion, Iowa, named manager, marketing and advertising consultation division.

Karen Tyler, account executive, KAIR(AM)-KJYK(FM) Tucson, Ariz., joins KTTU-TV (formerly KTDU-TV) there as marketing executive. **Theresa Amos**, account executive, KCEE(AM)-KWFM(FM) Tucson, joins KTTU-TV as marketing executive.

Kelly Miller, account executive, WOMC(FM) Detroit, joins WDIV(TV) there as account executive.

Karen Sanchez, general and national sales manager, KTWV-FM Los Angeles, joins KFWB(AM) there as account executive.

Randal J. Sterling, account executive, KMST(TV) Monterey, Calif., joins Seltel, Los Angeles, in same capacity with Rangers independent sales team.

Vicky Milgrom, sales manager, Independent TV Sales, San Francisco, joins Harrington Righter Parsons there as account executive. **Lisa Pellegrino**, account executive, TeleRep, Los Angeles, joins HRP in same capacity.

Robert N. Dudelson, account executive, Independent Television Network, New York, joins Worldvision Enterprises there as account executive, advertiser sales.

Susan Dubbs and **Mame O'Meara**, associate media director job-share partners, RuhrParagon, Minneapolis-based advertising agency, have formed new company, Dubbs & O'Meara Inc., Minneapolis-based marketing, media planning and buying assistance company.

Meg North, public relations director, Wenzel & Company, Pennington, N.J., joins Creative Marketing Alliance, Hightstown, N.J.-based advertising, public relations and marketing firm, as public relations director.

Cynthia Schall, senior account executive, WLS(AM) Chicago, joins WBBM(AM) there as account executive.

Programing

Chase

Horton

Barry Chase, VP, news and public affairs programing, Public Broadcasting Service, Alexandria, Va., named VP of programing.

Ken Horton, senior VP, current programs, Lorimar Television, Culver City, Calif., named co-executive producer, *Dallas*.

Marc Hirsch, chief operating officer, International Advertising Sales, Hollywood-based joint venture of Paramount Pictures and Orbis Communications, named VP, international advertising sales. **Michael Masters**, associate director, financial reporting, Paramount Pictures television group, named assistant controller.

Albert Rubin, VP, planning, ABC, New York, named VP, finance, administration and operations for daytime, children's and late night entertainment.

Frank Cody, partner, CodyLeach Broadcast Architecture, Princeton, N.J.-based research and consulting firm, adds duties of

head of group programing, Pyramid Broadcasting, Medford, Mass.

Carole Harmon, senior counsel, MGM/UA, Culver City, Calif., named VP, senior production counsel.

Donald J. Micallef, VP, research and sales development, MCA Television, New York, joins Worldvision Enterprises there as VP research and development.

Brian Fleming, account executive, Barris Television program sales, Chicago, joins Columbia Pictures Television, Atlanta, in same capacity.

Richard Colbert, VP and director of program marketing, Television Program Enterprises, Los Angeles, joins ITC Domestic Television, Studio City, Calif., as senior executive VP.

Ed Levine, program director, KLOL(FM) Houston, joins WJFK(FM) Manassas, Va. (Washington), in same capacity.

Richard Holcomb, VP, Vision Inter-Faith Satellite Network, New York, joins WISN (AM) Milwaukee as program manager.

Allen Power, program director, WESC-AM-FM Greenville, S.C., named VP, programing.

John Roberts, program director, WYSP(FM) Philadelphia, resigns. No future plans have been announced.

Ron Erak, program director, KBSG(FM) Tacoma, Wash. (Seattle), leaves to form his own production and radio programing consultancy, Grace Media Inc., Kent, Wash.

Edward Hardison, account executive, Seltel, Philadelphia, joins Media Arts International there as manager, program sales.

Martha Dunsky, news producer, WHIO-TV Dayton, Ohio, joins WDTN(TV) there as public affairs special projects producer.

David Ginder, operations manager, noncommercial WUFT-FM Gainesville, Fla., joins noncommercial WETA-FM Washington as host, Saturday 6-9 a.m. program, and producer, recorded concert programs.

Appointments at KLTY(FM) Dallas: **Scott Wilder,** assistant program director, KLTY, named program director; **Larry Thompson,** air personality, KMGC(FM) Dallas, and owner, Thompson Creative, Dallas-based jingle production firm, named creative services director; **Linda O'Brien,** air personality, KILT-FM Houston, to same capacity.

Kathryn A. Thomas, development director, noncommercial KBBI(AM) Homer, Alaska, joins noncommercial KUAC-FM Fairbanks, Alaska, as program director.

Robin Frank, assignment editor and chief reporter, *L.I. News Tonight*, Long Island-based cable news operation, joins noncommercial WLIW(TV) Garden City, N.Y., as producer and host, *Contact: Long Island*. **Alta Snell,** producer and reporter, WLIW, joins *Contact: Long Island* in same capacity.

Billy Brown, air personality, WZYQ(FM) Braddock Heights, Md., joins WBSB(FM) Baltimore in same capacity, 10 p.m.-2 a.m. **Sean Phillips,** air personality, WGHT-FM Baltimore, joins WBSB in same capacity, 10 a.m.-2 p.m.

Jerome Risting, master control operator, KIMT(TV) Mason City, Iowa, named master control supervisor. **Tim Meyer,** part-time production and creative services assistant, KIMT, named master control operator.

Award winning. Albert E. Fitzpatrick, assistant vice president for minority affairs, Knight-Ridder Inc., has been named 1989 winner of Ida B. Wells Award for "individuals who demonstrate exemplary leadership in moving the news media toward racial and cultural diversity." Award is jointly presented by National Association of Black Journalists, National Broadcast Editorial Association and National Conference of Editorial Writers. Scholarships totaling $10,000 will be given to minority journalism students in Fitzpatrick's name. He will accept the award June 19 during the NBEA's convention in Washington.

Sharon Babcock, manager of educational services, noncommercial KCTS-TV Seattle, named director of educational services. **Justine Bizzocchi,** manager of Canadian activities, KCTS-TV Vancouver office, named director of Canadian activities.

Steve Mitchell, media development specialist, Ohio University, Belmont, joins noncommercial WEAO(TV) Akron, Ohio, as director of educational services.

News and Public Affairs

Lamprecht

Management restructuring, NBC News: **Jeremy R. Lamprecht,** VP, news coverage, New York, named senior producer, program planning; **David Miller,** program producer, London, named director of foreign news; **Giraud "Rod" Prince,** producer, *NBC Nightly News*, New York, named director of domestic news; **Bill Baxter,** chief assignment editor, New York, named night news manager; **Diane Festa,** assignment editor, London, named weekend news manager, New York; **Daniel Molina,** correspondent, named bureau chief, Chicago; **Jim Cummings,** correspondent, named bureau chief, Southwest bureau, whose site has not been chosen.

Roberto Soto, executive producer, Univision, Los Angles, joins KVEA(TV) Glendale, Calif., as news director. **Alfredo Fernandez,** news producer, KMEX-TV Los Angeles, joins KVEA as executive producer, news.

Richard Longoria, assignment editor, KTRK-TV Houston, named executive producer.

Eason Jordan, acting international editor, CNN, Atlanta, named international editor.

Shannon Sayre, producer, 6 p.m. news, WJKS(TV) Jacksonville, Fla., named producer, morning news.

Barry Jens, producer, 5 p.m. news, WITI-TV Milwaukee, joins WLS-TV Chicago as news producer. **Sylvia Perez,** weekend anchor and health reporter, KPRC-TV Houston, joins WLS-TV as weekend anchor and reporter.

Appointments in news department, WITI-TV Milwaukee: **Miles Aquino,** producer, weekend newscasts, named producer, 5 p.m. news; Miles suceeds Jens (see above); **Boyd Huppert,** reporter, KETV(TV) Omaha, named reporter, environmental news; **Kelly Swoope,** reporter and producer, WCPO-TV Cincinnati, named reporter.

Jackson Smith, former professor, University of Texas, Austin, joins KLST(TV) San Angelo, Tex., as assignment editor.

Appointments in news department, WSET-TV Lynchburg, Va.: **Mary Lu Knapp,** 11 p.m. producer, named assignment editor; **Rick Comar,** production assistant, succeeds Knapp; **Jeff Meyer,** photographer, WKYT-TV Lexington, Ky., to same capacity; **Terri Leupp,** photographer, KFYR-TV Bismark, N.D., to same capacity.

Peter O'Brien, commercial producer, KTTU-TV (formerly KDTU-TV) Tucson, Ariz., named production manager.

Lucy St. Pierre, director, 6 p.m. and 11 p.m. news, WABI-TV Bangor, Me., joins WMTW-TV Auburn, Me., as director, production staff.

Jeff Eliasoph, 10 p.m. anchor, KTBS-TV Shreveport, La., joins KXAS-TV Dallas as general assignment reporter.

Dave Freeman, city hall reporter, WHIO-TV Dayton, Ohio, named weather and environmental specialist.

Technology

Anglin

Leon Anglin, VP and chief engineer, KPNX-TV Phoenix, joins WUSA(TV) Washington as president and chief engineer.

Steven Crook, chief engineer, WHNS(TV) Asheville, N.C., joins KYYU-TV (formerly KDTU-TV) Tucson, Ariz., in same capacity.

Dale Williams, master control operator, WSET-TV Lynchburg, Va., named engineering truck operator.

Stanley Morse, transmission system technician, Western Union Telegraph Co., Andover, Me., joins WMTW-TV Auburn, Me., as satellite truck supervisor.

Promotion and PR

Susan Fergenson Petroff, director of national program promotion, Public Broadcasting Service, Alexandria, Va., named VP, promotion and advertising.

Deborah A. Rodriguez, director of marketing and promotion, Four D Computer Graphics, New York, joins Newsfeed Network there as creative services specialist.

Joseph Swaney, public relations coordinator, Turner Broadcasting System, Los Angeles, named public relations manager.

Jeffrey Hughes, writer and producer, Turner Broadcasting Sales, Atlanta, joins Claster Television Inc., Timonium, Md., as director of advertising and promotion.

Heidi Katz, promotion coordinator, KIQQ(FM) (formerly KQLZ) Los Angeles, joins KTWV-FM there as director of promotion.

Donald C. McGovern, general sales manager, WCCO-AM-FM Minneapolis, joins KLAC-(AM)-KZLA-FM Los Angeles as director of special projects.

Janine Robitaille, assistant to executive VP of advertising, Orion Pictures, Los Angeles, joins KTTU-TV (formerly KDTU-TV) Tucson, Ariz., as program and promotions assistant.

Allied Fields

Seibert

Gregg G. Seibert, VP, Salomon Brothers Inc., New York, joins Merrill Lynch Capital Markets there as director, media investment banking.

Rick Fujita, director of programing services, ATC, Denver, joins Cable Audit Associates, Englewood, Colo., as director of auditing.

Cynthia L. Bisset, associate director of media relations, U.S. Chamber of Commerce, Washington, named president, Women in Communications, Washington chapter.

Susan E. Arnett, account executive, WLIT-FM (formerly WLAK-FM) Chicago, joins Arbitron there in same capacity, Central radio station sales.

Steve Seidmon, VP for research, MTV Networks, New York, joins Decision Research Corp., Lexington, Mass., as research consultant and director, entertainment division.

Carol Lustig, independent producer, New York, joins Television Bureau of Advertising there as producer and writer.

Brent Weingardt, attorney adviser, management planning and programing evaluation office, FCC, Washington, named legal adviser to managing director.

Jack W. Whitley, senior associate, Baker & Hostetler, Washington, joins Gurman, Kurtis, Blask & Freedman, Washington-based communications law firm, in same capacity. **Walter H. Sonnenfeldt,** director, Tele-Com Policy Consultants, Washington, joins Gurman, Kurtis, Blask & Freedman as telecommunications analyst.

James S. Blitz, associate Washington counsel, Storer Communications, joins Bishop, Cook, Purcell & Reynolds, Washington-based law firm, as associate in firm's communications group. Blitz will specialize in cable television regulation.

Howard Burkat, manager and operator, Copy and Concepts, Scarsdale, N.Y., forms Promotion Recruiters Inc., Scarsdale-based national executive search and recruitment service for stations and networks seeking promotion executives and producers.

Appointments to National Academy of Television Arts and Sciences, New York chapter: **Paul Noble,** executive producer, WNYW(TV) New York, named president; **Lynne Stuart,** president, Interactive Media Corp., named 1st VP; **Wiley F. Hance,** producer, *Mark Russell Comedy Specials*, named 2nd VP; **Martha Greenhouse,** actress, named secretary; **Jack Urbont,** music producer, named treasurer.

S. Gary Gilpin, president, Gilpin, Peyton & Pierce Inc., Orlando, Fla.-based advertising agency, elected chairman of board of National Advertising Agency Network, New York.

Peter F. Yaman, VP, Eastern region, King World, New York, joins Info-Edge, New Canaan, Conn.-based marketer of Hot-Net, electronic communications link between advertising agencies and television and radio stations, as executive VP. **Glen Hagen,** partner, Hagen-Mintz, New York, joins Info-Edge as station sales representative.

David W. Keller, VP and general manager, MSI Corp., Salt Lake City, named president and CEO of Quanta Corp., Salt Lake City-based manufacturer of character generators and video editing systems.

George Connaughton, technical operations manager, Satellite Information Services Ltd., London, named technical service manager, CMX Euroservice there. CMX is Santa Clara, Calif.-based manufacturer and marketer of digital electronic equipment and systems.

Deaths

Lee Arthur, 49, former sportscaster, died June 7 of cancer at her home in Houston. Arthur was with WCBS-TV New York in 1972. In 1973, she joined KDKA-TV Pittsburgh. Arthur was with WTVJ(TV) Miami from 1976 to 1980. She is survived by her husband, Dr. Ira Klein, and two sons, Jeffrey and Steven.

Fran Allison, 81, singer and entertainer best remembered as human host to Kuklapolitan puppet troupe on pioneering children's television show *Kukla, Fran and Ollie*, died June 13 of bone marrow failure at Sherman Oaks Community Hospital, Los Angeles. *Kukla, Fran and Ollie* featured puppets created and operated by Burr Tillstrom. Program first aired in 1947 on WBKB-TV Chicago. In 1948, show was broadcast on NBC Midwest regional network; one year later, it was also shown on East Coast, and by 1951, was carried nationally. Program was carried on NBC for seven years. ABC then carried it until 1957. Public television revived program from 1969 to 1971, and it was rebroadcast in syndicated version in 1975 and 1976. Allison began her career in broadcasting in 1937 as radio singer in Chicago. In 1947, before joining *Kukla, Fran and Ollie*, Allison was featured on radio's *Don McNeill's Breakfast Club*. In 1954, Allison was regular panelist on quiz shows *Down You Go* and *It's About Time*. Allison and friends appeared as hosts of *CBS Children's Film Festival* from 1971 to 1979. She is survived by her brother, Lynn. American Children's Television Festival announced last week that it had created Fran Allison Award for "person or persons whose career contributions to children's television have brought special joy to young people's lives."

Allison and friends

Crane Schaefer

Ruth Crane Schaefer, 87, former radio and television personality, died June 10 at Carriage Hill of Bethesda nursing home, Bethesda, Md. She had Parkinson's disease. Known professionally as Ruth Crane, she began her broadcast career in 1929, writing advertising copy at WJR(AM) Detroit. She was with WJR for 15 years during which she had her own program. In 1944 Schaefer joined WMAL(AM) Washington as director of women's activities. She soon created daily radio program *Modern Woman*, which in 1947 also became live weekly television show on WMAL-TV. Schaefer produced and wrote program. By 1955, television program was aired live five nights each week. Schaefer broadcast her last show Aug. 5, 1955. She was president of Association of Women Broadcasters in 1948 and vice president of Women's National Press Club. She is survived by her husband, William.

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Greg Liptak: marketing his way to the top

Greg Liptak, president of Jones Intercable, can remember a time when he was one of only four people in the cable television industry identified as a marketing executive. Those were the days when cable was a retransmission service, and the challenge was to sell what many could already get for free.

What sparked the cable industry's growth was the introduction of pay television in 1975. HBO had begun to bounce programing off a satellite; somebody had to sell it. In stepped Liptak, who put down $3,000 of his own money to reserve space at the O'Hare Hilton in Chicago for a meeting to figure out how cable operators could sell HBO. The meeting, as Liptak remembers, "was a smash success." Not only did Liptak get his $3,000 back, there was $30 left over to start the bank account of the newly christened Cable Television Administration & Marketing Society.

The creation of CTAM, said Liptak, is his "proudest achievement. It really was quite an exciting time for the industry. We didn't know much about pay TV and, quite frankly, we didn't know much about marketing."

Liptak was CTAM's first president, laying the groundwork for cable marketing strategies that have become industry standards. Some 14 years later, now installed as president of a 1.2 million-subscriber, ever growing MSO, Liptak can take some credit for cable's success in reaching 55% penetration.

Liptak developed an interest in radio when he was a teenager in Streator, Ill. After graduating with a communications degree from the University of Illinois, he joined WDZ(AM) Decatur, Ill., where he worked in news, sales, engineering and programing. He moved on to WAND-TV Decatur as assistant news director, where he ran into an old college friend who was in the cable business. Liptak touched base with Cox Broadcasting and joined its fledgling cable system near Cleveland as assistant manager. The system was built on the premise of distant signal importation. But the FCC changed the rules, preventing distant signal importation, and after struggling for two years, Cox closed down the operation.

Liptak moved on to a Tulsa, Okla.-based company, LVO Cable, that was the predecessor of United Cable. "It was an exciting time because we built cable in an urban market [in Tulsa] where full national network service was available off the air. What we could offer the consumer was really very limited." Besides the Tulsa signals, there were two Dallas stations and character generated channels. "We had a helluva time [selling cable]," Liptak said, and penetration stuck in the low 30's.

But there were key marketing discoveries during that time, one being that cable could be sold door-to-door. United Cable Chairman Gene Schneider was skeptical, and Liptak chose a system Schneider had built in Casper, Wyo., to test his hypothesis. "The billing was by ledger," relates Liptak, and Schneider kept tabs on every customer sold door-to-door. "I had to report to him every 30 days on the retention of those customers," he said. After six months, Liptak had made Schneider a believer. Direct sales, said Liptak, "literally improved penetration 10% to 15%."

GREGORY JAMES LIPTAK—president, Jones Intercable, Englewood, Colo.; b. Jan. 4, 1940, Streator, Ill.; BS, marketing, University of Illinois, Urbana, 1961; first lieutenant, U.S. Army Signal Corps, 1961-63; MA, communications, University of Illinois, 1964; news director, WDZ(AM) Decatur, Ill., 1964-65; assistant news director, WAND-TV Decatur, Ill., 1965-66; assistant manager, Cox Cable, Lakewood, Ohio, 1966-68; director, then vice president of marketing, United Cable, Tulsa, Okla., 1968-75; vice president, marketing, Communications Properties Inc., Austin, Tex., 1975-79; senior vice president, marketing, senior vice president, operations and executive vice president, operations, Times Mirror Cable, Irvine, Calif., 1979-85; vice president, operations, Jones Intercable, 1985-88; present position since May 1988; elected to Jones board 1989; m. Stephanie Smith, Oct. 29, 1966; children—Christine, 21; Greg, 18.

The advent of HBO had given cable marketers something to sell. Now the question was how to sell it. The first technique was to provide HBO to everybody, then bill those who didn't call up to cancel their service. Although the negative option technique was being used in other industries, said Liptak, cable quickly ran into trouble with state regulators.

Thereafter, Liptak said, operators subdivided communities, rolling out HBO in limited areas in an attempt to manage the flow of requests for the service. Negative traps were used to block service to those who didn't want it. "Often it would take three or four months in a fairly decent sized cable system to thoroughly and properly launch HBO," said Liptak. In other systems, subscribers got HBO for free for several months before traps could be installed. "Looking back, it was primitive," Liptak said. "It was a real technological challenge as well as a marketing challenge."

As more pay services came on line, Liptak began experimenting with packaging services together, a technique many in the industry were unsure about. At Communications Properties Inc., a forerunner to Times Mirror, "we developed techniques for selling multiple pay services," he said. When launching pay services on existing systems, said Liptak, "we got relatively low buy rates, 20%-25%." But with new builds, where basic and pay were sold together, "we started getting buy rates of 80%-90%-100%," said Liptak.

At Times Mirror, Liptak's responsibilities expanded beyond marketing to all operations. He caught the eye of Jones Chairman Glenn Jones and, in 1985, joined the company. "I had known Glenn for 15 years and greatly respected what he had built," said Liptak. "He is a man with a great vision of the future." What Jones saw in Liptak was "a very positive attitude" and a "wide range of experiences." He "thinks in terms of getting things done," not what can't be done, said Jones.

One of Liptak's contributions to Jones has been the institution of a yearly national customer service audit. An outside research firm makes 10,000 phone calls to a sample of Jones subscribers, going over every phase of the cable operation. Areas that need work are addressed, said Liptak. The compensation of system managers is tied to that survey.

Liptak is a firm believer that cable can achieve 70% penetration by 1995. Even in Jones systems with penetration at 70%, growth of 1% or 2% per year is occurring, said Liptak. "What that tells me is that the programing is getting better and better."

An example is the growth of regional sports services, which Liptak calls "very significant." The new comedy channels will have the ability to attract light TV viewers, said Liptak, with some saying the channels alone will raise penetration several percentage points. Likewise, ESPN's addition of baseball next year should fuel growth, said Liptak.

"To me, it is very hard, if not impossible, to separate any aspect of the business," said Liptak. "It's hard to draw a line between operations and marketing. To me it's a common challenge. My interest and experience and modest understanding of the television consumer has enabled me to put on the hat of the consumer and look at the cable industry and try to figure out what's best."

Advertising buys of three-network upfront news programing were largely completed last week with reported cost-per-thousand increasing by just over 10%. With viewing levels off some from last year, one agency executive suggested unit price increases probably grew by mid-to-high single digits. Prime time sales were just getting under way with several automobile accounts, including Mitsubishi, placing buys on ABC. Movie companies were also negotiating packages.

□

Amid heated **speculation last week that his controversial talk show will be canceled** shortly, **Morton Downey Jr.** told *New York Daily News* last Friday, **"It's my guess that it'll be all over in September."** At deadline, however, there was no official word from MCA TV on fate of show. Earlier in week MCA TV President Shelly Schwab would only say that a decision would be made "once the May books have been analyzed and the stations have spoken." So far, however, only 22 stations have renewed program. Sources close to Downey denied rumors he was told last Thursday show was canceled. Show averaged 1.5 rating in May; was carried in 67 markets. "I feel bad that this will be the end of this type of talk show," Downey told *News*. Among other projects "in the works," said Downey, was 90-minute special "for one of the networks."

□

FCC Commissioner **Patricia Diaz Dennis has added proceedings involving McCaw Cellular Communications to list of proceedings she has recused herself from** to pursue employment with law firm of Jones, Day, Reavis & Pogue (see box, page 49). Coincidentally, McCaw asked FCC last week to permit establishment of voting trust to facilitate its takeover of LIN Broadcasting Corp. Dennis's recusal could affect deal (see box, page 31).

□

Telephone and cable industries are trying to generate grassroots support for their opposing positions on question of whether to allow telcos to enter cable television business. United States Telephone Association has tapped Burson-Marsteller to solicit support for telco entry from city officials. National Cable Television Association, which fears telcos would prove unfair competitors, has been sponsoring community seminars warning people that telco entry could mean higher phone bills. FMR Group Inc., firm headed by Robert Beckel, who managed Walter Mondale's 1984 Presidential campaign, is organizing grassroots effort on behalf of NCTA. Burson-Marsteller effort on behalf of USTA is aimed at identifying community leaders who might support pending federal legislation that would permit telcos to provide cable services in their telco service areas, according to Ward White, vice president, government and public affairs, USTA. So far, NCTA has sponsored three seminars—in Tulsa, Okla., Portland, Ore., and Des Moines, Iowa.

□

Citing "principles of federalism," **FTC Commissioner Mary Azcuenaga** told House Small Business Committee FTC that **"overly zealous" federal regulation of advertising "might chill state board efforts to protect consumers."** And at reauthorization hearing, fellow Commissioner Andrew Strenio told Senate Commerce subcommittee on consumers that agency resources have "degenerated since fiscal year 1987 to the condition of anorexia," with FTC now employing fewer people, 850, than any time since 1961, despite 240% growth in GNP. FTC, he said, with top federal responsibility "for policing the surge in mergers and...keeping advertising honest, has been left far behind."

□

WWOR-TV New York has obtained syndication rights to 260 episodes of *Bonanza*, which ran in color on NBC from 1959 to 1973, becoming second longest running network dramatic series (after *Gunsmoke*). Show, which began airing June 15, will run in back-to-back episodes Thursdays at 8-10 p.m. Nielsen overnights for first night were 4.6/7, much better than usual numbers for *The Untouchables*, which is being given rest, according to station spokesperson. So-called "lost" *Bonanza* episodes, currently airing on Family Channel, are not included in station package.

□

House introduced bill last week limiting foreign cable ownership to maximum 25%. First announced in March by Telecommunications Subcommittee Chairman Ed Markey (D-Mass), H.R. 2643 would extend Communication Act's current restrictions on foreign holdings in broadcast TV and radio to newer technologies of cable, direct broadcast satellite and wireless cable. At hearing last Thursday, June 15, strong objection to bill was raised by Canadian MSO MacLean Hunter, which said its 441,000 U.S. subscribers constitute 90% of U.S. cable held by non-U.S. companies. At minimum, company called for grandfather clause allowing continued control, as well as opportunity for expansion to 3%-4% of U.S. cable homes. NCTA wrote Markey supporting call for grandfather clause, but said it is generally supportive of legislative concept. Call to allow foreign ownership of 49%, with stricter limits on operation control, came from former FCC Commissioner Robert E. Lee, representing Hubbard Broadcasting's satellite venture USSB.

□

NCTA petitioned Copyright Royalty Tribunal to adjust compulsory licensee fees cable systems pay for carriage of distant broadcast signals in light of FCC's reimposition of syndicated exclusivity

Violence bill picks up steam

A controversial bill that is intended to rid the airwaves of violent programing is gathering momentum in the House. Last week a Judiciary subcommittee passed the measure 10-4, and it now moves to the full committee, where approval is also anticipated. An attempt by Representative Chuck Douglas (R-N.H.) to add language dealing with portrayals of illegal drug use was successfully blocked by one of the legislation's key sponsors, Dan Glickman (D-Kan.). Douglas said he may try again on the House floor but that he was undecided.

Signaling his support was Judiciary Committee Chairman Jack Brooks (D-Tex.), who had yet to indicate his views on the bill (H.R. 1391). The measure would waive antitrust restrictions for three years to enable broadcast, cable and program production interests to meet and devise voluntary guidelines on violent programing.

Previously the legislation never got far in the House because the Judiciary Committee's former chairman, Peter Rodino (D-N.J.), objected to any antitrust exemptions. Following the subcommittee vote, Brooks told reporters that he considers it to be an "excellent" bill because all it does is require the parties to devise some guidelines. "They can talk if they want to...it does not say they have to do it," said Brooks. Asked what would happen if the industry groups never do anything, Brooks said: "If they don't, they don't."

The chairman also made it clear he would fight any attempts to load the measure down. For example, the Senate version targets violence, illicit drug use and sexually explicit material on television (BROADCASTING, June 5). "I have no intentions of decorating it much," said Brooks in response to a question posed by Representative Don Edwards (D-Calif.). Edwards voted against the measure along with Mike Synar (D-Okla.), Harley Staggers (D-W.Va.) and Patricia Schroeder (D-Colo.).

Edwards objected to using antitrust laws to "censor the media." He said the proposal presented First Amendment problems as "big as a mountain." Edwards, who chairs a Judiciary subcommittee on civil and constitutional rights, submitted a letter from himself and the subcommittee's four other Democrats (Robert Kastenmeier [D-Wis.], John Conyers [D-Mich.], Schroeder and George Crockett [D-Mich.]) stating their disapproval: "We find it a mess."

rules. It asked CRT to eliminate so-called syndex surcharge that was imposed after FCC dropped original syndex rules in 1980 and lower 3.75% and base rates. "Adjustment of the base rates is necessary in order to reflect the fact that the FCC's new syndex rules apply more broadly than the syndex rules that were in place when the base rates were initially adopted." Syndex rules, which go into effect Jan. 1, 1990, require cable systems to delete programing on distant signals that duplicate programing of local broadcast stations. Community Antenna Television Association filed similar petition. To expedite matters, NCTA suggested that CRT consolidate NCTA and CATA proceedings.

□

In two unrelated incidents last week, **two radio stations were scene of disputes involving gunmen.** At **WBNZ(FM) Frankfort, Mich.**, Ed Bartkowiak, husband of station's program director, Phyllis Minor, broke into station and forced Minor to leave building at gunpoint. Only other employe at station, Chris Holbrook Anderson, news director, went into studio and over air, asking listeners to call sheriff's department (Bartkowiak had smashed telephone upon entering station). Deputy sheriffs responded within 10 minutes, and Minor was freed uninjured. In **Lincoln, Neb.**, six staff members at **KTGL(FM)** were trapped inside studio when gunman with shotgun and pistol entered building and started shooting randomly. Station remained on air throughout three-hour ordeal. Mark O'Brien, VP/general manager, said station is heard over hallway speakers, and any interruption would have tipped gunman off to presence of six employes. Police SWAT team eventually apprehended suspect after wounding him; no one at station was injured.

□

WFIL(AM) Philadelphia was sold by WEAZ-FM Radio Inc. **to Douglas Broadcasting, San Francisco, for $6.5 million.** Seller is owned by Jerry Lee, who also owns WEAZ-FM Philadelphia. Buyer is owned by N. John Douglas, who also owns KMAX(FM) Arcadia, KHTN(FM) Placerville and KEST(AM) San Francisco, all California. WFIL is fulltimer on 560 khz with 5 kw. Brokers: R.C. Crisler & Co. and Americom Radio Brokers.

□

Cablevision Systems is appealing decision by Bayonne, N.J., city council to deny cable company franchise renewal. Bayonne pointed to noncarriage of Madison Square Garden Network and TNT and failure to live up to community programing requirements as reasons for denial. Cablevision plans to petition state's Board of Public Utilities to renew franchise.

□

Cable TV system serving Framingham, Mass., has been sold by Framingham Cable Television to Framingham Cablevision Associates, affiliate of Sutton Capital Associates Inc. Sellers are Vento & Co., cable management company in Bethesda, Md., headed by Gerald Vito, and CMS Inc., Philadelphia-based investment firm. Vento also has systems in southern N.J. Buyer is headed by Bill Ingram and his wife, Cathy Brienza. Sutton Cable Associates, through affiliated entities, owns and manages systems in four states and serves about 174,000 subscribers. Framingham system passes 28,000 homes serving 14,272. Waller Capital Corp. was broker. Waller Capital has also been retained by River Communications Inc., Austin, Tex., to sell systems serving northern Texas/western Arkansas, central Texas and eastern Texas, which pass about 26,000 homes and serve 18,500 basic subscribers. Rivers Communications will retain its other cable properties in Texas and Oklahoma.

□

U.S. Court of Appeals in Washington has denied rehearing in case in which FCC's distress sale policy was declared unconstitutional. Five of 10 members joined in statement supporting rehearing, but majority of active members is required to grant it. Case involves Shurberg Broadcasting of Hartford Inc.'s lengthy effort to acquire WHCT-TV (ch. 18) Hartford, Conn. Commission had approved its sale to Astroline Communications Co. under policy permitting broadcaster in danger of losing license to sell station at distress sale price. But in March, majority of three-judge panel held that policy denies Shurberg Fifth Amendment right to equal protection of law. Last week, commission's petition for rehearing by full court was denied. Chief Judge Patricia Wald, in dissenting statement in which four judges joined, said case is "sufficiently important to warrant *en banc* reconsideration."

□

U.S. District Court Judge Harold Greene has turned down request by Bell operating companies to enter electronic publishing field outside their service areas. Cable industry welcomed news, believing decision provides indication of how Greene will rule on PacTel's bid to become cable operator in Chicago, outside its service area.

□

FCC has reversed ruling in minority tax certificate sale of St. Louis cable system. Last December, commission granted tax certificate to Tele-Communications Inc. for its purchase of minority-owned St. Louis City Communications Inc. In reconsideration last week, Commissioner Patricia Dennis reversed vote, with FCC saying original decision had gone beyond parameters of tax certificate policy.

□

Dr. Pekka Tarjanne of Finland last week was elected secretary general of International Telecommunication Union, succeeding Richard Butler of Australia, who did not seek reelection. Tarjanne defeated Francisco Molina Negro, of Spain, 76-54, at ITU plenipotentiary conference now under way in Nice, France. U.S. supported Tarjanne. In another major decision, conference reelected as deputy secretary general Jean Gipguep, of Cameroon, who ran unopposed. Conference is expected to vote this week for directors of CCIR (International Radio Consultative Committee) and CCITT (International Telegraph and Telephone Consultative Committee). U.S. candidate is American, Richard Kirby, who is running for fourth term as head of CCIR. In another development last week, Ambassador Travis Marshall, head of U.S. delegation, announced new U.S. initiative to help developing countries strengthen their communications and broadcasting infrastructures. U.S. government and private sector will provide teams of experts to respond to requests from developing countries for advisory assistance.

MTV, Nielsen agree on underreporting

A telephone coincidental conducted by the A.C. Nielsen Co. for MTV and J. Walter Thompson shows that Nielsen's peoplemeter technology understates TV viewing by children and teenagers anywhere from 11% to 34%.

Nielsen telephoned 75,000 television viewers March 16-April 16 to gauge viewership on MTV, Nickelodeon, Saturday morning broadcast network programing and weekday afternoon syndicated programing. In all four cases, viewing determined by peoplemeters was lower than in the telephone follow-up. Nielsen conducted a similar poll in November 1987 and February 1988, with similar results.

Viewing of Nickelodeon was off 24% in the age 2-11 group, and off 31% in the age 6-11 group. On MTV, the figures were 34% off for 12-17, and 32% off for 18-24.

ABC, NBC and CBS figures from Saturday morning were the closest, off 11% in the age 2-11 category, and 17% in the 6-11 age group. Syndicated programing was off 25% for the 2-11 group, and 28% for the 6-11 category.

MTV's Marshall Cohen, executive vice president, corporate affairs and communications, said the survey, plus previous work, "provides solid evidence that the peoplemeter understates television viewing for younger demographic groups." Both MTV and JWT said they looked forward to Nielsen's institution of its passive peoplemeter systems, but Cohen said, "Our big concern is that during the implementation of the new system, Nielsen will fail to study and improve the present peoplemeter under which we will be operating for the next three years."

Editorials

Wrong track

Michigan Representative John Dingell, chairman of the House Energy and Commerce Committee and as such a sort of gatekeeper of telecommunications legislation, told an Association of Independent Television Stations audience in Washington last week what it likely wanted to hear: that he was concerned with the continued survival of free, over-the-air television, and that, to achieve that end, cable may have to be reregulated. Certainly, his interest in a competitive broadcasting industry is laudable on its face, and many share his concern that cable is in a more favorable competitive position, in terms of regulatory encumbrances, vis-a-vis broadcasting. But Dingell appears to be playing the ends against the middle. He would reregulate broadcasting as well, and has made that clear by his singleminded insistence on exhuming the fairness doctrine, and by making it the quid pro quo for any and all Fifth Estate-friendly legislation.

If Dingell is sincere in his concern for the health of the broadcasting industry, he should work for the removal of impediments to its freedom and thus its competitiveness—a principal impediment being a compromised First Amendment status.

The concerns of broadcasters and others about increased cable competition are understandable and legitimate. The best kind of regulation, in fact, may be that which frees the marketplace—doing away with the compulsory license, for instance. But the first step for those who genuinely wish to effect marketplace parity is to help make Fifth Estate media equally free, not equally handicapped.

Uniting the front

The American Advertising Federation is intensifying its lobbying efforts on the local level to combat what it sees, and rightfully so, as a growing threat to commercial speech and the freedom to advertise truthfully a legal product.

At its annual meeting in Washington last week, the AAF gave notice that, in an effort to boost its legislative presence, it is establishing state advertising federations to monitor legislative activity, keep ad group members informed of state and federal issues and, of particular interest to broadcasters, meet with other organizations—state broadcasting associations, for example—with a stake in the continued freedom of commercial speech. (AAF's senior vice president, government relations, Wally Snyder, pointed out that nationwide in the current legislative session, there were—or are—some 300-plus bills that addressed some form of advertising restriction, and AAF Board Chairman and NBC-TV Executive Vice president Robert Blackmore said that fighting those restrictions is the federation's top priority.)

We support the advertising community's efforts to mobilize its forces, and its recognition that a local advertising ban or tax is both a clear and present danger and a national problem. Broadcasters should be equally concerned.

In 1987, when the seeds of a Florida sales tax on services, including advertising, were first being sown, a skull session on the threatened tax at the Radio Advertising Bureau managing sales conference drew only a handful of attendees (almost all Floridians). Although at the time the Florida legislature had already voted to sunset the services exemption of their sales tax, an impromptu survey of some of those who did not attend the session turned up a common answer: "It will never happen." It did, and only after a major advertiser boycott and heavy ex post facto lobbying was the tax overturned.

"The freedom to advertise," AAF President Howard Bell told the convention crowd last week, "is in jeopardy as never before." Its armor, however, remains in the language, quoted by Bell, of Supreme Court Justice Harry Blackmun, speaking for the court that in 1976 moved to protect commercial speech: "I seriously doubt," wrote Blackmun "whether suppression of information concerning availability and price of a legally offered product is ever a permissible way for the state to 'dampen' demand for or use of the product even though 'commercial speech' is involved. Such a regulatory measure strikes at the heart of the First Amendment. This is because it is a covert attempt by the state to manipulate the choices of its citizens, not by persuasion or direct regulation, but by depriving the public of the information needed to make a free choice...."

The court has provided commercial speech a strong shield; it is up to advertisers and the media to employ it.

One down

This page will admit to shedding no tears at the news last week that the Moral Majority (which was neither) has decided to pack its tenets and steal away. Although having conceded it the inalienable right to be wrong, we are just as happy to have one fewer vocal advocate of a parochial morality trying to inflict its beliefs on the rest of the country by influencing national policy, particularly communications policy.

Majority leader Jerry Falwell (which certainly has a political sound to it) is reportedly disentangling himself from politics to devote more time to his clerical duties. We applaud that separation, albeit belated, of church from state. It is a lead we would wish the Reverend Donald Wildmon, of the boycott-happy American Family Association (nee National Federation for Decency), to follow.

The British are coming

A tip of the editorial bowler to the British parliament, which has—as we hoped it would—voted to permit live television coverage of its proceedings, and to C-SPAN, which will bring that coverage to this country beginning in November. Considering the liveliness of parliamentary debate in England—complete with hisses, whistles, shouts and boos—it should prove fascinating fare.

Drawn for BROADCASTING by Jack Schmidt

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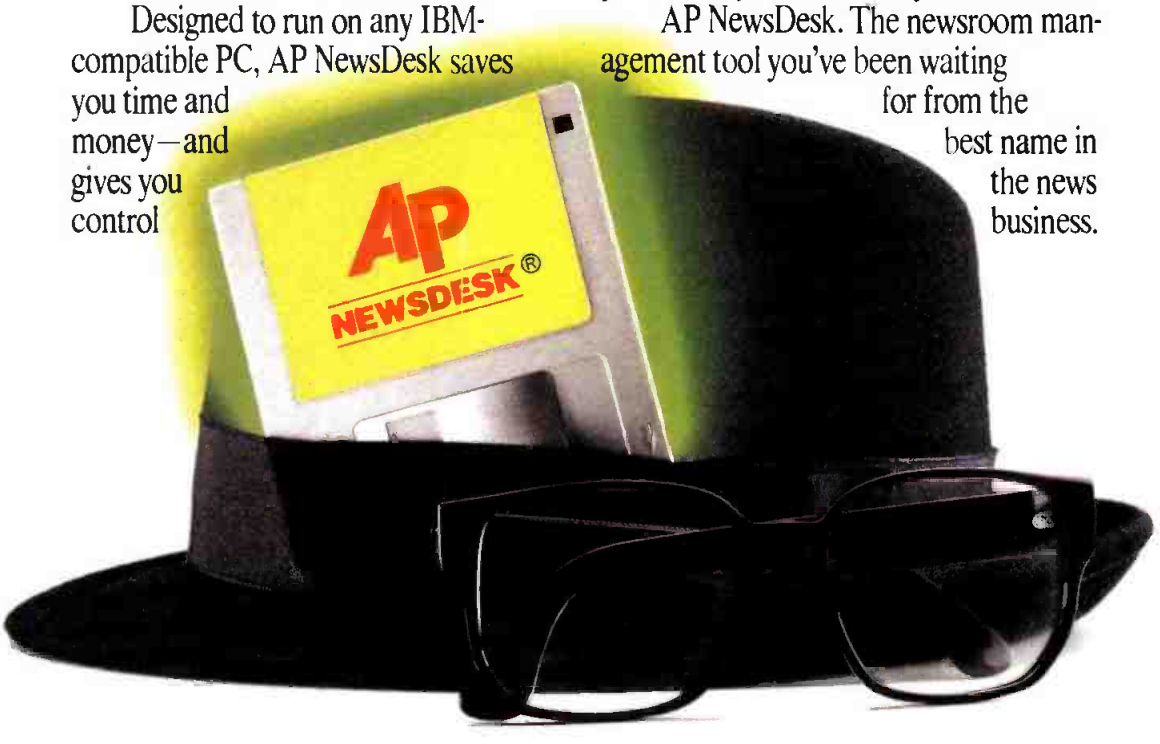

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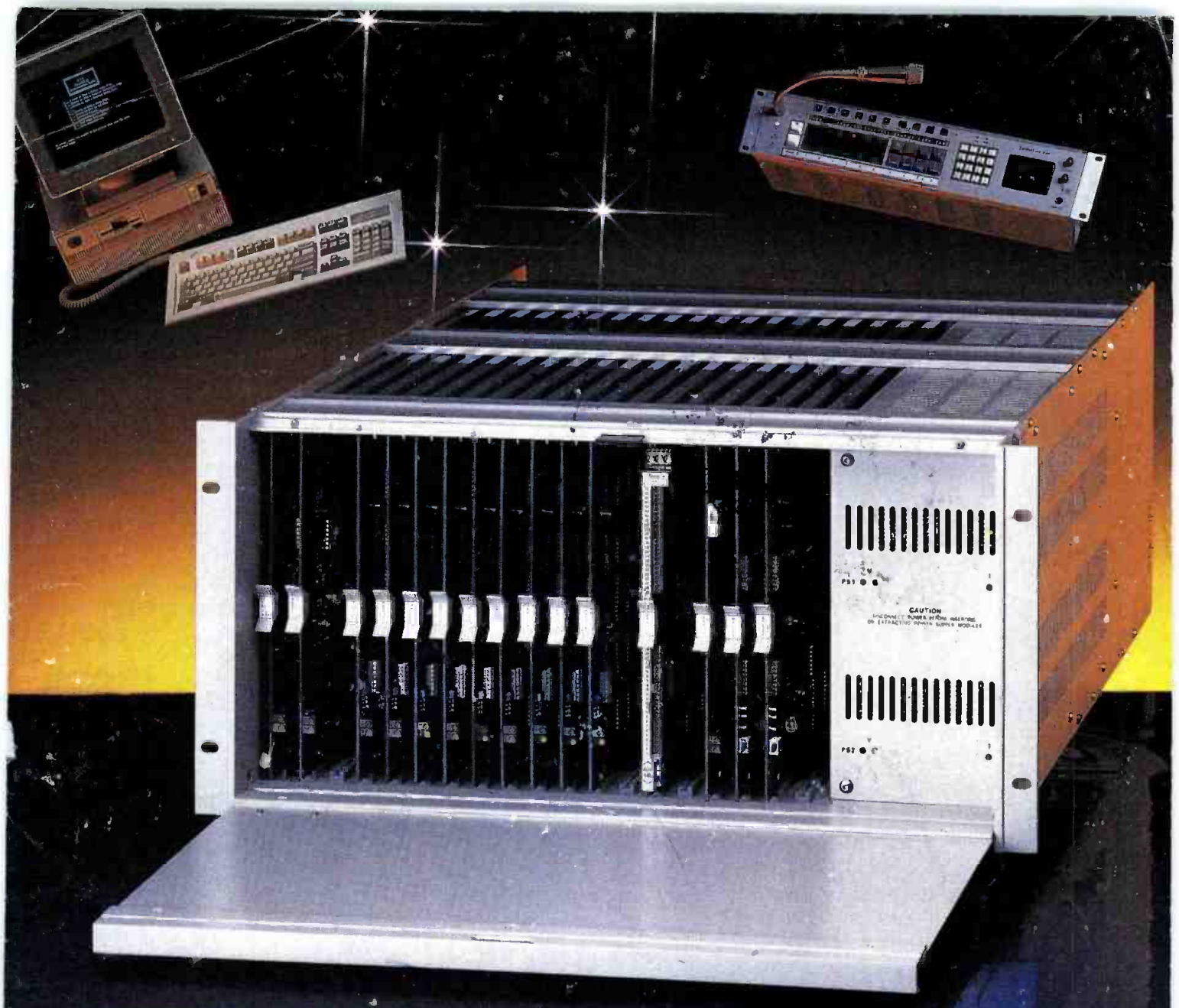

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