

The Fifth Estate

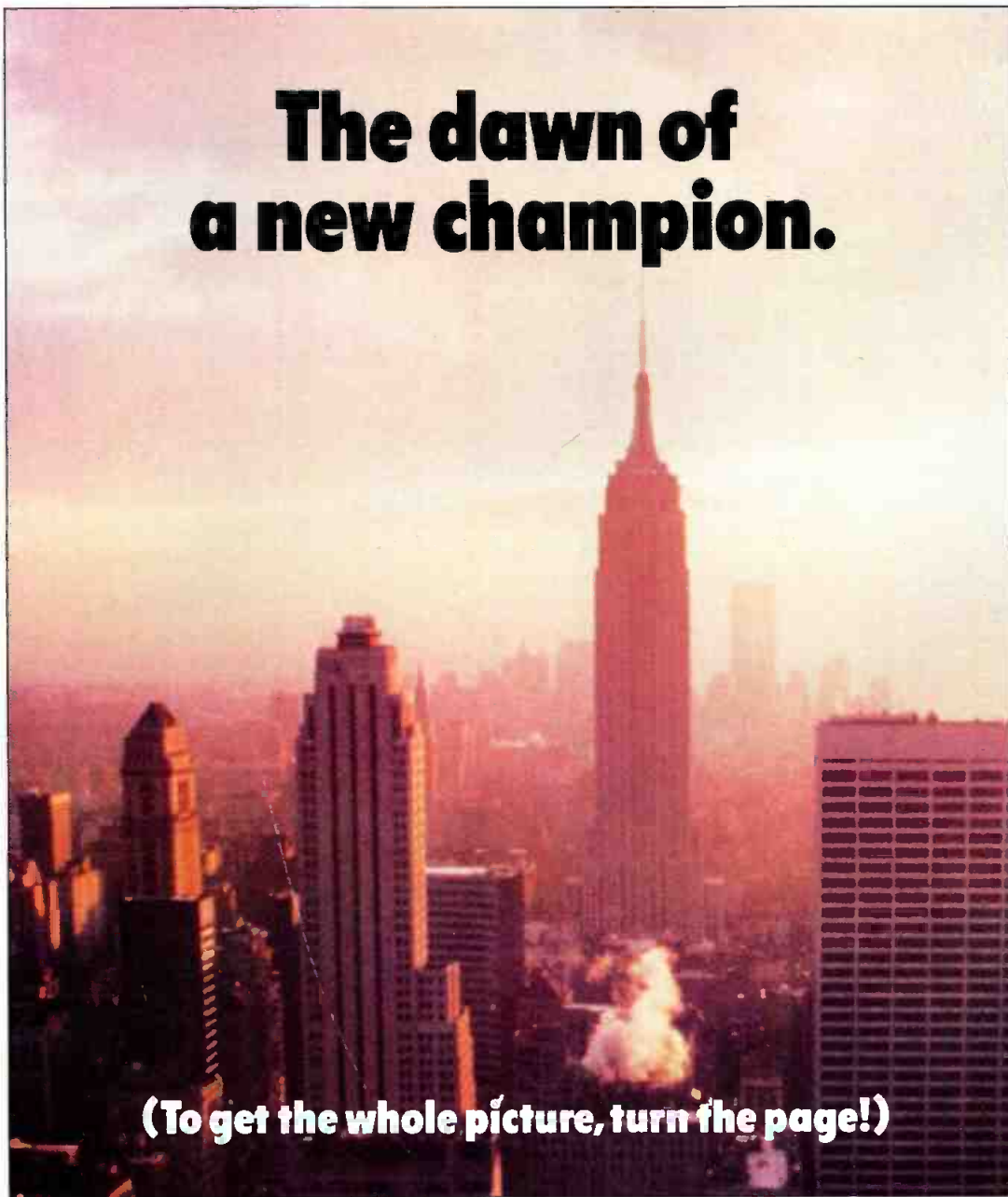
R A D I O T E L E V I S I O N C A B L E S A T E L L I T E

Broadcasting Jul 3

Vol 5 1989

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STETSON

**The dawn of
a new champion.**



(To get the whole picture, turn the page!)

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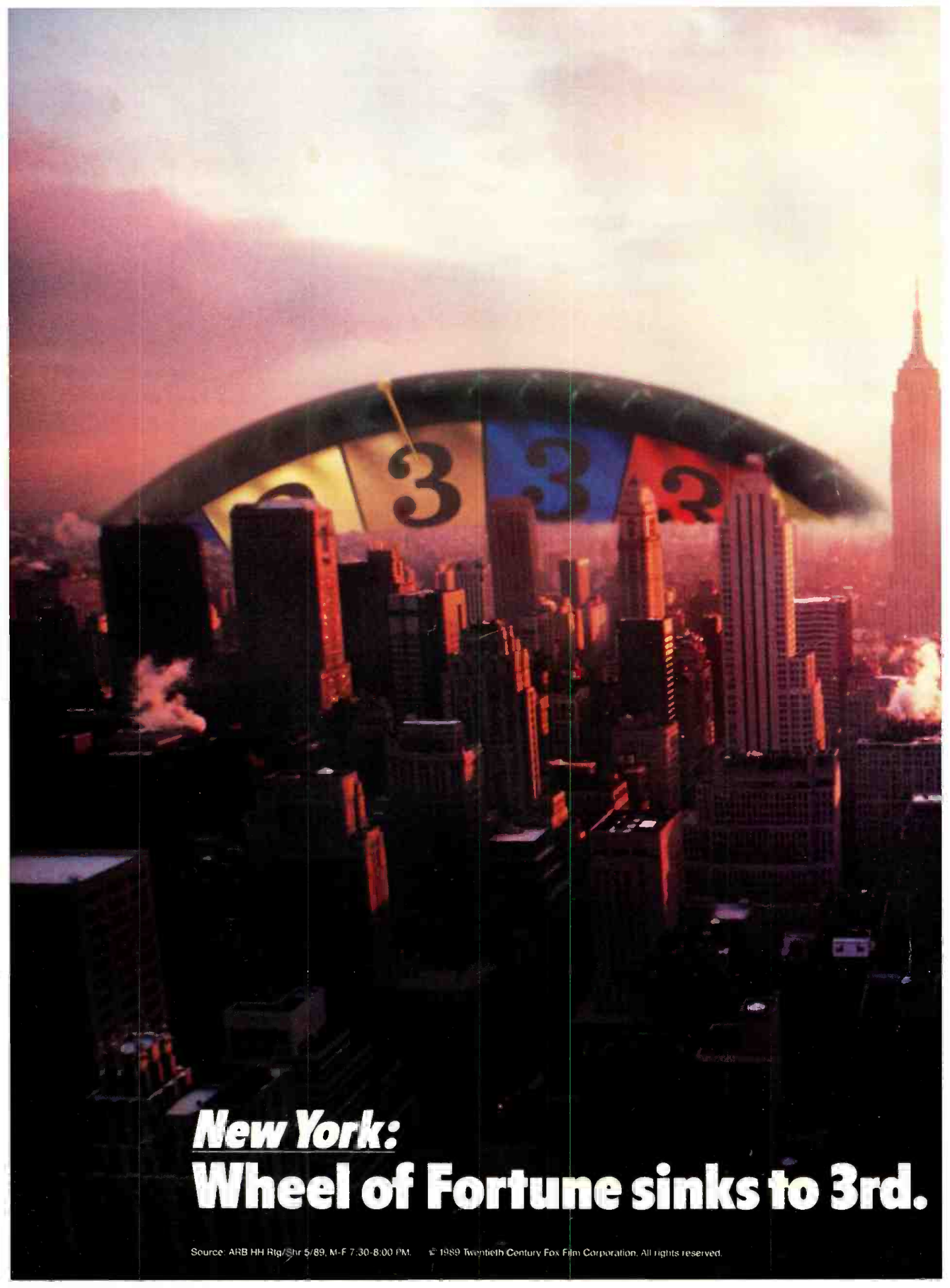
STETSON U

PERIODICALS

32720 PERIODICALS 4591 WSK DEC/89

56th Year 1989

NETWORK REVIVAL
Upfront buying takes off
ENDANGERED MEDIUM
How to save AM



New York:
Wheel of Fortune sinks to 3rd.

Source: ARB HH Rtg/Shr 5/89, M-F 7:30-8:00 PM. © 1989 Twentieth Century Fox Film Corporation. All rights reserved.



A Current Affair™

A Current Affair rises to 1st.



Upfront gains strength... Across all dayparts, total amount of upfront sales approaches billion more dollars than were sold last year. **PAGE 19.**

Any hope for AM radio?... There are plenty of ideas for reviving AM service, but some feel it may be too little too late. **PAGE 20.**

Focus on First Amendment... BROADCASTING looks at recent string of Supreme Court decisions in which First Amendment prevails. What do court's actions mean for broadcasting? **PAGE 25.**

22/ OFFICIAL WORD

White House announces that President Bush intends to



Sikes

nominate Alfred Sikes to FCC and would designate him chairman.

22/ TELCO-TV DIALOGUE

Telephone and broadcast representatives meet in St. Louis for "exploratory" discussion of telcos' desire to provide video services.

23/ 'FEUD' FEUD

LBS's move to replace promotional considerations at end of its TV game show *Family Feud* with two additional ads angers stations that clear show.

23/ NEW SPIN FOR KING WORLD

Nielsen's May Cassandra books show continuing erosion of King World's *Wheel of Fortune*, but continued climb of its other show, *Jeopardy!*.

24/ REP SALE

Atlanta-based Mutual Telesales buys Independent Television Sales, five-year-old rep firm catering to independent TV stations.

30/ FOXY START

Fox Broadcasting Co. will roll out part of its new season schedule this summer, hoping to build audience loyalty for fall debut of rest of new offerings.

31/ SKATING CLEAR

Qintex's syndicated *Rollergames*—roller derby set to music—clears in 95% of country.

34/ GETTING CREATIVE

BPME/BDA seminar in Detroit draws largest crowd to date, as attendees get advice on promoting stations

and maintaining ethical standards in ads.

30/ 'BOSS' PUSH

Columbia Pictures Television unveils ad and



'Who's the Boss?'

promotion campaign for off-network premiere of *Who's the Boss?*

36/ SKY BUY

ESPN buys four C-band transponders on two future Hughes Communications satellites for 1991 and 1993.

40/ HILL ACTION

Senator Ernest Hollings introduces bill to boost U.S. electronic industry, and Representative John Dingell plans legislation to reallocate spectrum.

42/ FREE FOR THE ASKING

More organizations, corporations, universities and associations offer radio stations free news and information spots.

46/ MONTREUX MINUTES

Sessions on fiber optic technology and standardizing broadcast equipment are among highlights of second half of International Television Symposium in Montreux, Switzerland.

48/ SHOPPING SPREE

QVC Network offers cash and stock for CVN Companies. If completed, purchase would create formidable

competitor to Home Shopping Network.

49/ PLUGGING IN

In effort to eliminate paperwork in spot advertising process, advertisers and stations plan three tests of electronic invoicing.

71/ TECHNICAL VIEW

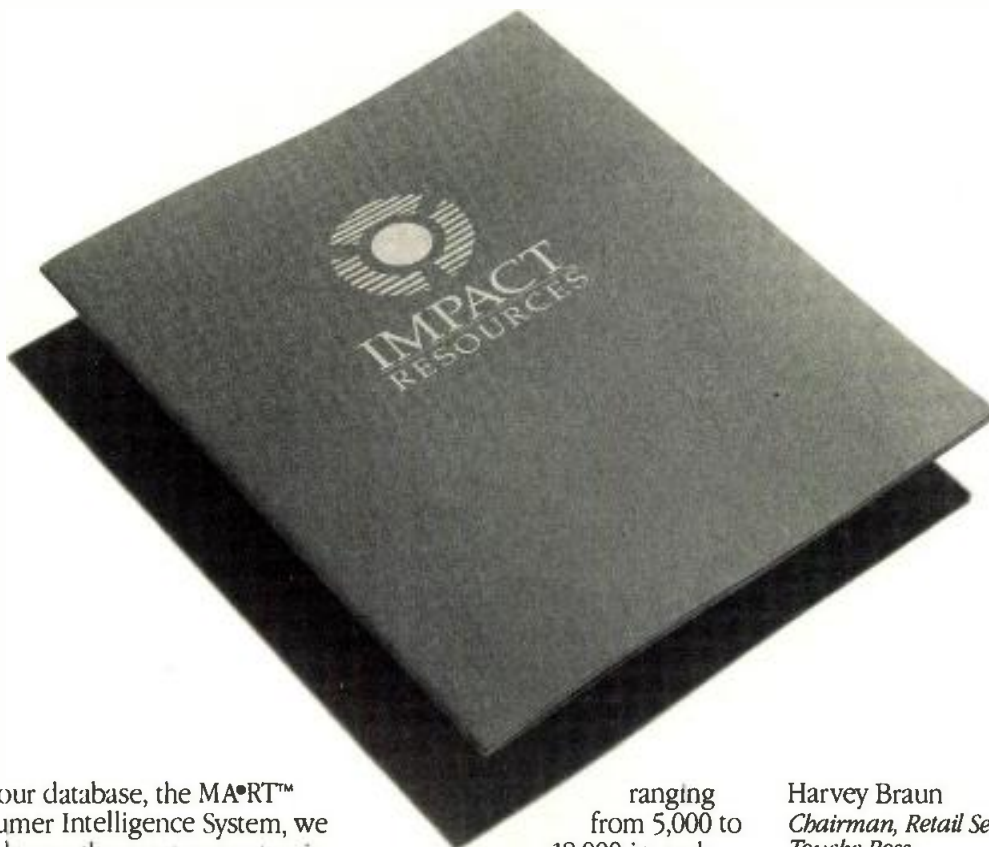
As head of NAB's science and technology department, Michael Rau sees technical decisions as similar to "one-way ratchets"—they've got to be right from start.

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Los Angeles Herald Examiner*

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IMPACT
RESOURCES

WASHINGTON

Their kind of study

Why is National Cable Television Association's James Mooney endorsing integrity of General Accounting Office's survey on cable rates two months before it is set for release? (He told Senate Communications Subcommittee two weeks ago he expects it to be "good sound study.") Answer may be that he is confident GAO findings will support NCTA's contention that rates have been relatively modest, tracking those of Bureau of Labor Statistics, which showed 14.5% increase in first two years of deregulation. Some of cable detractors have anticipated increases might be shown to be 30% or more.

NCTA, which helped in drafting questionnaires, has been collecting copies of completed forms from members and doing its own tabulations. What's more, NCTA research department has been closely monitoring GAO progress on study. And, according to GAO, NCTA will get chance to see and comment on all or part of report before it is released if House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who ordered survey, says it is OK.

Under investigation

FCC attorney William Bell's filing of comments critical of FCC's proposal to use lottery to select new broadcast licenses was certainly unusual (BROADCASTING, June 19). It may also have been violation of FCC rules. At prompting of FCC Chairman Dennis Patrick and General Counsel Diane Killory, Inspector General John Kamp has begun investigating Bell for "improper conduct." Bell said he was interviewed by Kamp last Wednesday, and that investigation centers on concerns that he may be biased in carrying out routine duties. As attorney in adjudicatory division of Office of General Counsel, Bell handles appeals of Review Board decisions that sometimes involve litigation among applicants for new

stations. Bell also said he has been asked by supervisor not to file reply comments. Kamp refused to comment.

NEW YORK

Scouting report

High stakes of financial interest and syndication lobbying by Motion Picture Association of America (MPAA) and television networks have led to unusual tactics. Leading up to recent Senate hearings on media concentration, one network had staff member scout prior public appearances of Jack



Valenti

Valenti, chairman of MPAA, including speeches before Broadcasting/Cable Interface III and New York Television Academy and appearance on CNBC. Among reviewer's observations to higher-ups were that Valenti often repeated same phrases, but had ability to make them seem spontaneous, and that he was less able to "give and take."

Road taken

Although few auto manufacturers have ventured into daytime network advertising, Chevrolet took that route late last week. As part of upfront strategy, company is said to have made multi-million-dollar 52-week commitment to purchase time on one of five *On Line* informational vignettes produced by Blair Entertainment for NBC.

Getting closer

Stock acquisition of Satellite Music Network by Capital Cities/ABC is expected to move forward in next week. Process, which has been held up at Securities and Exchange Commission due to language in proxy statement, is overdue by at least six weeks. John Tyler, chief executive officer of Satellite Music Network, said he expects stockholders meeting to be held by last week of July or early August.

Making it legal

Applications are to be filed at FCC within week for 10 stations Group W is purchasing from Metropolitan Broadcasting and Legacy Broadcasting. Signing of definitive purchase agreement for deal, valued at

\$350-\$370 million, is expected within next two weeks.

PHILADELPHIA

Going all out for AM

Minority broadcaster Ragan Henry, who owns 11 radio stations and has applications at FCC to buy nine more, may petition FCC to waive multiple ownership rules to allow him to exceed current cap for minorities and acquire AM's in more than 14 markets. Waiver would dovetail with Henry's tentative plans for new syndicated AM programming service. Henry expects to reach cap by end of year.

LOS ANGELES

Ku boost

Hughes Communications may make further dent in predicted shortage of Ku-band satellite capacity by mid-1990's: Company may ask FCC to allow it to change not only proposed satellite Galaxy 4, but also proposed Galaxy 7, from C-band-only to C-Ku-band hybrids. Approval should reassure news and sports backhaulers, as it would mean almost certain launch of up to 24 more Ku-band transponders than expected. Upfront money from CBS makes launch of both those birds near certainty.

Hughes's joining AT&T and GTE in commitment to hybrids portends operators launching largest birds ever to get lowest price-per-unit in age of rising launch costs, said two top satellite executives. If proposals become reality, fewer birds will not mean less capacity. Caution is still in order, however, since several sources question viability of Contel ASC, and newcomer National Exchange plans to launch two hybrids each—representing total of 68 Ku-band transponders.

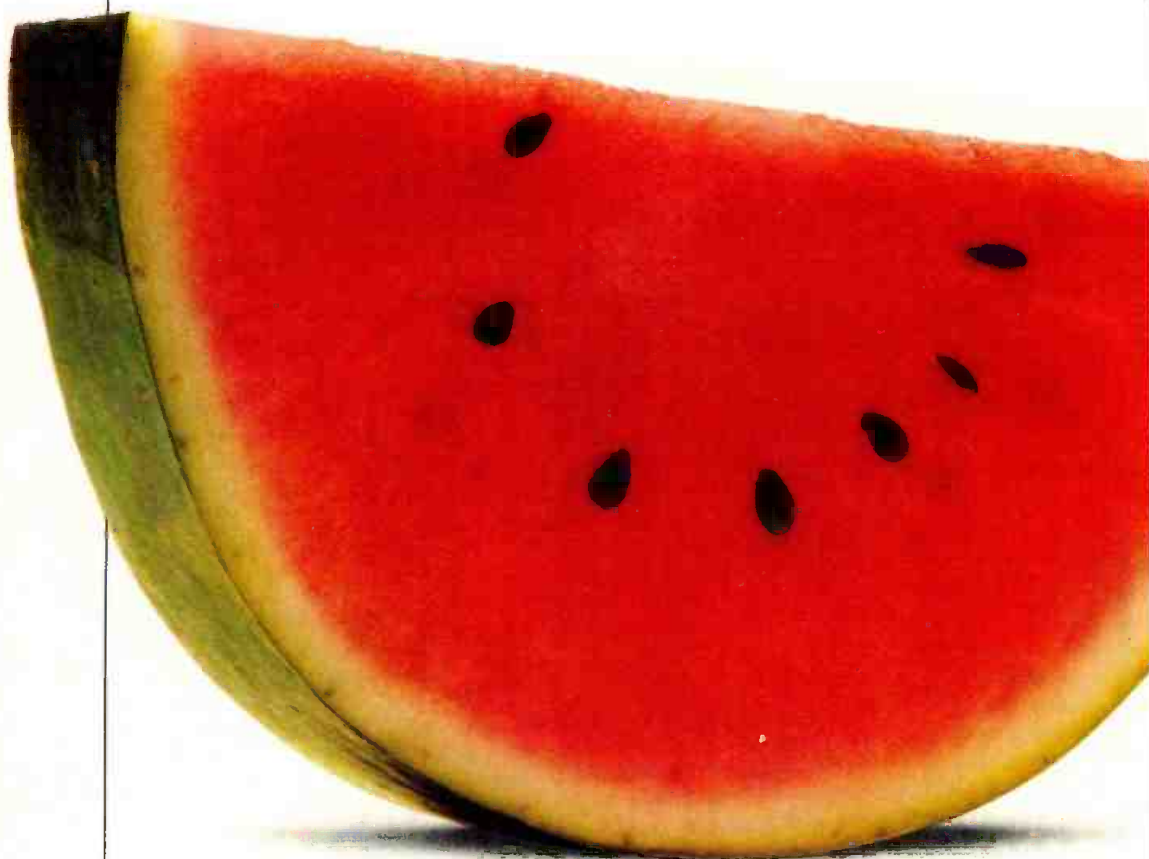
Identification please

Registration process at NATPE convention could become tedious in future if newly implemented measures to restrict flow of traffic on

Net worth of nominees

FCC nominees Sherrie Marshall and Andrew C. Barrett have filed financial disclosure reports with Senate Commerce Committee. (They do not need to file exact numbers, only a range.) Marshall's assets include a checking account (\$5,001-\$15,000); mutual fund (\$5,001-\$15,000); real estate limited partnership (\$5,001-\$15,000), and income from her partnership with law firm of Wiley, Rein & Fielding (\$25,040). Marshall collected less than \$1,000 in interest from bank account and less than \$1,000 in dividends. Barrett's assets include salary of \$58,000 and deferred compensation from state of Illinois (\$100,001-\$250,000); Illinois retirement system (\$15,001-\$50,000); state universities' retirement system (\$1,001-\$5,000); stock (less than \$1,000), and interest in Diamondhead Properties, St. Louis (\$5,001-\$15,000). He also reported interest from his deferred compensation (\$5,001-\$15,000), interest of less than \$1,000 from Illinois retirement system, less than \$2,500 in interest from state universities, and dividend of less than \$1,000.

What Family
Sweetened NBC's
Ratings And Kept It
#1 For 3 Seasons?



convention floor and reduce carnival-like atmosphere are not successful. NATPE President Lon Lee said committee members suggested use of photo ID tags as way to limit number of nonindustry participants on convention floor. Lee said use of photo tags would slow down registration process severely, but that idea is fall-back if new measures are not successful.

CHICAGO

Introspection

Cable Television Administration and Marketing Society, at August convention in Chicago, plans to announce project to develop oral and written history of 15-year-old organization. Greg Liptak, one of CTAM's founding fathers, is chairman of history committee putting together project. Plans are to work with Cable TV Pioneers and Penn State cable museum to find permanent home for project when completed.

DENVER

Pay less-per-view

Look for new cable operator emphasis on economically priced pay-per-view events. Industry doesn't see windows of Hollywood films changing any time soon, and although big-ticket \$20 and \$30 events have done well, they haven't fueled widespread growth of PPV that would make business overwhelmingly attractive. Key operators in PPV believe business needs to be driven by \$5 and \$10 events to create more frequent buying habits among subscribers.

PRINCETON

Almost done deal

GE Americom officials say that second-generation satellite deal with Viacom-led group of satellite operators will be closed within two weeks. Delay between announcement of deal last February and closing, they say, is due to

large number of programmers involved and their varying requirements. Group includes Showtime, Nickelodeon, MTV, VH-1, The Weather Channel, C-SPAN and Lifetime. Closing gives GE ability to move forward with construction and launch of two new C-band birds, Satcom C-3 and Satcom C-4.

PROVIDENCE

Whither Outlet

There is as yet no official indication of "strategic plan" for Outlet Communications more than two months after Providence, R.I.-based group owner retained investment banker. One possibility, sale of entire company, has already drawn preliminary expressions of interest, with active station shoppers such as Dudley Taft, Bill Schwartz and Chase Broadcasting considered possible bidders. Observers said desire of Outlet to find buyer for stock of entire company, rather than individual assets, has

limited field of potential bidders. Price of Outlet shares has declined slightly—closing at 28¼ on Friday (June 30)—since bids were due several weeks ago, but is still up six dollars since beginning of year.

LANDOVER

New look

Discovery Channel's plan to revamp programing schedule by stripping product by daypart (see "In Brief") apparently will not include expansion beyond current 9 a.m.-3 a.m. block. Although it is among largest cable services yet to go 24-hour, Discovery said there are no immediate plans to extend its hours. Now that Discovery is dayparting its programing, "it's conceivable" network could expand into 6 a.m. to 9 a.m. block, service said. Arguing against that is fewer viewers during those hours. Additionally, Discovery enjoys lucrative revenue stream by subleasing transponder during six-hour down time.

MONTANA

On vacation

Vacationing together last week in Whitefish, Mont., were new NAB joint board Chairman L. Lowry Mays and Senate Finance Committee Chairman Lloyd Bentsen (D-Tex.). Mays is president and chief executive officer of Clear Channel Communications, San Antonio, Tex. He and his wife were among small group said to be enjoying fishing, golf and tennis at Grouse Mountain Lodge in Whitefish with senator and his wife.

AUSTRALIA

Down under drama

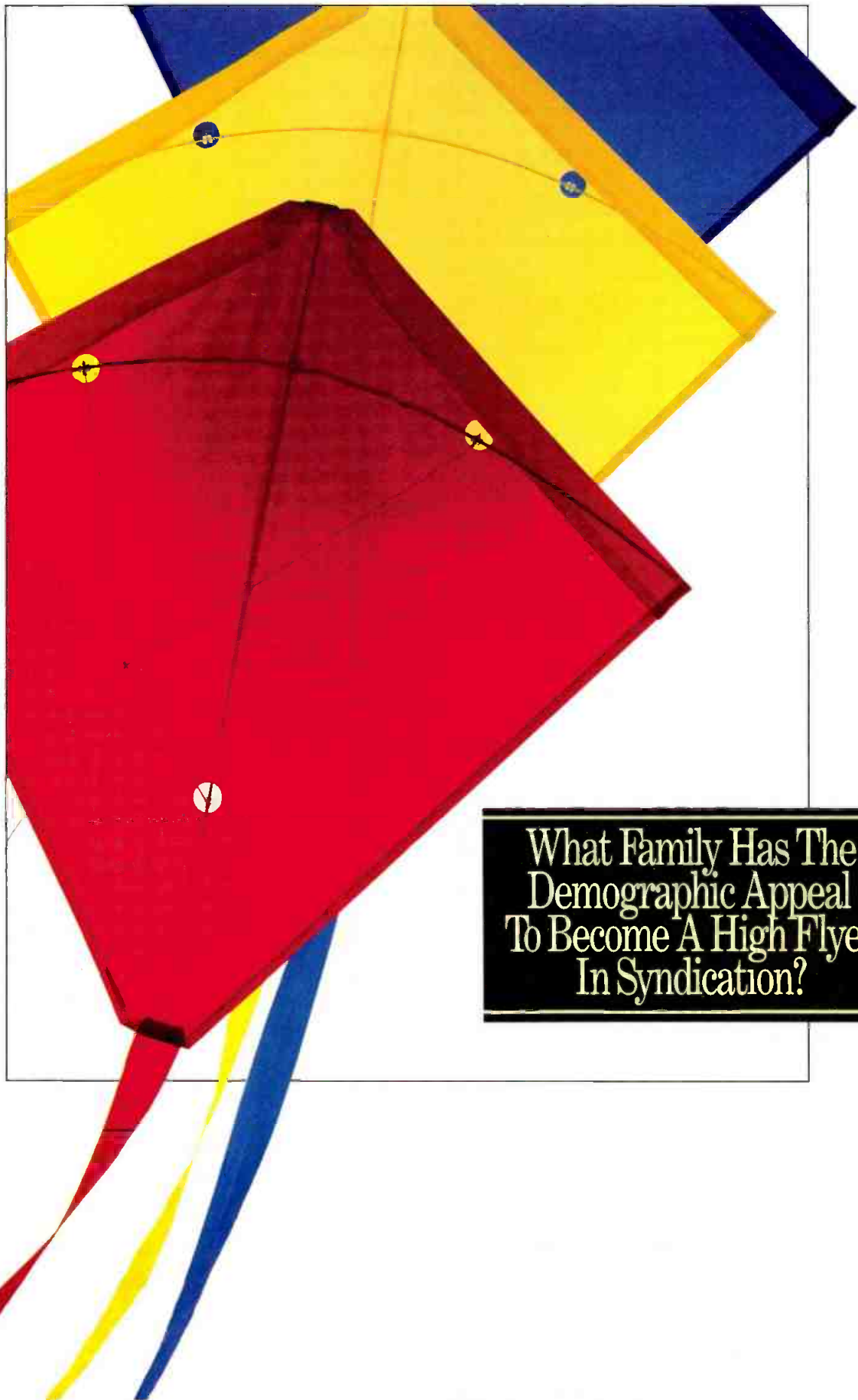
Australian soap hit "Neighbors" could soon hit U.S. airwaves, with plans for test showing on major market independent. Serial drama, which has also risen to tops of British TV charts, has drawn interest from at least two station groups here.



World forum. "Nobody's perfect," said the Pravda correspondent assigned to that newspaper's Washington bureau. "We have our share of jerks; you have yours."

Vitaly Gan's statement seemed to encapsulate a number of the comments heard last week at a symposium sponsored by the Center for Strategic & International Studies in Washington. The subject was "The New East-West Communications Framework" as seen from the perspective of the London Information Forum held last month as another in a series of follow-ups to the Conference of Security and Cooperation in Europe (the Helsinki commission on human rights).

On hand were (l-r): Ambassador Diana Lady Dougan, former head of the State Department's Bureau of International Communications and Information Policy; Larry Grossman, former president of NBC News, now writing a book about the First Amendment and telecommunications; Gan; Dana Bullen, of the World Press Freedom Committee; CBS News's Wyatt Andrews; Joyce Barnathan, a former Newsweek Moscow bureau chief, now a Gannett Fellow, and Nikolay Turkatenko, Tass Washington bureau chief.



What Family Has The
Demographic Appeal
To Become A High Flyer
In Syndication?

Where Things Stand

Solid box denotes items that have changed since last issue.

Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing 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 programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can

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have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, al-

though it was clear there is growing concern among subcommittee members about cable's market power.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plot legislative strategy.

Children's Television

A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. 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).

Senator Tim Wirth (D-Colo.) has offered legislation that would require broadcasters to provide programming "specifically designed" for children, as condition for license renewal. Wirth's measure is far more regulatory than House bill.

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.

Continues on page 12

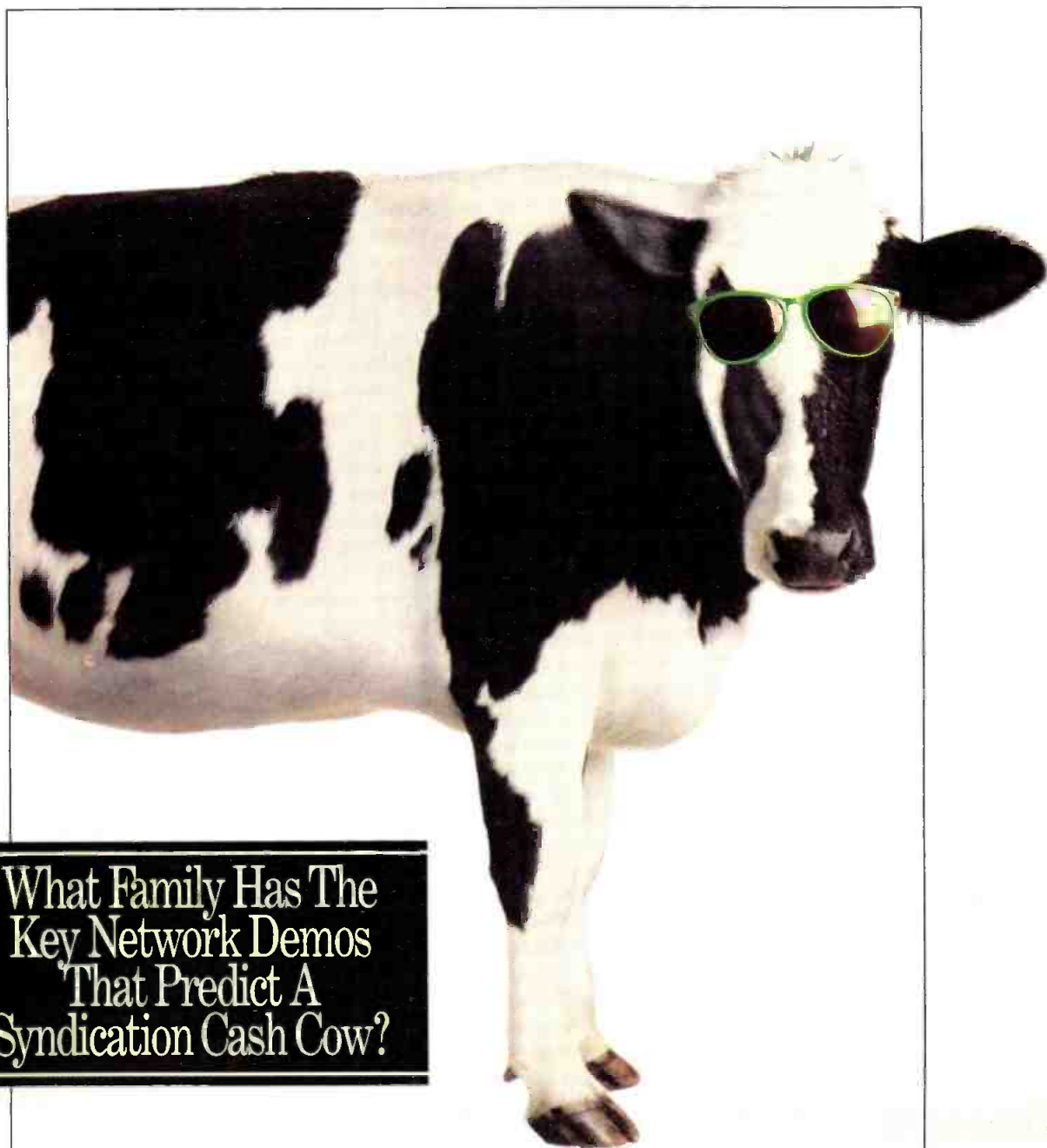
BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
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.



What Family Has The
Key Network Demos
That Predict A
Syndication Cash Cow?



M/B
Miller•Boyett
PRODUCTIONS

In the real world of syndication it takes more than high network ratings to make a hit. For a primetime comedy to work as a strip, its network audience must be made up of the same type of viewers that watch sitcoms five days a week.

THE *Hogan* Family

Comedy For The Real World

"The Hogan Family" has this ideal quality. Its network audience profile perfectly matches the demos that predict syndication success.

The same demos that watch long-running hits like "MASH" and "Three's Company."

Of course, The Hogans' brand of real-life comedy also makes the show a network hit as well. It has racked up ideal demos in three different time periods. Outperformed all 8 sitcoms that CBS ran against it. Taken NBC from #3 to #1 Monday nights at 8:30 PM. And stayed in the #1 spot for three years running!

For a comedy that will get you real results, ask your Warner Bros. sales rep about "The Hogan Family." Available fall '90-'91 with 100 half-hours.

Source: NFI

Funny Shows. Serious Business.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

■ indicates new listing

This week

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

Also in July

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

July 9-12—*New York State Broadcasters Association* 28th executive conference. Participants include Maury Povich, host of syndicated *Current Affair*; New York Governor Mario Cuomo; NBC-TV President Pier Marpes; 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**—Deadline for entries for Critics Award, for "critics who acknowledge the importance of sexuality issues when reviewing popular shows," sponsored by *Center for Population Options*. Information: (818) 766-4200.

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: Brandon Tartikoff, president, NBC Entertainment. Chasen's restaurant, 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**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center*, *Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Informart, Dallas. Information: Anna Johnson, (212) 779-4360.

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 13-15—*Colorado Broadcasters Association* 40th annual summer convention. Beaver Run Resort, Breckenridge, Colo.

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 Programming Conference*. Panelists, speakers include Preston

Padden, Association of Independent Television Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Seifert, 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 15-21**—*National Association of Broadcasters* management development television seminar. Notre Dame, Ind.

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.

Major Meetings

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.

■ **Feb. 21-23, 1990**—*Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

■ **Feb. 28-March 3, 1990**—21st annual *Country Radio Seminar*, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

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 1-3, 1990**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

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.

■ **May 17-20**—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

May 21-23, 1990—*National Cable Television Association* annual convention. Convention Center, Atlanta.

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

July 19—*Society of Broadcast Engineers, chapter 15*, lectures on television and FM transmitter noise and C-language application software for FM and terrain data bases. WQXR auditorium, 229 West 43rd St., New York. Information: David Bialik, (212) 752-3322.

■ **July 19**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Hyatt Regency, San Francisco. Information: Anna Johnson, (212) 779-4360.

■ **July 19-21**—*Colorado Cable Television Association* annual convention. Marriott's Mark Resort, Vail, Colo.

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 21**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Marriott, San Diego. Information: Anna Johnson, (212) 779-4360.

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 Schmetz, president, The Schmetz Co. Copacabana, New York.

■ **July 26**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Omni International, Miami. Information: Anna Johnson, (212) 779-4360.

■ **July 27**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Sheraton Memphis, Memphis. Information: Anna Johnson, (212) 779-4360.

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 programming held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

■ **July 28-30**—*North Carolina Association of Broadcasters* summer meeting. Radisson, Myrtle Beach, S.C. Information: (212) 821-7300.

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

Errata

American Public Radio's *Marketplace* is produced by **Pacific Public Radio**, not by Pacifica Foundation, as reported in May 15 story. Also, Corporation for Public Broadcasting support of that program is less than 10%, not 80%-90% as reported.

WROV(AM) Roanoke, Va.'s license—not WROV(FM) Roanoke as reported in June 19 "For the Record"—was **renewed**, subject to reporting conditions and \$5,000 forfeiture.

June 5 **Top 100** report failed to include **Heritage Media** (formed in August 1987 as employee buyout of broadcast properties of **Heritage Communications**). Company derives 100% of revenues (\$46.5 million) from communications industry and ranked 89th in Electronic Communications Index revenues for 1988 and 94th in total revenues for same period. Dallas-based company has no relation to Los Angeles-based Heritage Entertainment.

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. 4**—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators*. Information: (513) 429-2663.

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

■ **Aug. 6-8**—*Cable Television Laboratories*: first technical planning seminar, "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

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. 10-13**—*North Carolina Cable Television*

Association annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

■ **Aug. 11**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

■ **Aug. 12**—*Texas AP Broadcasters* seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

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

■ **Aug. 16-20**—*National Association of Black Journalists* annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.

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.

Aug. 18-19—*Utah Broadcasters Association* annual convention and awards banquet. Park City, Utah.

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

■ **Aug. 22**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Stouffer Tower City, Cleveland. Information: Anna Johnson, (212) 779-4360.

September

Sept. 6—*USA Network* local ad sales seminar. Embassy Suites, Denver. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Remington hotel, Houston. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Sheraton Grand hotel at Dallas/Fort Worth airport, Dallas. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

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Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City. Arlington, Va. Information: (202) 452-7283.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by

New York Festivals. Information: (914) 238-4481.

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

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.



Believer

EDITOR: Thank you for your brief section on religious formatted stations in the June 12 issue of BROADCASTING. However, you touched on only one small segment of this format.

The real growth in Christian radio over the last few years and into the foreseeable future has and will be with the "full service" Christian radio stations—stations that have consistent music formats (gospel, contemporary, MOR, etc.) but also offer their listeners the best in news, weather and other needed information. In turn, these stations have a very marketable product that is attractive to local advertisers. Even though many religious radio stations may not have the numbers, they consistently can deliver an extremely loyal and responsive audience.

Religious radio is alive and well! After all, what other format has the Answer for

the complex problems as we face the 21st century?—*David Eshleman, president, DME Associates, Harrisonburg, Va.*

Transmission problem

EDITOR: We read with interest your "Detour" editorial of May 29 and also John Sie's response in the June 19 "Open Mike" column. I would like to add a few comments on the subject:

Mr. Sie proposes that we settle for an interim fix to NTSC, on the premise that it will block a foreign technology while we Americans develop a digital system. I would assume that he suggests SuperNTSC as such an interim fix. While I have the greatest respect for Mr. Faroudja, the creator of SuperNTSC, I strongly dispute his and Mr. Sie's claim that it is "as good as" 35mm film, the reference standard for ATV picture quality. Perhaps as good as 16mm film, but definitely a far cry from 35mm, and I believe my point can be demonstrated easily by simply comparing SuperNTSC images to those produced by a generic 1,125/60 VTR. Even with the luminance bandwidth of the analog VTR limited to 20 mhz or so, it is simply no contest. Furthermore, the results become even more lopsided if the SuperNTSC aspect ratio is reshaped into the improved 5:3 or 16:9 form that the 1,125 signal already has.

Mr. Sie also states that what we truly need is a fully digital ATV system. We and virtually every other ATV proponent completely agree that the encoder and decoder parts of the chain should be digital, simply because digital processing is the easiest way to handle the complex pixel manipulations required of any system, including our own HD-NTSC protocol.

But where I would disagree with Mr. Sie is on the need also for a digital method of transmission. This notion seemed to surface initially in an article in *Forbes* a few months ago, but most experts in the industry regard this as a red herring. I am convinced that, one day, we will, of course, have a really nifty system that not only sends pictures to the home (and vice versa) but also allows the viewer to order merchandise from a home shopping channel via brain waves, as well as cook the dinner and answer the door from the comfort of one's living room couch. But let's not lose sight of the fact that, while virtually all things are possible, that doesn't make them practical or even useful. Please, everyone, let's reach for the stars while keeping our feet on the ground.—*Richard J. Iredale, president, The Del Rey Group, Thousand Oaks, Calif.*

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Founder and Editor

Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036

Phone 202-659-2340

Editorial department fax: 202-429-0651

Administrative department fax 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor

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Bureaus

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Phone: 212-599-2830

Fax: 212-599-2837

Geoff Folsie, chief correspondent

Stephen McClellan, chief correspondent (programming)

George Mannes, Rod Granger, Lucia Cobo, staff writers

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A comparative renewal commentary by F. Joseph Brinig (left) and Lawrence Bernstein, counsel to Conlin, Frantz, Phelan & Knapp, Washington

As attorneys who represent applicants in FCC broadcast comparative hearings, lately a subject of some debate, we cannot help but be amused by the commission's recent revisions to its application form 301. These changes, the agency assures us, are offered "to deter abuse of its processes and the filing of sham applications." (All quotations are from the FCC's March 30 news release.)

The revisions, proposed by a committee of the Federal Communications Bar Association, do effectively address misbehavior by a relatively few applicants over several years. But they will not have the utopian effect promised by the FCC. They will not stop abuses or eliminate deceptions. They certainly will not lower the cost of litigation or reduce the need for skilled legal representation. And they do not ensure that in the end the most qualified applicant is the one that gets the station.

Most interesting about the changes is that each and every "revision" is really a re-statement of a provision that was part of the form 301 in the "bad old days" of regulation. The reader can draw his or her own conclusions. What goes around, as we see, comes around.

To prove the wisdom of Alphonse Karr's old chestnut—"The more things change, the more they stay the same"—one need only briefly analyze these revisions.

■ The new form 301 requires applicants to list the date and place of the filing of their legal charter. This was a form 301 standard in the 1970's. It was eliminated because the FCC said that such filings were routine and could be made any time. Now, suddenly, it feels that this information "will deter persons from filing applications through sham entities."

Why? First, individual applicants do not have legal charters; yet they can still be "fronts" for unscrupulous real parties in interest. Second, commission case law holds that the corporate charter or certificate of limited partnership need not be on file when the application is tendered; thus an applicant can presumably answer "none" to this question and still be in compliance. It is hard to see much deterrent effect here.

Third, the time and place of the charter's filing (and the charter itself) are now discoverable by opposing applicants after designation for hearing; the revised form 301 will merely provide some information a bit sooner. Since not having filed the legal charter is not grounds for dismissal of an application, the benefits of this earlier knowledge are slight at best. Fourth, even the timely filing of a legal charter is no guarantee that the applicant is *bona fide*.

■ The new form 301 requires most appli-



"The commission and the FCBA should be applauded for their reaction, belated as it is, to abuses in the comparative hearing process. The new form 301 is a good step forward—or, more accurately, backward."

cants to list their limited partners or non-voting stockholders, "thereby aiding identification of the real parties in interest behind the application."

The FCC does not say who will be "aided" by this identification. Certainly not the FCC, since its processing staff does not now check out the qualifications of non-voting owners. In fact, ironically, what the agency is doing here is inviting competing applicants to file petitions to deny or to add issues against opponents. This encouragement of additional litigation is at best inconsistent, given the FCC's expressed anguish about the cost, delay and unfairness of excessive litigation.

Another point: Identification of a so-called real party in interest is not grounds for dismissing an applicant. It is no bar to the applicant's extorting a large settlement

to dismiss its application.

Finally here, listing an equity holder's name and address is not "identification of a real party in interest." Remember that it was the commission itself, about a decade ago, that encouraged applicants to seek out affluent persons for financial support in exchange for non-voting ownership. There have been some abuses, but the commission shows no sign of backing away from this policy.

■ The new form 301 again requires applicants to state whether there are contracts or understandings about future ownership rights. Such disclosures will "make it less likely that sham applicants will be used" to gain comparative preferences.

With all due respect, this is implausible. If an applicant is a sham, it will be unlikely to admit this by identifying confirming contracts or understandings.

■ The new form 301 requires that applications include additional financial information. Of course, such information was a longstanding commission requirement until deregulation—and it did not prevent numerous petitions that opposing applicants were not financially qualified. It will not stop such protests in the future.

■ Finally, the new form 301 requires that applicants make their "integration" commitments by the "B" cut-off or (in FM) the "tenderability" date. This will, as the FCC says, allow competitors to better size up their chances of winning.

This is no panacea. Remember that you must first be basically qualified before you can claim "integration" credit ("integration" being the direct involvement of owners in station management, an important comparative enhancement). Assuming that hearings continue, weaker applicants can still disqualify stronger competitors for various reasons and avoid the integration analysis. Also, well-heeled but comparatively weak applicants can adopt a "scorched earth" strategy against opponents with stronger cases but shallower pockets.

Just because an applicant claims integration credit doesn't mean he is entitled to it. The revised form 301 will not stop parties from trying to weaken opponents' "integration" promises. It is common for applicants to inflate their comparative credit. The hearing process, despite its flaws, is probably the best means devised to get at the truth.

■ In sum, the commission and Federal Communications Bar Association should be applauded for their reaction, belated as it is, to abuses in the comparative hearing process. The new form 301 is a good step forward—or, more accurately, backward. It will not save anyone time or money. But it will require that applicants be more forthcoming a little earlier.

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TOP OF THE WEEK

Networks riding a bull market

Strength across dayparts suggests advertiser 'return'; 1990 three-network earnings could be twice those of 1988; securities analysts boost estimates

Last week one advertising agency buyer summed up the nearly completed upfront advertising marketplace for network television, saying: "Last year was our year... this year was the networks'." Across all dayparts the total amount of upfront sales approached a billion more dollars than were sold last year, with most of that increase apparently due to stronger pricing because of increased advertiser demand. Last week, prime time and daytime were both sold, with the former getting the larger price increases while the latter gave signs of a long-awaited turnaround.

The cost of advertising per thousand viewers (CPM) increased on all three major broadcast networks, and often that increase was more than 10%. Because the networks were assuming little or no decline in viewership, the CPM increases translated almost directly into unit price increases. And with more units being sold—at least in prime time—the overall dollar figures grew even more dramatically.

Estimates by the network sales executives, who, as Saatchi & Saatchi's Peggy Green noted, have the widest access to advertiser budgets, fell within a range of \$3.8 billion to \$3.95 billion for the three-network total in prime. This year's upfront, particularly prime time, benefited from growth in auto advertising, the "market within a market" that the networks settled first, along with movies, before negotiating with other advertisers.

Observers in the financial community were of the opinion that advertiser demand was not all absorbed by the upfront market and that there would still be sufficient interest when the networks' remaining time is subsequently sold in the scatter market. This led them to increase their earnings recommendations on both of the relatively "pure play" network stocks, Capital Cities/ABC and CBS.

Among those boosting their estimates were Jay Nelson of Brown Brothers Harri-

man, who said he expects CBS will earn roughly \$100 million in 1989, up from his earlier estimates of as low as \$50 million. Ray Katz of Mabon Nugent increased his CBS estimates to \$75 million, from \$60 million to \$65 million previously, adding that the network's 1990 earnings would be roughly \$100 million, up from \$75 million previously.

For Capital Cities/ABC, Peter Falco of Merrill Lynch said he had been predicting a 1990 increase in ABC revenue of 6%: "Now I think it will be at least 7% or 8%." That is roughly \$50 million on an 18 million-share company, or more than \$2 per

share. The increase in incremental dollars was a matter of some uncertainty, but two out of the three network sales executives pegged the gain at from \$400 million last year to either \$650 million or \$700 million. Another network sales executive said the increase "was roughly \$200 million" to \$750 million or \$800 million.

A \$250 million auto increase might represent a significant portion of total incremental dollars in prime time. That in turn implies that nonauto budgets may not have grown significantly, or that such advertisers decided to take their chances in scatter or that, to a certain extent, they were effectively shut out for the time being. One of the difficulties in figuring out the nonauto increase is that two of the network officials disagree on whether the total prime time upfront market last year was \$3.2 billion or \$3.4 billion.

Less quantitatively, Tom Leahy, president of the CBS marketing division, said the market was not just auto driven: "I don't think it is true to lay it all on autos.... The tone and level of enthusiasm did not abate [once other advertisers negotiated plans]."

With a slightly different emphasis was Larry Hoffner, senior vice president, sales, NBC television network: "Aside from the automotive frenzy, it seemed to be business as usual; some companies' budgets are up, some are down."

Jake Keever, executive vice president, sales, ABC television network, said certain large advertising categories had double-digit increases: 16% for fast-food; 12% for packaged goods, and 70% for Sears, Kmart and JC Penney. McCann-Erickson's Coen guessed that if there were certain offsetting weaker increases or decreases they might have been seen in computers, telephone and financial services ads.

In addition to increased auto spending, another boost to the prime time upfront market was an increase in the overall number of advertisers participating. ABC's Keever said 175 advertisers submitted budgets for prime time upfront, compared to 135 last year. Network executives said some of the additional accounts were new consumer products and other new-to-TV advertisers, while some were existing net-



In the midst of upfront selling. ABC's management team in its sales division includes (l to r): George M. Cain, vice president, Eastern division sales; John Murphy, director, prime time sales proposals; James M. Carey, vice president and director, Eastern sales; Elaine Chin Ming, vice president, prime time sales proposals, and H. Weller (Jake) Keever, executive vice president for sales.

share on a pre-tax basis." Bob Coen, senior vice president, McCann-Erickson, said that his prior forecasts of a 1%, three-network revenue gain in 1989 will probably be too low.

If the profit estimates do prove correct, 1990's profit for ABC, CBS and NBC could exceed \$600 million, or roughly double the amount the three took in last year—excluding acquisition accounting adjustments.

Whether these more optimistic financial forecasts prove correct, however, still depends on the strength of the scatter market, itself affected by whether advertisers pick up options applicable to a portion of their upfront buys, and on whether the network programming can deliver the guaranteed ratings upon which they sold.

The size of incremental upfront automo-

work advertisers who now wished to be less dependent on the unpredictable and recently costly scatter marketplaces.

Network executives and agency buyers were both touting the latest marketplace as evidence of a "return" to advertising by companies that had reportedly been spending money instead on promotion.

One indirect sign of the market's strength

was that ABC, said Kever, was able to implement plans for charging a premium on 15-second spots placed as "bookends" on an advertising pod (see "Closed Circuit," June 12).

Prime time's success was preceded by a strong upfront news market and followed last week by an improved daytime upfront. In last year's daytime marketplace the net-

works had to lower CPM's by more than double-digit percentages, continuing a five-year decline in daypart revenue. But last week, CPM's were said to have increased by high single-digit or low double-digit percentages on average. One network executive estimated daypart's total upfront spending at \$900 million, up from just below \$800 million in the prior year. —GF

Can AM radio be saved?

More and more people are concerned over the band's fate; efforts are under way by broadcasters, Congress to find a way to reverse its fortunes

"Today the AM service is in trouble," Representative Matthew Rinaldo (R-N.J.) said in introducing a multifaceted bill two weeks ago aimed at reviving the original broadcasting service. "AM radio listeners are just 26% of the overall radio audience, down from 75% in 1972—just 17 years ago. About half of the 5,000 AM stations lost money last year.... AM radio...has provided millions with their first news and entertainment. I don't think any of us want to see the AM band wither away."

Rinaldo's concern about the well-documented decline of AM and interest in rejuvenating the service is shared by the National Association of Broadcasters, the FCC and, of course, AM broadcasters.

Over the last few years AM proponents have come up with a host of mostly technical projects and proposals designed to close the quality gap between AM and FM (see box), the upstart service of the 1960's that came to dominate AM in the 1980's.

The NAB, which represents most of the nation's AM broadcasters, has taken the lead in the AM effort. In fact, it is behind Rinaldo's bill and the FCC initiatives, although it feels some of them go too far. The NAB radio board, meeting in Washington two weeks ago, set forth what the association itself would be doing.

Two New Jersey residents have contributed proposals aimed not so much at saving AM radio as they are at saving failing AM stations by giving them opportunities to acquire FM stations. Lawrence Tighe, owner of WRNJ(AM) Hackettstown, N.J., wants to take away spectrum (50 mhz to 54 mhz) from the amateur radio service and create a new FM band—FM2—for AM daytimers. Richard Arsenault, a Millville, N.J., broad-

casting consultant, wants to create a new low-power FM service so that standalone AM's can acquire companion FM's.

The various AM initiatives are innovative and, in the case of the Tighe and Arsenault proposals, highly controversial, but whether they are enough to make AM stations competitive again is a question even their proponents cannot answer with certainty.

"AM can succeed if technical parity is reached," said Art Suberbielle, owner of KANE(AM) New Iberia, La., NAB radio board member and chairman of its AM improvement committee. He is "excited," he said, about the radio board's commitment to AM. Once the technical problems are solved, he believes it is only a matter of promotion and programing and then AM will succeed as FM has. It also is important to remember that seven of the 10 top billing stations in the U.S. are AM radio, said Suberbielle.

Aside from those of Tighe and Arsenault, most of the proposals enjoy widespread support. Ted Snider, licensee of KARN(AM) Little Rock, Ark., a standalone AM, said a pooling of intellectual and technical resources to help AM is "absolutely worth the effort. There is a tremendous investment in AM, both on the transmission side and the general population."

Bernard Mann, president of Mann Media, licensee of WGLD(AM)-WWWB(FM) Greensboro, N.C., concurs. "Proposals to improve AM technically make sense and it is worth the effort to improve the technical quality of AM and make it on par with FM," he said. "But the greatest inhibitor of the AM band is programing. Unfortunately, although we are a creative industry, we have not used our creative forces to better AM programing."

Charles Morgan, vice president of engineering for Susquehanna Broadcasting and chairman of the National Radio Systems

Committee, said widespread implementation of the now mandatory NRSC transmission and audio processing standards will lead to the manufacture of AM radios with fidelity approaching that of FM. "The quality of AM is going to increase once we get a good quality receiver; then people under 35 will discover AM," he said.

But there are plenty of skeptics. "I am not the most optimistic," said Jeffrey Smulyan, president of Emmis Broadcasting. The problems facing AM are "multifaceted," said the group broadcaster. "There is a perception of people under 50 that AM is an inferior technology," he said. Broadcasters should try to change the perception, he said, but may not be able.

Richard Buckley, of the Buckley Group, which just purchased WOR(AM) New York, said large full-service stations like WOR are still going strong, but acknowledged that many broadcasters have given up on AM. The NAB proposals are "better than nothing," but they "might be a little too late" for small and medium market stations, he said.

Frank Woods, president of SunGroup Inc., said the various initiatives under way do not "come to grips" with the basic issue: that FM is a better signal to deliver music. "We should do everything we can but we have got to be realistic about the public's interest in AM," he said. "Seventy-six percent of the public listens to FM."

"It is practically meaningless," said Dick Blackburn, a station broker with Blackburn & Co., of the proposals. "What it boils down to is there are too many AM radio stations and too few listeners," he said. "I don't believe AM stereo is going to make a bit of difference."

Blackburn believes the marketplace should decide how much AM is needed. "Let the economics take care of it. Let them buy each other out and see if they can



Suberbielle



Mann



Woods



Ferguson



Buckley

make something viable out of what is left," he said.

Paul Leonard, an investment broker for Americom Radio Brokerage Inc., was somewhat less pessimistic. "It is good and smart and justifiable to push the technical quality improvements for AM and give them equal footing to compete because they have spent many years making no progress to combat FM," he said. However, he added, "If you believe in Adam Smith, you really have to believe that the free market is going to decide how many AM stations there should be."

The Tighe and Arsenault proposals, which have yet to gain any traction at the FCC, enjoy the support of stations they are meant to help. But the NAB and many FM broadcasters oppose them. They do not like the idea of taking away spectrum from another service for FM2, and they believe Arsenault's proposal would harm the AM band by discouraging listeners from switching to it and could damage the FM band by further crowding it.

Richard Ferguson, chairman and president of NewCity Communications Inc., which owns three AM stations, said: "I sympathize with some of these guys in a big way, and I will be sympathizing with myself if 10 or 15 years from now I am sitting here with these big full service AM stations that have a lot of money tied up in them. But to save the AM band by sticking an AM guy on FM doesn't do anything for the AM band. It does something for the guy stuck with an AM station."

"The number one thing that I feel strongly about, and that the Radio Operators Caucus feels strongly about, is band integrity. The AM band is in trouble in part because it is so difficult to listen to and a lot of the difficulty comes because so many stations were sandwiched in. Anything that would in any way deteriorate the FM band, I'm totally opposed to."

Mann said Arsenault's proposal does not "make sense at all." Low-power FM's will not improve anything, he said. "The spectrum does not need more stations, it is difficult enough to compete already."

Ferguson said Tighe's FM2 proposal should offer more than just more spots on the dial. "If you are going to offer an additional FM band, it should offer some additional technical enhancement—all digital or something like that," he said. "At least you would be upping the level of service."

Leonard said it is difficult to argue for taking spectrum away from another service. "I don't think the way to save an important, but minority part of the radio spectrum, is at the expense of everybody else," he said.

None believes the technical solutions that the NAB and the government have so far come up with constitute a panacea. "There are certain things that regulatory agencies can do for the AM broadcaster, but in the final analysis, the broadcaster himself has the biggest job," said Snider. "He must upgrade his equipment and he must improve his programming."

—KM,LC

Fixing the AM bandwagon: improvement options

Many organizations and individuals have offered suggestions for improving AM radio. Some of the ideas (and their proponents):

- Require by law that all new radios receive all broadcast bands, including expanded AM band (1605 khz to 1705 khz) that opens up next year, and require that all new FM stereo radios also receive AM stereo (NAB, Representative Matthew Rinaldo [R-N.J.]).
- Work with receiver manufacturers in developing high-quality AM radios featuring stereo, higher fidelity, continuous AM-FM tuning and either steerable external antennas or jacks for external antennas (NAB).
- Promote high-quality AM stereo radios by establishing in cooperation with manufacturers a "certification mark" for such radios and promote radios and AM service in general through "super AM" campaign (NAB).
- Encourage AM stations to broadcast in stereo and implement NRSC transmission or audio processing standard mandated by FCC. Either standard, once widely implemented, promises to reduce second-adjacent channel interference among stations and, thus, permit manufacturers to build wideband (higher fidelity) radios (NAB).
- Complete development of two new AM antennas intended to improve local coverage of AM stations at night. One of the experimental antennas, which is expected to undergo testing in Beltsville, Md., later this year, would allow broadcasters to control nighttime skywave (distant) signals better so that they could boost groundwave (local) signals. The other, which is still on the drawing board, is a compact "low-profile" antenna intended to serve as a "close-in" secondary antenna for stations that have to reduce power at night (NAB).
- Process routinely mutually contingent applications from AM stations that are part of interference-reduction schemes without considering competing applications and deny grandfathered radiation and protection rights of stations that go dark to new applicants seeking to put the station back on the air (FCC).
- Adopt stricter protection ratios that define coverage of AM stations and degree of interference among stations and adopt improved methods of predicting protection ratios for skywaves and groundwaves (FCC, NAB).
- Permit AM daytimers to migrate to the expanded AM band, providing for five-year transition during which daytimers may simulcast on old and new frequencies and prohibiting new stations to acquire abandoned old frequencies (Rinaldo and NAB).
- Seek tighter controls of nonbroadcast sources of interference to AM (NAB); order FCC to conduct study on non-broadcast interference and recommend what FCC and other government agencies can do to limit it (Rinaldo).
- Consider interference potential in granting of new AM stations and prohibit FCC from adopting any rule or policy that would "generally increase interference" in the band (Rinaldo).
- Create new class of low-power FM stations and make that available only to co-located standalone AM's on a non-interfering, secondary basis (Richard Arsenault).
- Reallocate spectrum (50 mhz and 54 mhz) from amateur radio to FM service and give AM daytimers first crack at applying for new stations in the band (Lawrence Tighe).

Telcos, broadcasters talk TV

INTV, TOC, AMST and USTA meet; groups say they're only getting to know each other, not negotiating

Forces within the telephone and broadcast industries are looking for common ground. Last week officials representing those interests gathered in St. Louis to discuss the telcos' desire to become full-fledged providers of video services.

According to a joint statement issued by broadcaster and telephone organizations, the meeting was not a negotiating session but "rather a dialogue and an exchange of views to better understand the points of view of each industry." Signing off on the statement were Preston Padden, president of the Association of Independent Television Stations; John Sodolski, president of the United States Telephone Association; Margita White, president of the Association of Maximum Service Telecasters, and Mary Jo Manning, coordinator, Television Operators Caucus.

Noticeably absent from the St. Louis meeting was the National Association of Broadcasters. NAB President Eddie Fritts said he did not attend the session because of a previous commitment. Moreover, he felt the trip was unnecessary since NAB's joint board had met with Sodolski a week earlier (BROADCASTING, June 26). "We are charting our own course," said the NAB chief.

Fritts and Padden have clashed before on the issue of telco entry into television. The NAB president criticized Padden for acting prematurely on the issue and for putting broadcasters in a negotiating stance before a thorough analysis of the situation had been made.

Broadcaster sources attending the session said they emphasized to the telcos that



Southwestern Bell in St. Louis, site of telco-broadcaster meeting

when it comes to negotiations, they did not want to "preempt" NAB's role as the lead negotiator. Arranged by USTA and INTV, the meeting was held at Southwestern Bell headquarters in St. Louis.

Their talks were characterized as "exploratory" and are a continuation of an earlier session held last November in Palm Beach, Fla. (BROADCASTING, Nov. 21, 1988). Reports out of the St. Louis meeting described the discussion as "very candid," and, according to one source, things have progressed "light years" since the Florida meeting.

The issue of whether the telephone industry should be permitted to be more than a video delivery service was a key topic. There is a consensus among broadcasters that the phone companies should be treated as a video common carrier and barred from the programing content business. That was the stand NAB's board took after its joint board of directors meeting two weeks ago.

But it seems the telcos are "playing their cards close to the vest," said one participant.

Attending the meeting: James T. Lynagh, Multimedia Broadcasting; Dudley Taft, Taft Broadcasting; John Siegel, UTV, San Francisco; John Serrao, WATL(TV) Atlanta; Michael Finkelstein, Renaissance Communications; Thomas Herwitz, Fox Television; White; Padden, and Jim Hedlund, INTV. Most of the contingent was from the independent television community (Padden, Hedlund, Herwitz, Finkelstein, Serrao and Siegel). White and Lynagh were there on behalf of AMST, and Taft for the Television Operators Caucus.

The telco representatives were Bob Alton, Contel; Jerry Blatherwick, Southwestern Bell; Bob Brown, Sugar Land Telephone; John Gunther, BellSouth; Dean Swanson, Standard Telephone; Sodolski; Ward White, USTA, and Martin McCue, USTA. —KM



White House makes it official: Sikes to FCC

The White House ended the suspense on Wednesday (June 28), announcing that President Bush intends to nominate Alfred C. Sikes to the FCC and would designate him chairman. Sikes, who has served as head of the Commerce Department's National Telecommunications and Information Administration since 1986, was due to have been nominated by June 16, along with the two other Republican nominations being made—those of Washington attorney and former White House aide Sherrie Marshall and Illinois Commerce Commission member Andrew C. Barrett (BROADCASTING, June 16). But reportedly because Sikes had angered the White House by confirming his upcoming nomination in an interview that appeared in the June 16 edition of *The New York Times*, the announcement of his nomination was held back. Sources say Sikes helped break the impasse early last week by discussing the matter with White House Chief of Staff John Sununu.

Sikes was named to a five-year term that began on July 1. He would fill the seat vacated in December 1987 by Mimi Dawson, and would succeed Dennis Patrick as chairman. Patrick, a Reagan appointee, announced his resignation on April 5, effective on the confirmation of a successor. Confirmation of the three new nominees would bring the five-member commission up to full strength for the first time in two years. But the White House is now reviewing the resumes of candidates to fill one of the two non-Republican seats—that occupied by Democrat Patricia Diaz Dennis. Her term ended on Friday, and while she has said she would be interested in reappointment, indications are that the White House plans to replace her. Dennis has said she would remain until a successor is confirmed. The remaining commissioner, Democrat James Quello, is serving a term ending on June 30, 1991.

Feuding over 'Feud' spots

Stations say LBS's move to replace promotional considerations at end of show with two ads is contract violation

LBS's *Family Feud*, the television game show where two families face off against each other, is now the setting for a confrontation between LBS and the stations that clear the show.

Survey says foul, according to station managers responding to LBS's elimination of the fee spots or promotional considerations at the end of *Family Feud*, and putting in two 30-second ad spots in their place. Two weeks ago, LBS cut out the one-minute block of fee spot time—usually reserved for identifying sponsors of gifts and services for the show—to sell an additional minute of ad time.

Contract terms for the show, sold on a cash-plus-barter basis, call for stations to have five and a half minutes of ad time with LBS holding one minute. According to the stations, many of which were unaware of LBS's move, the action represents a violation of their contract. Many stations became aware of the situation after their traffic departments alerted them to irregularities.

"It's a violation of our contract, and



'Family Feud' host Ray Combs

we're covering the [additional] spots with public service spots," said Tom Reiff, president and general manager, KPRC-TV Houston. "Our traffic department caught it after they saw the format was abnormal. We've told LBS that we will only run one

of their minute spots," he said.

"We were not notified at all," said Leslie Glenn, programing and research manager, WAGA-TV Atlanta, who characterized the move as underhanded. "We've had a good relationship with LBS and I'm just surprised by it. You don't do something like that without notifying your stations. You just don't do business that way," she said. Glenn said that "effective tonight [June 30] we'll cover the additional spot with a PSA and a station promo."

Al Seethaler, vice president and general manager, KMGH-TV Denver, was unaware of the move but said "my view would be that it is a violation of our contract. If it is true, we'll be reviewing our contractual agreement."

LBS Entertainment president Paul Siegel, who oversees production for the company in Los Angeles, said he was unaware of the move until last Thursday (June 29), and deferred questions about the company's action to his brother Henry, chairman and president, LBS Communications, and to Mike Weiden, president, TV Horizons Inc., the company's barter sales arm. Both Henry Siegel and Weiden, located in New York, were unavailable for comment. □

May Cassandras: 'Wheel' slows, 'Jeopardy!' picks up speed

With the issuance of Nielsen's May Cassandra books, there is good news and bad news for King World. The bad news is that King World's *Wheel of Fortune*—the perennial syndicated ratings champ—is continuing to show signs of erosion and will probably fall out of the top spot in access some time in the fall, according to Dick Kurlander, vice president, director of programing, Petry Television. The good news for the syndicator is that *Jeopardy!*, another King World production, should be the show that takes over the top access spot, according to Kurlander.

While *Wheel* remains the number-one show overall, the May book shows it fell from number one (in the February book) to third among access shows for women 25-54.

Kurlander said the surprise of the May book to some people was the performance of still another King World show, *Inside Edition*, which saw a two-share point increase, in access, from the February book.

Oprah dropped one share point from February, but Kurlander doesn't believe that's cause for concern. "I think, both objectively and subjectively, that she missed a beat in May. It's nothing serious. I think she needs to refocus. Some of her shows were lacking, not as compelling."

The *Cosby Show* saw a two-share point drop in the May book as compared to February, and Kurlander says that is a cause for concern, "especially when it's set for three and a half more years without a rest."

Among the other access shows, the new book shows *A Current Affair* and *USA*

Today "pretty much flat" as compared to the February book. *A Current Affair* is still doing "terrifically," while *USA Today* lost 10 access time slots between February and May.

Entertainment Tonight is still the leading reality program in access, and is up a share point from February. Kurlander said the show continues to perform "very strongly," with "excellent demos." □

Paramount lines up \$8 billion in loan commitments

It says group of banks have pledged money for its hostile takeover of Time Inc.

In separate developments last week in the continuing battle for control of Time Inc., Paramount Communications said it had a total of \$8 billion in loan commitments to fund its hostile tender offer for Time; a group of Time shareholders, including an affiliate of Cablevision Systems Corp., protested the Time board's rejection of Paramount's offer; the FCC asked Paramount to clarify statements regarding the voting trust through which it intends to acquire Time shares, and Time shareholders expressed displeasure with the company's management at Time's annual shareholder meeting.

Last Thursday (June 29), Paramount announced that 8 banks had committed \$1 billion apiece in senior debt financing for Paramount's \$12.2 billion, \$200-per-share bid for Time. The syndicate includes U.S., Canadian and Japanese banks. The company said it had received expressions of inter-

est totaling "well in excess" of the additional \$6 billion Paramount wants to raise in senior debt.

Three Time stockholders—an affiliate of the Robert M. Bass Group, an affiliate of Cablevision Systems Corp. and media investor A. Jerrold Perenchio—filed suit last Monday in an unsuccessful attempt to block the shareholder meeting scheduled for Friday. The suit alleged that Time's directors violated their fiduciary duty to shareholders by refusing to negotiate with Paramount. Bass's objection came four months after Time Chairman J. Richard Munro said he was not worried about reports that Bass might interfere with the Time-Warner merger ("In Brief," March 27). "He's not up to anything evil," Munro had said.

FCC Mass Media Bureau Chief Alex Felker, citing "apparent inconsistencies in Paramount's filings, asked Paramount to clarify whether it intends to acquire Time stock and transfer it to a voting trust before or after it gets local and state approval for Time's cable franchises. Paramount had

Arbitron, Nielsen and cable: working together

More than 70 senior level cable executives met in Chicago last Thursday, for what is becoming an annual one-day gathering to improve cable's share of the \$9 billion spot television pie.

Robert Alter, president of the Cabletelevision Advertising Bureau, said the presidents of both ratings services—James Lyons of A.C. Nielsen and Anthony Aurichio of Arbitron—discussed ways of providing data needed by the cable industry. That may include providing more demographic information on cable subscribers and using better sampling techniques, said Alter.

"We'll be working with them in a whole series of areas that could give us more accurate local data," said Alter. It will be a matter of "matching our needs with their capabilities," he said. While cable is pleased that services are showing up in local ratings books, said Alter, it has not been quick to promote the fact because the cable industry feels those diaries underreport viewing by as much as 50%. Cable would like to see adjustments made before it legitimizes the local numbers by endorsing them, said Alter.

"The other thing we worked on was the whole paperwork

issue; the standardization of paperwork, contracts and billing affidavits," said Alter. The companies that supply cable systems with advertising-related paperwork have agreed to adapt their software to the recommendations set forth by CAB, Alter said, and he hopes to see the first changes by year's end.

The group also heard a report from the Donovan Co., which supplies advertising-related radio and television computer services to agencies. Donovan is working on developing a system for cable, said Alter, called Cable Pak. "We have to interface with that," he said, and "what cable would have to do to make it easier" was discussed.

There was also discussion on ways to encourage more interconnects. Alter said the CAB board will try "to get interest at the top levels of the MSO's in hastening that process."

"The two things are dovetailed," said Alter, with cable moving to standardize paperwork and create more interconnects, while agencies and research services work to provide information tailored to cable's needs. "There is still a lot of work to be done," said Alter, "but we made quite a bit of progress."

proposed the trust with Donald Rumsfeld as trustee to hold the Time stock until the FCC approved the transfer of Time's cable-related radio licenses to Paramount.

Aaron Fleischman, Fleischman & Walsh, an attorney representing Warner, said the question of local and state approvals, which Felker is forcing Paramount to answer, puts Paramount in a lose-lose situation. If Paramount decides to go for the franchise approvals prior to the transfer of the stock to the trust, the entire deal could be hung up for as much as a year or longer—too long for the execution of a hostile takeover—as Paramount tries to win the franchise approval, he said. If Paramount opts to go for franchise approvals after transfer of the stock to the trust, it violates local, state and federal laws governing franchise transfers and opens itself up to all sorts of litigation, he said. "Either way they seem to be stuck," he said.

At the shareholder meeting Friday—where no merger-related business came to a vote—Time shareholders expressed a measure of displeasure with the company's board of directors. Twenty-six percent of votes cast at the shareholder meeting withheld approval for four Time directors that were up for re-election. In the weeks preceding the meeting, some Time shareholders said they would withhold their approval of the directors to express their unhappiness with Time's rejection of Paramount's tender offer for the company. No alternate slate of directors was up for election.

Questioned about the outcome of the canceled Time shareholder vote on the merger, Munro said he was not sure whether shareholders would have approved the merger.

Addressing the debt that Time would incur in its tender offer for Warner shares, Munro said, "We hope we can avoid any layoffs. We hope we can avoid any asset sales. We'll do our best." He added that the best way to pay down debt was through growth, not through cost-cutting. —GM

Mutual Telesales buys ITS rep firm

Independent Television Sales will represent 52 TV stations, combined operation to continue under ITS name

Independent Television Sales, the five-year-old rep firm catering to independent television stations, has been sold to the Atlanta-based rep firm Mutual Telesales Inc. The deal, which closed last Tuesday (June 27), follows reports earlier this year that ITS had financial troubles and was discussing a restructuring of its business. The terms of the sale were not disclosed.

ITS president and previous minority owner Bob Somerville said: "We were running a very expensive operation, and revenues weren't there to support it." In March, BROADCASTING reported that ITS was discussing a business combination with Seltel. In April, the company cut nine people from its New York office. In May, the Internal Revenue Service placed a levy for \$800,000 in payroll taxes on the company, but released it later that month. Referring to the levy, Somerville said: "That was handled and taken care of before the sale, that's for certain."

MTI President Ron Moore said that ITS would be representing 52 television stations—the 24 that ITS currently represents along with 28 of MTI's 29 clients. MTI would be resigning one station because of a same-market conflict, he said, but would not disclose the station until it had been notified. The combined operation will continue under the ITS name, Moore said.

Moore said he would "definitely" expand ITS's New York and Los Angeles offices, and possibly the Chicago office. Somerville said ITS had five salespeople in New York, along with a local sales manager and an overall group manager.

Moore, who characterized ITS's way of doing business as more expensive than his own, said he would be disposing of certain

ITS assets and moving a number of offices almost immediately. ITS's headquarters would move to Atlanta, he said.

A major issue in the company's future promises to be retention of its personnel. Rather than paying salaries to its sales staff, "our principal arrangement [at MTI] has been commission," Moore said. Referring to ITS's sales staff, Moore said, "Those who do the job will be compensated in an appropriate manner." He added: "The main reason for acquiring ITS was their list of stations and their terrific sales force."

One station supporter of Moore's was John McKay, president and general manager of KDFI-TV Dallas, a market where reps are thinly spread. "The greatest challenge, of course, is his [Moore's] ability to keep the troops together," McKay said. "I'm convinced he's got the aggressiveness, creativity and energy to make that happen."

Somerville said he would stay with the company temporarily to work on the post-sale transition.

At least eight ITS stations have moved to other rep firms within the past month. Last week, Adam Young Inc. said it had been appointed national rep by ITS client WXXV-TV Biloxi-Gulfport, Miss. "I'm quite stunned over that," Somerville said. He said that ITS's contract with the station had more than a year remaining, and that ITS had not had conversations with either WXXV-TV or Adam Young on the subject. "As far as I'm concerned, MTI represents the Biloxi station until we are so notified, which we have not been," Moore said. Seltel, which announced it was representing four ITS stations in June ("In Brief," June 12), last week announced it had picked up two more stations: WDSI-TV Chattanooga and WOLF-TV Scranton, Pa. MMT Sales announced last month that it was national sales rep for KCIK-TV El Paso. —GM

PERSPECTIVE

And the First shall be first

Whatever else can be said of the Supreme Court left behind by Ronald Reagan—and much was being said of it in the final months of its 1988-89 term—it is not one whose majority at least is afraid to read the First Amendment literally. Flag-burning as political protest. “Dial-a-porn.” Even the publication of a rape victim’s name. All wholly unpopular issues. Yet in each, the high court found in favor of those invoking the First Amendment as a defense.

The string of such decisions was not uninterrupted. In one of the few decisions over the years in which a public official plaintiff prevailed in a libel case, the court unanimously upheld a \$200,000 judgment against the *Journal News* of Hamilton, Ohio. But even in that one, the Society of Professional Journalists—though disappointed—found cause for reassurance. “The court did reinforce the soundness of *New York Times v. Sullivan* doctrine and the essential viability of American libel law,” said Paul McMasters, deputy editorial director of *USA Today* and chairman of the Society’s National Freedom of Information Committee.

“It was a very reassuring and cheering week,” said New York attorney Floyd Abrams, who often represents broadcasting interests in free-press cases. “Those decisions define the sort of country we are, and bode well for First Amendment cases in the future.” In each of the three cases in which the First Amendment defense succeeded, Abrams noted, the court was defending “unpopular activities.” That was particularly true of the 5-4 decision upholding the constitutional right to burn the American flag as an expression of political protest—a decision so unpopular President Bush last week joined those in Congress calling for a constitutional amendment to overturn it.

What does the court’s spate of First Amendment decisions portend for broadcasting?

As for the flag-burning case, probably nothing, at least directly. Lawyers regard that as a one-of-a-kind case. But the makeup of the majority proved fascinating—Justices Antonin Scalia and Anthony Kennedy, two of the most conservative justices, joining liberals William Brennan Jr., Thurgood Marshall and Harry A. Blackmun. If nothing else, the lineup demonstrates that concern for the First Amendment is not the sole concern of any ideology.

Kennedy’s vote came as a particular surprise; his views on the First Amendment were not known. The court’s newest member expressed his position in a short concurring statement in which he said, “I do not believe the Constitution gives us the right to rule as the dissenting members of the court urge, however painful this judgment is to announce.” Or, as Media Access Project’s Andy Schwartzman translated, “You hold your nose, and follow the Constitution.”

The dial-a-porn decision was one that does relate to broadcasting, however. Law-



Supreme Court Justices (l to r, standing) Scalia, Stevens, O'Connor, Kennedy, and (sitting) Marshall, Brennan, Rehnquist, White, Blackmun

yers read it for clues on how to proceed with the case in which 17 broadcast and public interest groups are challenging the constitutionality of the 1988 law imposing a round-the-clock ban on indecent programming on radio and television. The case is pending before the U.S. Court of Appeals in Washington, with the groups due to file their briefs on July 28. And given the dial-a-porn decision, said Henry Geller, one of the attorneys challenging the law, “this will be like shooting fish in a barrel.”

The high court held unanimously that the law banning commercial, sexually explicit telephone messages that are indecent but not obscene is unconstitutional, but by a 6-3 vote upheld that portion of the law banning such messages that are obscene. Justice Byron White, who wrote the opinion, noted that the court has repeatedly held that the First Amendment does not extend to obscene speech. And while the law’s goal of preventing children from being exposed to indecent speech is a valid one, White said, the total ban is not a constitutionally permissible means of achieving it. White cited a 1957 case, *Butler v. Michigan*, in which the court overturned a law banning the distribution of materials found to have a potentially harmful influence on minors. Said White, “The court found the law to be insufficiently tailored since it denied adults their free speech rights by allowing them to read only what was acceptable to children.”

What’s more, Timothy Dyk, the lead attorney in the attack on the broadcast indecency law, found particularly significant the court’s rejection of the FCC’s argument regarding the deference due Congress. The commission, in defending the law, said Congress had concluded that there was not a sufficiently effective way to protect minors short of a total ban—and that the court must defer to that judgment. Wrong, said

White. He said that although the court will not ignore Congress’s views on a constitutional issue, “it is our task in the end to decide whether Congress has violated the Constitution.” Congressional wisdom was, essentially, the rationale for the total ban on broadcast indecency.

Broadcast attorneys took some comfort, also, in the court’s discussion of the *Pacifica Foundation* case. The commission had cited the 1978 decision, in which the Supreme Court upheld the commission’s authority to regulate radio broadcasting that is indecent but not obscene, as a justification for a complete ban on indecent commercial telephone messages. But White noted that the *Pacifica* decision was an “emphatically narrow” one and was distinguishable from the telephone case, “most obviously because it did not involve a total ban on broadcasting indecent material.” The commission, the *Pacifica* court said, sought only to “channel it to times of day when children most likely would not be exposed to it.” It is the lack of channeling in the 1988 law that broadcast and public interest lawyers cite as a serious, if not fatal, flaw in the statute. Indecency, said Dyk, “is protected speech.”

For all of that, commission lawyers preparing their brief were not conceding the case. “The court’s guidance in one medium can be applied to another,” said one of the commission’s attorneys. “The government can regulate indecency for more than 2 o’clock in the afternoon in New York”—the time and place of the incident that led to the *Pacifica* decision. “How far? The court left open the possibility that if there is no reasonable way of restricting access to children, a total ban would be permissible.” That in turn leaves open the question of whether the record supports the argument that time channeling would be inadequate. Even broadcast attorneys noted that the Su-

preme Court cited differences between telephone messages—which a listener must make a deliberate effort to obtain—and broadcasting, which the *Pacifica* court said is “uniquely pervasive.”

Commission and communications attorneys were studying the court's decisions also for clues as to what its position would be on the constitutionality of the fairness doctrine. Not surprisingly, there was no consensus. Commission lawyers cite White's language in the dial-a-porn opinion rejecting the argument that the courts should defer to Congress's conclusion about an issue of constitutional law. And the “pro First Amendment” posture the court has demonstrated, those commission lawyers say, would probably result in a decision declaring the doctrine unconstitutional. Not so, say lawyers seeking the doctrine's restoration. “The fairness doctrine doesn't prohibit speech,” said M.A.P.'s Schwartzman. “It is designed to promote it.” For his part, Abrams said the issue “is wide open.” “*Red Lion*”—the 1969 Supreme Court decision affirming the constitutionality of the fairness doctrine, he noted—is “still on the books.”

Of course, all of that assumes enactment of a codification bill—and it is not certain when, if ever, the constitutional issue will be presented to the high court as the result of congressional action. Bills to codify the doctrine have been reported favorably by the Senate and House Commerce Committees. But backers of the measures are holding off on sending them to the floor until they are confident they would have the necessary votes in the Senate—they are confident of the support they need in the House—to override the veto with which President Bush has indicated he would greet a fairness bill.

Meanwhile, a battle over the doctrine is under way in the courts, though not in a manner that would require the court to resolve the constitutional issue. Citizen groups are in the process of seeking Supreme Court review of the decision by the U.S. Court of Appeals in Washington in January affirming the commission's decision two years ago to repeal the doctrine. However, the court did not reach the consti-

tutional issue. And the citizen groups' principal argument—to be made in a petition for review to be filed by Aug. 23—is that the commission lacks the statutory authority to repeal the doctrine. “The constitutional issue is not involved,” said Schwartzman, one of the citizen groups' principal attorneys.

The two decisions involving newspapers afforded those concerned with the First Amendment less reason for cheer.

The one overturning a \$97,000 award against a Florida weekly—*Florida Star* of Jacksonville—for printing the name of a rape victim in violation of state law was welcomed by the newspaper, certainly. But



the opinion, written by Justice Thurgood Marshall and joined in or supported by five of his colleagues, was too narrowly written for the peace of mind of the Society of Professional Journalists. Marshall said the law was unconstitutionally applied, but he stopped short of saying the law itself was unconstitutional. The narrowness of the opinion, Society officers warned, could encourage states to enact such laws and the proliferation of privacy suits.

The unanimous decision affirming the \$200,000 libel judgment against *Harte-Hanks Communications' Journal News* stirred less concern among the news media than might have been expected. An unsuccessful candidate for Hamilton municipal court judge said he had been libeled by a story quoting a grand jury witness accusing him of “dirty tricks” in connection with a bribery investigation. Since the case was brought by a public figure, the *New York Times* holding required the jury to find that the newspaper had acted with “actual malice” in committing the alleged libel—that it knew the story involved was false or that it

acted with “reckless disregard” for whether it was true or false. That is a heavy burden, but the court agreed with the jury in the case and with the appeals court that had exercised its independent judgment in the matter that the burden had been met.

This case marks “no watershed,” said Geller. “A newspaper can lose a case when there is malice, and here there was malice.” Indeed, the opinion was useful to the Society of Professional Journalists; it provided proof that the media can lose libel cases to public officials and public figures (proof that such individuals complain is in very short supply). SPJ's Mc Masters said: “Responsible journalists do not ask for immunity from libel laws. [The *Journal News*] decision reminds us that public officials and public figures can recover libel damages in certain circumstances.” And Bruce Sanford, the Society's First Amendment counsel, said the “very careful, thoroughly researched” opinion of Justice John Paul Stevens “found for the libel plaintiff without doing damage to constitutional libel law.”

To Sanford, the *Harte-Hanks* decision did more. It provided additional evidence that the First Amendment remains “the most unpredictable area of Supreme Court jurisprudence.” It is, he added, “unstable, filled with emotional as well as intellectual stresses. There is no clear consensus on First Amendment theory and the manner in which it is applied to cases.” He concluded: “We're in for a most interesting decade.”

It is true, the majority on First Amendment is sometimes a shifting one. And as lawyers watching the court say, a trend is hard to discern. But as of the end of the 1988-89 term, media interests would likely say of the results, “So far, so good.”

□

Or is it? In its last First Amendment case of the term, the court on Thursday issued a decision in a commercial speech case that bears out Sanford's view that “a clear First Amendment theory” cannot yet be discerned in the court's opinions. In a case involving the State University of New York's ban on Tupperware parties, the court, in a 6-3 decision, departed from past decisions indicating that government restrictions on commercial speech—that “proposing a commercial transaction”—must be “the least restrictive” possible to accomplish the asserted governmental interest. Rather, said the court, in the opinion written by Scalia, the court's previous “commercial speech” decisions require only a “fit between the legislature's ends and the means chosen to accomplish those ends—a fit that is not necessarily perfect, but reasonable.” Blackmun, in a dissenting opinion in which Brennan and Marshall joined, would have “preferred to leave the least-restrictive means test question to another day.” In his view, the court should have disposed of the case—and overturned the university's ban—on the ground it was overly broad.

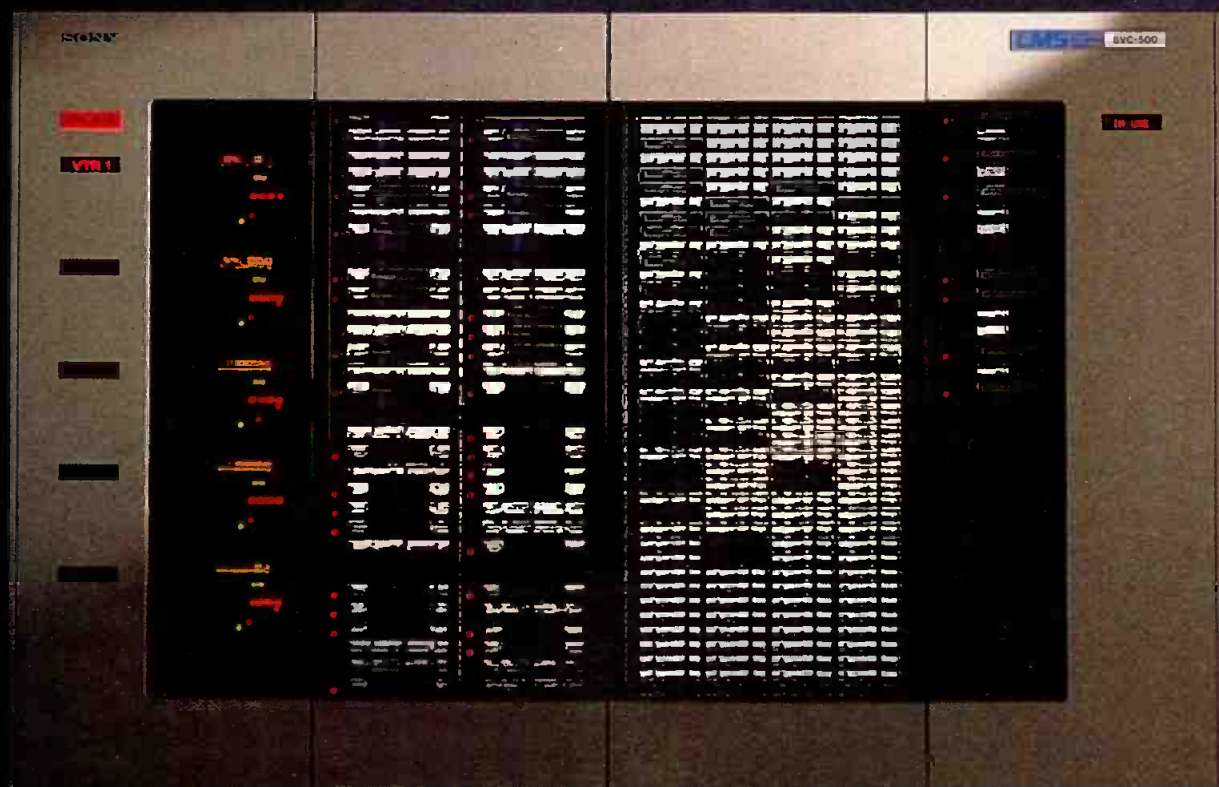
So what is the trend in First Amendment cases? Stay tuned. —LZ

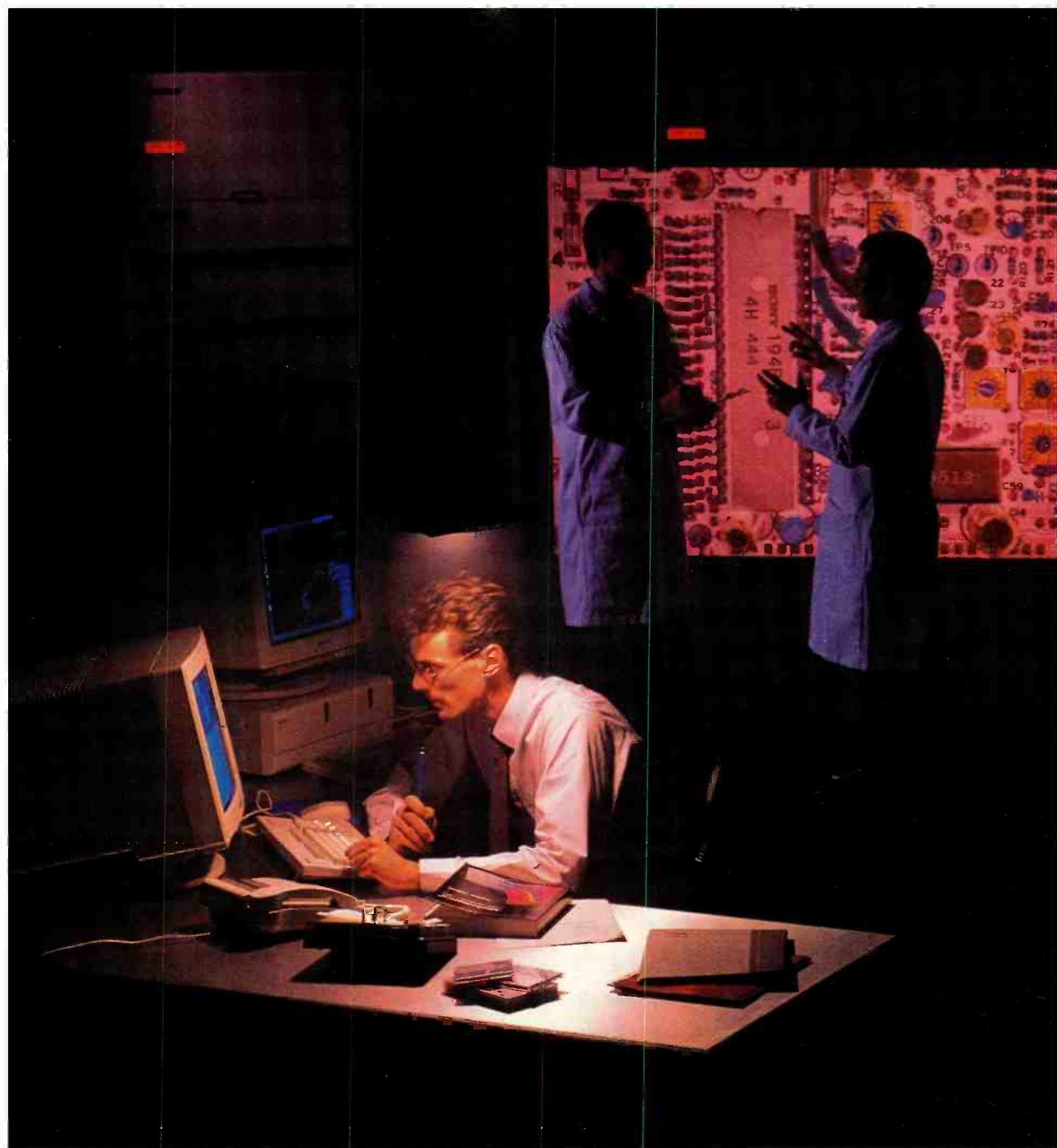
Unfinished business for ITU

The 13th International Telecommunication Union's plenipotentiary conference in Nice concluded last Friday (June 30) with the signing of a new constitution and a new Convention of the Union, but with a number of major issues left unresolved. They are to be considered in a study by a high-level committee of a “global approach” that will be conducted over the next several years, and acted on at the next plenipotentiary conference.

The U.S. declined to sign on to the “global approach”—which broke an impasse on a number of issues—because it would increase the ITU budget over the next five years, and the U.S. was committed to zero growth. The new budget would be \$360 million, an increase of some \$16 million. The U.S., along with the United Kingdom, Venezuela, Netherlands and Australia, disassociated itself from the consensus reached last week on the budget, but did not attempt to block it. The increase, in turn, results in part from the decision to establish a new permanent organ, the Telecommunications Development Bureau, designed to help developing countries strengthen their telecommunications operations. Initially, the TDB will come under the responsibility of the Secretary General, but the next plenipotentiary conference will elect a director for it.

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Fox shoots for summer start to fall season

Programming service will debut some new episodes early to try and build audience for rollout of remainder of schedule in fall

The Fox Broadcasting Company, looking to get a jump on the competition, is planning a summer rollout of part of its new season schedule. By stepping up its production schedule and airing unused episodes from last year's writers' strike, Fox, according to Entertainment Group President Peter Chernin, is banking on its ability to entice viewers from reruns on the other networks, and thereby build audience loyalty for the fall

debut of the rest of the new season schedule.

Fox's first volley will be the July 9 debut of *Totally Hidden Video* (8:30-9 p.m. ET, Sunday), a half-hour comedy series in the vein of the classic *Candid Camera* series. On July 15, a special one hour *Cops In Russia* edition airs at 8-9 p.m., followed the next week by a regular Saturday half-hour airing of *Cops*, which will originate from Portland, Ore. *America's Most Wanted* will also make a special debut with live remotes July 9 from San Francisco and July 16 from Jacksonville, Ill., in its usual 8-8:30 p.m. Sunday slot. *Most Wanted* will

make its regular season debut August 20.

Married...With Children makes its season debut August 27 in its new 9-9:30 p.m. Sunday time slot, followed by a revamped version of *Duet*, tentatively titled *Open House*, at 9:30-10 p.m. (August 20). Sunday nights on Fox will be extended to 11 p.m., with *The Tracey Ullman Show* and *It's Garry Shandling's Show* rounding out the schedule (debut dates have not been set for either show). And as for the new Monday night schedule, *Alien Nation* is slated for a two-hour premiere Sept. 18 before going into its 9-10 p.m. slot. Chernin said *21 Jump Street* (8-9 p.m.) will make its season debut sometime in September.

When questioned about the strategy behind FBC's move to an earlier rollout, Chernin said: "While HUT levels may be down 10%-15% during the summer months, we're just trying to be different by offering a great many viewers an alternative to the glut of summer reruns on the other networks."

In hopes of pulling off a ratings coup against ABC, CBS and NBC this fall, Fox is pushing production ahead of schedule on *Hidden Video* and *Cops*. Chernin said *Hidden Video* has up to four episodes "near completion," and that Fox had worked out a "general agreement" with program suppliers on "manageable dates" for their production schedules. Reality-based shows like *Cops* and *Most Wanted* are generally less expensive and easier to produce than sitcoms or hour-long dramas.

Chernin told BROADCASTING that the network has some original episodes of *Married...With Children* on the shelf from last year's writers' strike, which could mean that the show will exceed its 22-episode run.

One question still unanswered is what advertising rates Fox will set for the early debuts. Chernin says the network, as always, will have "rating guarantees," and that the ratings during the summer will be stronger than some are predicting. Sharing Chernin's confidence, Fox Affiliates Board Chairman and KTXL-TV Sacramento, Calif., General Manager Michael Fisher said: "As far as rolling out new programming during the summer, I think it is strategically a great move. When Fox is going full force in the fall, we'll have more episodes in the can and we'll be able to get a better sampling of the shows' ratings. As an independent and a Fox-affiliated station, it has been my experience that we usually have a strong July book, and getting new programming earlier gives us a better one-two punch."

Marc Goldstein, senior vice president of Lintas-USA Advertising, credited Fox with "a bold move.... If they're successful, they won't have to be concerned with guaran-

Going all out for 'Boss'

During the Broadcast Promotion and Marketing Executives/Broadcast Designers' Association seminar in Detroit (see story, page 34), Columbia Pictures Television unveiled its advertising and promotion campaign for the off-network premiere of *Who's the Boss?*, set for Sept. 11. This date marks the earliest in a season that the company has entered a show into syndication and executives placed the price tag for the campaign at several million dollars.

Steve Sohmer, president, Steve Sohmer Inc., who was selected as part of CPT's team to launch the show, said the Boss campaign was intended to be the equivalent of a network fall launch. "We believe this will be a watershed promotion campaign for any syndication launch ever," Sohmer said.

An on-air effort consisting of hundreds of promos, utilizing the entire series's cast, is in three phases: "tease, excitement and halo," each geared for a minimum three-week run (with the entire campaign beginning nine weeks before launch).

The tease portion includes a series of 30- and 15-second comedy vignettes using the slogan "Show Them Who's The Boss." Phase two features 30-, 15- and 10-second spots with the cast. The third phase offers 30-, 15- and 10-second promos that tie the show to each station's lineup of entertainment blocks or as a lead-in to local news.

The on-air package also includes specific holiday promotions, PSA's, spots for each of the approximately 120 episodes and the show's theme music in a variety of formats. There are also radio promos, a print package and elements for outdoor and transit publicity.

Series star Tony Danza, who was on hand to help kick off the campaign, said he would try to visit stations to do more personalized PR work. This announcement, as well as the entire presentation, was greeted with enthusiasm by the gathered group of promotion professionals.

Who's the Boss? will enter its sixth first-run season on ABC this fall, beginning production July 24.





'Alien Nation'



'Cops in Russia'



'Jump Street'

tees. I think they were already in a favorable light with advertisers. Their primary goal is to increase viewer sampling with an early rollout. The secondary goal is to develop viewer loyalty through that sampling. It's that simple."

Fox also announced that Monday's *Fox Night at the Movies* (8-10 p.m.) has slated "Jumping Jack Flash," starring Whoopi Goldberg, and "Mannequin," starring Andrew McCarthy, for broadcast premieres July 10 and August 28, respectively.—MF

Roller derby plus music plus gators: 'Rollergames'

Qintex provides particulars of syndicated show that has cleared 95% of country, top 60 markets

One of the higher profiled new programs offered at the NATPE convention in January, Qintex's *Rollergames* has accumulated 144 station clearances representing 95% of the country. Clearances for the show, which has been sold without a pilot, include all of the top 60 markets, with more than 60% of the total clearances coming from network affiliates, according to Jody Shapiro, executive vice president, telecommunications, Qintex Entertainment, who

participated in a press conference held in Los Angeles last Wednesday (June 28). Shapiro said he expects final clearances to total somewhere between 155-160.

Several stations within the Group W, Post-Newsweek and McGraw-Hill station groups, and all six of the Tribune Group, are clearing the show. Tribune is also handling barter sales for the show.

Production costs for the program, according to David Sams, executive producer, are \$200,000 per episode "on paper," but actually closer to "half a million per episode for the inaugural year."

In an effort to offset some of those costs,

advertisers will sponsor each of the four quarters of the match, as well as the half-time presentation. Both Tribune and Qintex executives said the show has been well received by advertisers, with buyers "paying network sports dollars for the inaugural year," said Sams. Shapiro said Qintex is projecting a 6 to 7 rating with cost-per-million set at \$5.50.

Additional revenue will come from selling billboards situated on the set and a licensing agreement set up with Entertainment/Trademark Consultants Inc (ETC). ETC has signed 10 merchandising agreements for the production and selling of video games, action figures and pajamas, among others. Merchandisers include Milton Bradley Co., Mayfair Industries and Nintendo licensee Konami Inc.

The show, described as roller derby for the 1980's with an MTV element, features a figure-eight skating track designed with a number of pitfalls. The hazards on the Super Concourse, as the track is called, include a 40-foot-long, 14-foot-high so-called "Wall of Death," a 12-foot-long, three-foot-high ski jump and an alligator pit which will contain gators anywhere from six to 12 feet in length.

In order to house the track, Qintex is using a former NASA hangar located in San Pedro, Calif. The hangar, which measures 41,000 square feet, was most recently used by ABC Circle Films for some of the shooting of *War and Remembrance*.

In an effort to attract younger viewers, the show will feature a live band performing in the center of the track during half-time. Rock personalities Ozzy Osbourne, Lita Ford and Henry Lee Summer are among the musicians slated to perform during the show's first season, said Sams.

In addition to the halftime musical groups, Qintex is negotiating to bring in musical talent to sing the national anthem at the start of each show. Sams said one musical guest he is seeking is soul singer James Brown, who is currently serving a six-year term in the South Carolina correctional system. Sams said if the South Carolina officials will allow Brown to perform, *Rollergames* will donate \$25,000 to the correctional system's charity of choice.—SC

Sohmer to head Nelson Television

Nelson Entertainment Group, already involved in the distribution of outside programming for the international market, has formed an in-house television production division that will be headed by former NBC executive vice president Steve Sohmer.

"We have long seen television production as a natural extension of our restructuring of NEG," said Richard Northcott, chairman and chief executive officer, Nelson Entertainment Group. "The creation of Nelson Television will provide us with additional product for our international sales and distribution operations while providing NEG with a new opportunity to develop a revenue base in the rapidly expanding worldwide television industry," he said.

Formed in part to take advantage of the



'Rollergames'



Sohmer

growing international market for programming. Nelson Television will produce series, made-for's and minis for network television as well as co-produce and co-finance foreign productions.

"At a time when development fees and production costs are outstripping domestic," said Sohmer, "our creative communi-

ty is looking to the emerging world markets for co-production and after-market revenue. Nelson Television is a new venture designed to help the American community catch the wave of the worldwide expansion of the television industry. Through Nelson's established distribution and financing structures, and with our marketing expertise, we can offer unique development and co-production arrangements from the conception of a television project to its foreign

ATAS action

Lucille Ball, who died April 26, will be posthumously awarded the Governors Award of the Academy of Television Arts & Sciences. The presentation will be made during the telecast of the 41st annual prime time Emmy Awards on Sept. 17. Previous recipients of the award, given to an individual, company or organization for outstanding achievement, include William Paley, Walter Cronkite, Johnny Carson, Bill Hanna and Joe Barbera, and Hallmark Cards Inc. for *The Hallmark Hall of Fame*.

In other ATAS news, the academy and the UCLA Film and Television Archive have signed a five-year agreement, continuing their relationship to create co-ventures in the preservation, presentation and study of television and make available to the public, for the first time, materials collected by the archive. As part of the agreement, the academy will donate \$150,000 over the next five years to the archive.

syndication."

Sohmer, the division's president and chief operating officer, said three projects are already in the works: a mini-series, an hour-long drama, and a sitcom. The division has an order from NBC for a four- to six-hour mini-series set during the 1960's. Sohmer said that following the July 4 holiday the company will begin marketing the drama and the sitcom. Sohmer described the drama as a present-day military police

Syndication Marketplace

Crazy About The Movies: Rock Hudson: Tall, Dark & Handsome, 10th edition of Cinemax film series, debuts July 16, with additional play dates July 19, 22, 25, 27 and 30. Documentary includes film clips and interviews with Tony Randall, Susan Saint James, Hugh O'Brian and Elaine Stritch. Executive producer is Ellen M. Krass; producer/director/editor, Susan F. Walker, and writer, Jeff Tambornino.

My Secret Identity, MCA's nationally syndicated, half-hour weekly series, has been renewed for second season. Production is scheduled to resume in mid-July for fall 1989. Show debuted in October 1988, and is produced by Sunrise Films Limited in association with Scholastic Productions Ltd. and CTV Television Network Ltd. with participation of Telefilm Canada.

Worldvision Enterprises will launch *A Question of Scruples*, daily, half-hour syndicated talk show, for fall 1990. Produced by Sunbow Productions, show is inspired by Milton Bradley board game, and will examine marital, political, business and moral dilemmas faced by average person on daily basis. The program's two hosts will interact with live studio audience, and show will feature on-street interviews and celebrity drop-ins.

Orbis Communications has announced it will launch new version of *Joker's Wild* game show in first run syndication for 1990-91 season. Kline & Friends to produce, in association with Jack Barry Productions.

Peppermint Place, children's show produced by WFAA-TV Dallas and A.H. Belo group of stations, has now cleared 72 stations covering 52% of country. Show is being cleared by Electra Pictures, Dallas. Recent additions include WCBS-TV New York, WTVJ-TV Miami, WXIA-TV Atlanta, WDSU-TV New Orleans and WISH-TV Indianapolis.

Trial By Jury, new daily half-hour first-run series hosted by Raymond Burr, has been cleared in 100 markets, including all of top 10 markets. Barter strip (distributed by Viacom) has been sold to NBC O&O's in New York (WNBC-TV), Chicago (WMAQ-TV), Washington (WRC-TV) and Cleveland (WKYC-TV). It has also cleared with Cox, Meredith, Fox, Chris-Craft, Hearst, LIN, Viacom and Bonneville station groups.

Synditel, feature of Television Critics Association's 1989 summer tour, will preview 14 shows and more than 30 stars and production executives of next fall's lineup of first-run syndicated television programming July 28 at Los Angeles's Century Plaza Hotel. This is Synditel's fourth year on TCA's summer calendar. Eleven major distributors will be on hand for all-day session with television writers from throughout United States and Canada.

Synditel participants include: DLT Entertainment (*Talkabout* and *Mystery Wheel of Adventure*); Genesis Entertainment (*The Byron Allen Show*); Group W Productions (*Teenage Mutant Ninja Turtles*); LBS Communications (*Police Academy*); MCA TV (new series *Lassie*); Orion (*Crime Watch Tonight*); Paramount Domestic Television (*Hard Copy*); Twentieth Century Fox Television (*A Current Affair*); Viacom (*The Super Mario Bros. Super Show*); Warner Bros. Television Distribution (*College Mad House* and *3rd Degree*); and Worldvision Enterprises (*Better Your Home with Better Homes and Gardens* and *After Hours*).

Buena Vista Television has cleared 90% of U.S. TV market and all of 30 top ADI's for upcoming *Walt Disney World 4th of July Spectacular*. Two-hour prime time barter offering will be broadcast live (8-10 p.m. ET) from Walt Disney World in Orlando, Fla. First annual event in 1988 had original 94% clearance rate with a 7.2 national rating, and beat ABC's 6.4 rating and 99% clearance with its *Starspangled Celebration*, according to Disney spokeswoman. Tribune Broadcasting System is renewing show for all six of its O&O stations (covering top three markets), and six Fox-owned stations have run tally to 120 stations in fold.

This year's July 4th celebration will premiere nationally televised tours of two newly opened Walt Disney World attractions—Pleasure Island, nighttime entertainment district, and Typhoon Lagoon, state-of-art water theme park.

DLT Entertainment Ltd.'s *The Mystery Wheel of Adventure* movie package has been cleared in all of top 30 markets and has reached 70% clearance level in U.S., company announced. Feature package, premiering this fall, includes six movies based on Leslie Charteris's novels featuring *The Saint* and adaptations of Dick Francis's mystery novels, including "Blood Sport," "Twice Shy" and "In the Frame." Another pre-sold international feature will be announced shortly.

story, and the sitcom as a 9 p.m. comedy for adults. Sohmer said he is marketing both as mid-season replacements for next season.

Sohmer, who is also president of Steve Sohmer Inc., already has one series slated for the networks under the SSI label. *Mancuso, FBI*, starring Robert Loggia, will debut on NBC in the fall on Friday at 10-11 p.m. Future projects produced by SSI will be developed through Nelson Television. □

Sweeps provide few keys to syndication schedules

Syndicated sweeps numbers show no big winners or losers

While many stations were hoping the performance of some key syndication shows in the May sweeps would be decisive in terms of setting next fall's new schedules, for the most part the results in May were inconclusive, with no big winners or losers.

"I think that a lot of stations that were waiting for the May books to tell them what to do don't have any more idea now than they did after the February books," said

On board

In an effort to better represent the marketplace, the NATPE board, beginning in 1990, will include station managers for the first time, according to new NATPE Chairman Lon Lee. While adding additional station managers over the next three years, the overall number of board members will be reduced from the current 22 members to 17 in 1992.

Matt Shapiro, vice president, director of programing, MMT Sales Inc.

Shapiro noted slight gains by two access shows that have been struggling to remain competitive, *Inside Edition* and *Family Feud*. He also noted that *Jeopardy!* improved slightly and that *Wheel of Fortune* was basically flat. "But when a program moves only a slight bit one way or the other it's difficult to make a scheduling decision" based on that movement, he said.

Dick Kurlander, vice president, director of programing, Petry Television, reported that *USA Today* was down one share point from February, with an average rating in prime access of 8/15. *A Current Affair* also had an 8/15 in access time periods, but was up three share points in key women demographics and looking "very strong," said Kurlander.

Inside Edition was up two share points in access from February to May with an 8/16. *Entertainment Tonight* was basically flat from February to May, but up significantly year to year through May 1989, with a 9/16. "But the key point is that the range in performance from show to show in access is very small," said Kurlander.

Wheel of Fortune repeated once again as the number one program in syndication with a 15/33 rating, which was flat compared to February. But year-to-year, the program has fallen off two share points, and key female demographics were down 15% compared to February. *Jeopardy!*, meanwhile, continues to grow. The show was up a share point in May to a 15/29 in access.

In the talk show arena, *Oprah Winfrey* and *Donahue* were both down one share point from February to May, while *Geraldo* was down two share points. *Regis and Kathie Lee* gained a share, with a 4/18. "It's nice to see room for a noncontroversial program to succeed," Kurlander said of the last.

In the children's category, Buena Vista's *Duck Tales* remains the dominant show, with an 11/42 among children 2-11 in May. *Double Dare*, the children's game show, continues to struggle. In May *Double Dare* recorded a 4/24 among kids 2-11, falling six share points over the past year. □

Week 40 nets 27.7 million; CBS wins news

For the prime time week ended June 25, the big three averaged a combined 30.6 rating, down 0.4 rating points from the previous week. Their combined share of the viewing audience was a 59.7, up slightly from week 39's 59.2. Out of 79 programs broadcast during the week, 68 of them were repeats, including nine for Fox.

NBC won the week with a 12.3 rating and a 24 share. CBS finished second with a 9.3/18.1, while ABC scored a 9.0/17.6. In the evening news race, the *CBS Evening News* pulled in a 9.2/20, ABC's *World News Tonight* had a 9.0/20 and the *NBC Nightly News* grabbed an 8.5/19.

CBS ranked second for the week in prime time households, and with viewers aged two-plus. But in the two categories of women and men, 18-49, ABC placed second. NBC had an 8.0 rating with women 18-49, while ABC had a 5.8 and CBS had a 5.4. For men, NBC's winning rating was a 5.8. ABC's second-place number was a 5.0, while CBS's average was a 4.3.

ABC's *Roseanne* was the top-ranked program for the week with an 18.2/32, the only program for that network to rank in the top 10 (see chart). CBS's top show for the week, *Murder, She Wrote*, ranked 10th with a 14.9/29. NBC grabbed the other eight slots.

Nielsen	Net	
1.	18.2/32	A Roseanne
2.	17.5/33	N Cheers
3.	17.3/32	N Dear John
4.	16.2/34	N Cosby Show
5.	16.1/36	N Golden Girls
6.	15.8/31	N Different World
7.	15.5/27	N NBC Sunday Movie
8.	15.1/29	N L.A. Law
9.	15.0/32	N Empty Nest
10.	14.9/29	C Murder, She Wrote
11.	14.6/27	A Wonder Years
12.	14.3/25	C CBS Sunday Movie
13.	14.2/27	N Matlock
14.	14.1/27	A Who's the Boss?
15.	14.0/24	N NBC Monday Movie
16.	13.9/31	C 60 Minutes
17.	13.4/24	A Coach
18.	13.4/24	N Night Court
19.	13.1/23	N In the Heat of the Night
20.	13.0/25	N Unsolved Mysteries
21.	12.8/27	N Hunter
22.	12.6/21	C Designing Women
23.	12.6/22	C Newhart
24.	12.6/24	N Midnight Caller
25.	12.4/22	N My Two Dads
26.	12.2/24	A Growing Pains
27.	12.1/23	A Head of the Class
28.	11.8/21	C Jake and the Falman
29.	11.8/21	C Murphy Brown
30.	11.6/21	N Hogan Family
31.	11.4/22	N ALF
32.	11.3/26	N Amen
33.	11.2/25	A Full House
34.	10.9/21	A MacGyver
35.	10.9/22	A 20/20
36.	10.7/23	A Mr. Belvedere
37.	10.5/25	A Perfect Strangers

Nielsen	Net	
38.	10.4/18	A ABC Monday Movie
39.	10.4/19	C Doctor, Doctor
40.	10.1/21	A Just the Ten of Us
41.	10.0/20	C CBS Friday Movie
42.	10.0/19	N Miami Vice
43.	9.4/17	A ABC Sunday Movie
44.	9.4/18	A thirtysomething
45.	9.2/17	A China Beach
46.	9.1/22	N 227
47.	9.0/17	C Kate and Allie
48.	8.9/16	C Heartland
49.	8.9/17	C Songwriter's Hall of Fame
50.	8.8/18	F America's Most Wanted
51.	8.7/16	C Wiseguy
52.	8.7/18	N NBC Friday Movie
53.	8.0/15	F Married...With Children
54.	8.0/15	N Day by Day
55.	7.8/14	A Hooperman
56.	7.4/16	C West 57th
57.	7.4/15	N Family Ties
58.	7.3/17	N Highway to Heaven
59.	7.1/13	A Robert Guillaume Show
60.	6.9/12	C CBS Tuesday Movie
61.	6.8/14	C 48 Hours
62.	6.3/12	A ABC Thursday Baseball
63.	6.1/12	C Hard Time on Planet Earth
64.	5.8/14	A Mission: Impossible
65.	5.6/13	N Magical World of Disney
66.	5.5/12	A Incredible Sunday
67.	5.5/13	C Beauty and the Beast
68.	5.5/13	C Paradise
69.	5.4/10	C CBS Summer Playhouse
70.	5.4/12	C Tour of Duty
71.	5.2/12	F 21 Jump Street
72.	5.0/12	F Cops
73.	4.9/10	A Have Faith
74.	4.7/10	A ABC Saturday Movie

Nielsen	Net	
75.	4.0/7	F Garry Shandling's Show
76.	3.8/7	F Tracey Ullman Show
77.	3.6/8	F Reporters
78.	3.2/6	F Duet
79.	2.3/5	F Beyond Tomorrow

Syndication * Scorecard

(Week ending June 18)

Rtg.	Show	Stns.	Covg.
1.	12.8 Wheel of Fortune, syn.	228	98
2.	11.3 Jeopardy!	208	97
3.	9.1 Cosby Show	197	97
4.	9.0 Oprah Winfrey special	206	99
5.	8.6 Oprah Winfrey Show	216	99
6.	7.8 Star Trek	232	97
7.	6.8 Universal Pic. Debut Net.	136	95
8.	6.5 Current Affair	147	91
9.	6.5 Entertainment Tonight	168	94
10.	6.5 Exploring Psychic Powers	114	91
11.	6.4 All American Theatre	122	81
12.	6.3 Donahue	228	99
13.	5.8 People's Court	188	93
14.	5.3 Geraldo	200	99
15.	4.9 Friday the 13th	213	95

The following programs are included, but not ranked:

6.4 Wrestling Network	145	91
8.9 World Wrestling Fed.	244	97

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BPME/BDA targets creativity from Detroit

Record number of promotion, marketing, design executives attend annual seminar

Total attendance at this year's Broadcast Promotion and Marketing Executives/Broadcast Design Association Seminar, held in Detroit June 21-24, reached an all-time high of nearly 2,500, compared to last year's 2,401, according to Lance Webster, BPME's departing executive director. Paid registrations totaled more than 2,000 (last year's L.A. number was 1,883). This year's seminar theme was "Targeting Creativity in Broadcast Promotion and Design" (BROADCASTING, June 19).

Officers and directors for BPME's 1989-1990 term were announced June 26. Linda Nix of WDSU-TV New Orleans will serve as president, with Bert Gould, director, promotion, WCBS(AM), as president-elect. (The ranking radio member of BPME, Gould plans to increase that medium's visibility at future BPME conventions.) Interep's Erica Farber-Viola was elected vice president/treasurer, and Nancy Smith of Canada's Global Television Network was elected secretary. Newly elected board members include Bob Klein of Klein & and Lloyd Trufelman of the Cabletelevision Advertising Bureau.

Webster resigned his post, effective June 30, after 12 years of BPME service and a two-year stint as the BPME's first executive director. He is currently talking to the board about staying on as a consultant until a replacement has been found; someone is expected to be hired by September. R.A. Stone & Associates has been hired to search for qualified candidates.

"I want to move on to some new challenges," Webster told BROADCASTING, "after accomplishing the objectives I set out to with BPME: creating a centralized professional staff, with the capability of providing excellent and growing services to BPME members." Webster intends to engage in public relations consulting on a variety of free-lance projects, write a book on promotion and "evaluate future projects."

The BPME seminar's closing event, June 24, was the 28th annual International Gold Medallion Awards Ceremony, hosted by Robin Leach and Nancy Glass. This year, the organization received more than 3,650 entries in 74 categories for campaigns or presentations using video, audio and print. From these entries, a panel selected 296 finalists and judges chose the 115 Gold Medallion winners.

The BDA awarded Gold, Silver and Bronze Awards of Excellence to 361 recipients June 22. The BDA International Design Competition honors outstanding On-Air Design, Design Direction, Scenic, Print



Presidents Ralph Famiglietta (BDA) and Alan Batten (BPME)

and Multi-Media Design.

The 1990 BPME/BDA convention will be held next June in Las Vegas.

Ad agency representatives urge stations to let public get to know them through 'brand marketing' of station

Executives from national advertising agencies with entertainment broadcast divisions discussed and offered examples of various methods of broadcast promotion during a BPME panel entitled "Madison Avenue Goes Motown."

According to panel chairman Lloyd Trufelman, director of communications, Cabletelevision Advertising Bureau, the use of advertising agencies by broadcasters is a relatively new phenomenon, as promotion has traditionally been an in-house activity. Consumers buy brands, Trufelman said, and broadcasters are just now beginning to pay attention to brand marketing. He cited the major broadcast networks' tie-ins with K mart (CBS) and Sears (NBC) as evidence of this activity.

Marcy Brogan, president, Brogan Cobot Advertising, discussed the media advertising work she is doing with radio stations in the Detroit area. Most stations spend their money on transit, outdoor and television buys, she said.

Television advertising is important for radio, according to Brogan, for when a media buyer sees a well-crafted, well-placed ad on TV, it helps provide a clear vision of that station and indicates the station's aggressive stance. Three major types of ads used by radio for TV spots are personality advertising, ads that help personify

the listener and those that use an identifying character.

Brogan also provided examples of her work with WJLB-FM Detroit's number one FM station, as a case study for ad strategies. "Sometimes the ultimate creativity is consistency," said Brogan, pointing to one WJLB-FM spot that ran successfully for three years, due to focus group research that demonstrated its continued effectiveness.

Dale Pon, of Dale Pon Advertising, specializes in broadcast promotion, and among his past credits is the "I Want My MTV" campaign. Pon, who explained that he deals primarily with "underdogs and entrepreneurs," said that broadcast promotion is about meaning and messages, not about ratings points. "I think positioning is a crock," Pon said. "[Advertising] is about finding out what you're about."

What's important, said Pon, is that at the end of a campaign people know what you're trying to put across. "The only way to survive is if the ideas are good enough to build business for you," Pon said.

The shelf life of broadcast promotion ads is of such short duration that most agencies don't like to work on entertainment accounts, according to Aubrey Balkind of Frankfurt, Gibbs & Balkind. Despite this, he said, ideas should come from outside of the industry for maximum effectiveness.

It is important to be relevant, said Balkind, and combine an ad's different qualities with its message. Attention must also be paid to the consumer's point of view, to determine why he or she should give time to the particular project being promoted, Balkind said, adding: "Spend time, energy and money on creativity."

Panelists discuss ethical standards needed for promotional campaigns

One of the more controversial panels at this year's BPME seminar was entitled "I Know It's Creative, But Is It Ethical?," an examination of the line between what's right and wrong in promotional campaigns.

Panel chair Douglas Friedman, vice president, advertising and promotion, Telegenures, led off with a discussion of "The Ten Commandments of Ethics in Advertising."

Before anything can be done, Friedman said, the industry must admit there is a problem, define a standard all broadcast promotion people can follow and then follow that standard. He cited the first five of his commandments—Thou shalt not lie, plagiarize, mislead, corrupt, abuse kids—and said that he was going to propose that a set of ethical standards be written into the BPME bylaws, a suggestion all panelists encouraged.

Bob Swanson, assistant director of cre-

ative services, KABC-TV Hollywood, talked about a controversial mini-documentary the station did on Nielsen families in Los Angeles. The station's competitors thought they were being overly aggressive, Swanson said, and as a result of the outcry, Nielsen refused to publish the show's numbers in their book (it began with a 12.4/30 and ended with a 16.2/39). An ensuing court case found nothing unethical had transpired.

"We have a wonderful opportunity to make things better," said Buz Buzogany, program promotion consultant, who discussed the changing ethical climate in the culture. It is necessary to have rules as a standard by which to judge behavior, he said. If those rules cannot be enforced in a pure sense, it may be possible to influence those coming into the broadcast industry, "and maybe that's how we can change the curve," Buzogany said.

Joan Considine, assistant director, marketing, WBNS-TV Columbus, Ohio, brought examples of "unethical" ads that engendered a lively discussion among those attending the session.

Chuck Blore, of Chuck Blore and Don Richmond Inc., said a professional is ethical only when his own work is sacred. "Your first duty is to yourself," he said. "Personal ethics are a consequence of pride."

Those involved in broadcast promotion have to promote programs turned out in such mass quantity that often the word "great" is used for things that aren't necessarily great, Blore said. He provided examples of original spots that had been ripped off to illustrate the importance of maintaining one's professional integrity. "In ethics," he said, "always do as others do in creativity, never." —RG

TVRO interests renew charges of price discrimination by distributors

NRTC says satellite carriers charge it more than cable operators for program services

The National Rural Telecommunications Cooperative last week continued its campaign against what it believes is discriminatory pricing by cable programmers, charging that satellite carriers of distant signals in particular require NRTC to pay up to 800% more than cable operators pay for the same programming.

Combined with similar NRTC testimony before the Senate six days earlier (BROADCASTING, June 26), the latest salvo rekindles battles thought by some to have been settled a year ago in the form of congressionally arbitrated contracts between NRTC and, on the other side, programmers and distributors including HBO, Nickelodeon and Netlink.

Addressing a Washington press confer-

ence last Tuesday morning (June 27), NRTC Chief Executive Officer Bob Phillips provided a summary of comments he said would be filed at the FCC June 30, the deadline for responses to the commission's inquiry into the development of the home dish market. NRTC would document, he said, that it pays wholesale rates 600%, 800% and 500% higher than cable operators to, respectively, Eastern Microwave (distributor of WWOR-TV New York and WSBK-TV Boston), Southern Satellite Systems (uplinker of WTBS-TV Atlanta) and Netlink (Tele-Communications Inc.-controlled distributor of cable programming to the home dish market).

NRTC "is asking Congress to look into not allowing the same parties to control the conduit and the content of programming," he said. Satellite carriers' claims that the higher rates are "somehow based on higher costs involved in providing service to the home satellite dish marketplace" are undocumentable, he said.

In response, the National Cable Television Association characterized NRTC's charges as "primarily an effort on the part of NRTC to try to use the regulatory and legislative processes to get a better profit margin," said an NCTA spokesman. And on the Hill, an aide to Congressman Billy Tauzin (D-La.) said, "The fact that cable is still giving [NRTC] a hard time is very troubling. We had hoped the genie of competition was out of the bottle."

Eastern Microwave's national marketing director, Gil Korta, insisted that cable and TVRO overhead and pricing cannot be rea-

sonably compared. "We feel we are justified" in charging higher rates to the home dish market, because of economies of scale. The launch of WSBK in 1988, for example, he said, "was primarily for TVRO," coming at a time when most cable system channel capacities were filled. Consequently, he argued, the smaller TVRO market has had to underwrite overhead including satellite capacity and uplinking costs without the benefit of cable operator support.

Additionally, said Korta, "the Kastenmeier bill [the Satellite Home Viewer Act of 1988] did not ask for an FCC inquiry into discrimination between cable and TVRO. It asked for an inquiry into discrimination within TVRO. We are not discriminating within TVRO," he said, adding that EM does not have a contract with NRTC.

"The law," Phillips told BROADCASTING, "does not say 'discrimination within the home dish market.' It says, 'discrimination against the home dish market.'" Rebutting Korta's claim that cable is not part of the FCC inquiry, Phillips argued that the original hearings that led to the Kastenmeier bill "focused on the difference between cable and rural home dish market prices."

The reported plans of cable multiple system operators, including TCI, to launch a Ku-band superstation service via GE Americom satellite Satcom K-1 (BROADCASTING, June 19) are indicative of that industry's ability to control distribution to TVRO or to "stifle the growth" of the home dish market by warehousing that satellite capacity. As for economies of scale, Phillips said that

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if Eastern Microwave or Netlink superstations with limited cable distribution "can't make it, don't put that off on the back of home dish consumers." Even where distant signals are supported via wide cable distribution, he said, the same price variations exist. —PDL

Jones hybrid system launches in Georgia

Some 7,000 Augusta customers get their cable signals over CAN—mix of FM, AM fiber and coaxial cable

Jones Intercable has activated a portion of a hybrid fiber/coaxial cable system in Augusta, Ga., in which 7,000 customers began receiving their cable signals over a combination of FM and AM fiber, as well as coaxial cable ("Cablecastings," June 26).

Jones's fiber system, dubbed Cable Area Network (CAN), will greatly reduce the number of amplifiers needed to transmit cable television signals, and will also provide a backup should service be interrupted to parts of the system.

When the project is completed in the first quarter of next year, Jones will have installed 17 AM and six FM fiber lasers and corresponding optical receivers across 1,200 fiber miles (179 actual fiber path miles). The cost, estimated Bob Luff, group vice president, technology, is roughly \$300 per subscriber. Jones's Augusta system serves 59,000 subscribers and passes 84,000 homes, giving it a price tag of upwards of \$18 million. The cost, said Jones, is comparable to traditional, coaxial-only designs.

In Jones's CAN architecture, the signal is transmitted via FM fiber to a node, providing a better signal than delivered by the existing microwave system. (Some 60% of the Augusta system is served by microwave.) From there, the signal is converted to AM fiber and sent along an AM fiber path, parallel to an existing coaxial cable drop, further into the neighborhoods. From there, the signal intersects the final coaxial line into the subscri-

er's home. The parallel nature of the architecture allows for the redundancy that provides Jones its signal backup. Also, it allows Jones to shrink a service outage area when it occurs, reducing the number of homes without cable due to power failures. If problems develop on the primary fiber distribution path, an A/B switch automatically shifts the signal to the coaxial backup. Augusta is located in a high lightning area, making power outages more likely. Along with the fiber, Jones is rebuilding the existing coaxial cable lines in Augusta.

"By incorporating FM links into the CAN design in Augusta, we're able to achieve a more dynamic and strategic application of AM technology to maximize performance economically for subscribers on the outer edges of our service area," said Luff. The utilization of fiber reduces the

number of amplifiers from a maximum of 42 to between five and 16, said Jones.

Jones sees many benefits from fiber and from the particular set-up it is following in Augusta, the largest of its three fiber rebuilds. In addition to improved pictures and backup capability, the hybrid system allows for the existing architecture to be retained, cutting down on rebuild costs and time, without rendering obsolete the existing plant. Jones estimates the fiber system will reduce the number of outages per year from two or more to once every five years. The combined system, Jones said, causes minimum disruption of service during construction, with no more than a five-minute interruption when the coax-to-fiber switch is made. And the inclusion of fiber puts the capability in place for two-way transmission, data transmission and HDTV. —MS

ESPN chooses future sky slot

It signs deal for transponders on Galaxy V and IR for '91 and '93

ESPN last week purchased four C-band transponders on two future Hughes Communications satellites Galaxy V and Galaxy IR, scheduled to be launched in 1991 and 1993, respectively. ESPN senior vice president, affiliate sales and marketing, Roger Williams, described the contract as a "loaded package" that includes the transponders, in-orbit protection and launch protection. "Those things add up," he said, declining to confirm or deny reports that the transponders were selling for \$8 million to \$10 million each.

ESPN's primary feed, now on "the second most preemptible transponder" on Hughes's Galaxy I, said Williams, will become nonpreemptible on Galaxy V in February 1992, more than a year earlier than Galaxy I's replacement is launched. "We did not have the luxury of waiting" for IR with the near certainty that a preemption could occur, he said. The other transponders will carry an alternate feed, a West Coast morning feed, and, beginning in 1990, market-specific feeds of Major

League Baseball.

The sale further solidified Hughes's position as a dominant satellite operator in the 1990's. HBO, Cinemax, CNN, Headline News and TNT already have reservations on Galaxy V and IR, thanks to a Turner Broadcasting-HBO co-venture purchase last winter of at least 10 future Galaxy transponders (BROADCASTING, Feb. 27). The "number one question programers have to face" in terms of future operations, Williams said, "is how to be on a satellite picked up by 100% of the cable industry." By virtue of carrying the current number one premium channel and top four basic channels, "Galaxy V and IR will be the premier cable birds of the 1990's," he said. But the decisions to buy Hughes and to add capacity, said Williams, were influenced by several factors, including timing of satellite launches, possible C-band shortages in the next decade, ESPN's 1990-1993 MLB schedule and the desire to maintain wide distribution in the single-dish satellite master antenna television (SMATV) market.

"It is going to take three transponders to do Major League Baseball," he said, revealing that ESPN had last month quietly subleased a transponder on Galaxy III in preparation for MLB's 1990 season, which, taking regional feeds and cutaways into consideration, could find ESPN transmitting up to 400 games. But in any case, on Tuesday and Friday nights, he said, "our affiliates will have to have the capability of seeing all three" feeds on Galaxy I, Galaxy III and Satcom IIIR. In addition to the tangible need to continue its West Coast feed of *Nation's Business Today*, the potential for expanded but as yet unidentified ESPN services in a potentially tight market explains the decision to expand capacity from three to four transponders, he said, noting that the Galaxy deal will carry into the year 2004. "That's a long time to look ahead."

According to Williams, ESPN reaches 22,000 headends, including 12,000 cable operators and 10,000 hotel, hospital, prison and other SMATV affiliates. A survey of 900 of the latter showed that 95% are single-dish installations, almost all of them now pointed at Galaxy I. —PDL

Movietime, SCCMC dial up movies. Movietime and the Southern California Cable Marketing Council are teaming together in a joint telephone marketing test designed to increase cable penetration.

The centerpiece is an interactive telephone number, either 213- or 714-777-FILM, that anyone can call to hear a list of movies playing in their area, as well as addresses of theaters and show times. Callers are told during the recording that if they punch in their ZIP code, they will hear the name and phone number of the local cable operator who can provide them more movie offerings, including Movietime. Callers can then phone the system to talk to a sales rep who will offer both basic and pay programming packages to the caller.

The test, which began June 23 and will run through Sept. 23, will include Movietime advertising on 200 AMC and Mann theater screens in Southern California that says: "See previews of the summer's hottest movies 24 hours a day on Movietime Cable Network" and "To get Movietime and cable television plus local theater listings and showtimes, call 777-FILM." Movietime will carry the local cable system's logo on the slides in areas where Movietime is carried.

Movietime is also advertising in *Movies USA*, the service's magazine, and *Movieline*, both of which appear in Los Angeles area theaters.

More than 70 cable systems owned by 30 operators are participating, including Continental, Century, Cablevision, United, Comcast, Colony, Paragon, Times Mirror, Simmons, Falcon, Choice, ATC and Jones.

Robbins emphasizes cable's customer service issues

Cox Cable President James Robbins told a Washington cable club audience that the industry must improve customer service and do a better job getting across to subscribers and government bodies the positive things cable operators do in their communities.

"We need to tell our story," said Robbins, which is "something we have not done." At Cox, Robbins said, the company has begun a three-pronged effort to improve customer service. "Quality customer service is something the industry is beginning to do," he said, but "it has a long way to go."

The company has begun an annual customer service survey to identify and correct problems, said Robbins. It also has developed customer service standards that are being implemented and is conducting training programs for its personnel.

The standards cover such areas as signal reception, phone and installation work and repair service. Cox's goal is to answer the telephone within four rings 75% of the time. It attempts to handle all new installations within three days of the initial request and get to 80% of the service calls on the day they are reported. Cox also has made changes in its credit policy and cable installation policies toward subscribers. All that effort, he said, improves the cable system and "enhances the perception of Cox through increased community involvement."

The effort costs money, and the millions of dollars needed are coming off the bottom line, Robbins said. But "the investment in the short run is the best long-term business decision we can make," he said.

Cable needs to provide "top-notch" customer service and tell its story to local groups and make sure those positive stories bubble up to Washington, said Robbins. "The changes we need to make can't be made overnight," he said, "but they are underway. The commitment to customer service is there" at Cox and at other MSOs, he said.

On other issues, Robbins said CNBC "is now where we think it should be" after making several format changes. After its launch and Cox's dropping of the Financial News Network, it received complaints from hundreds of subscribers. "We were trying

Osmond Media Center sold

Ventura Entertainment Group Ltd. has signed a letter of intent with OCG Inc. to purchase Osmond Media Center in Orem, Utah, for \$6.6 million. Ventura is headed by Harvey Bibicoff, chairman of the board, and Irwin Meyer, president. Jimmy Osmond, president of OCG, will join Ventura to head the studio.

MLB lists benefits of new TV baseball contracts

Major League Baseball (MLB) has published a statement detailing benefits it said would result from new television contracts with ESPN and CBS. Noting that recent years have seen a decline of televised baseball ratings, MLB estimated that 187 regular season games to be televised in 1990 (175 on ESPN and 12 on CBS) will draw 321.9 million viewing households, a 45% increase over the 221.4 million viewing households that watched 40 regular season games carried on ABC and NBC in 1988.

The average household audience per game would thus decline to 1.72 million from 5.54 million. Citing outside sources, MLB said ESPN is carried in 51.1 million cable households and is available for purchase by 2.5 million homes with satellite dishes.

The three-page statement said that "contrary to popular belief," the number of games on free over-the-air television has increased: 1,485 games in 1984; 1,536 in 1985; 1,578 in 1986; 1,597 in 1987, and 1,648 in 1988, with the same number of games scheduled for 1989 as in 1988. MLB added that the occasions on which local telecasts will have to be deleted in deference to network telecasts will be halved from 20 in 1988 to 10 under the new contracts.

Other advantages attributed to the new television contracts include the availability of late-night games at least twice a week; Sunday night games, and, "perhaps best of all, ESPN will for the first time switch from a regularly scheduled telecast to any other game in progress...in order to cover a potential no-hitter, record-breaking event or other matter of extreme interest to viewers."

to get service to the level we expected it to be," said Robbins of Cox's recommended changes to the service.

On telcos, Robbins said the rhetorical battle today is not being won by the cable industry, but when the questions shift to system architecture, economics and television content, cable has made strides in getting its point across in the telco-cable debate. The phone companies are "enormously powerful," he said. Cable "has a tremendous amount of work to do," he said, to tell its story.

On rate increases, Robbins said Cox's basic rate increase average this year was 4.7% over last year. He was asked how operators balance curbs on rate increases with programming services that want more money to produce better programming. Robbins said Cox takes "each service one at a time," and through consumer research, determines what subscribers want.

Robbins said there has been no slowdown in the thirst for programming from consumers. And cable needs to tell the world which services have been created largely by operator dollars. For instance, Cox's increased ownership in the Discovery Channel amounted to an additional \$30 million commitment, he said. —MS

"Multivision had been criticized for raising rates prior to completion of its capital upgrade program and, because of the undue focus on its rates in those systems, has decided to reduce rates."

Multivision plans to upgrade plant to provide better signals of the Memphis and Nashville stations it carries, through either microwave, cable or fiber delivery. It also plans to poll subscribers on what additional services they would like.

Multivision's district general manager in Tennessee, Billy Barksdale, sent letters to the mayors of all Multivision towns last week, outlining the company's capital upgrade plans and decision to roll back rates. Barksdale said the company would begin implementing system improvements based on "extensive engineering" studies it has conducted over the past year. Barksdale said Multivision planned to keep the rate reductions in effect until 1991, and give at least three months advance notice to elected officials and one month notice to subscribers. The new services will be added by fall, Barksdale wrote. Multivision also said it will study the feasibility of line extension of cable service in its franchises.

Multivision also let Senator Al Gore (D-Tenn.) know of its changes. Gore has been sharply critical of Multivision. In a letter to Gore's aide, Roy Neel, John Motulsky, senior vice president of Multivision, said the upgrade covers all 29 systems, "not just the larger and more profitable systems that might be attractive to a potential overbuilder." There have been some rumblings in the cable industry that overbuilding Multivision was an option to counter the political heat the cable industry was drawing for the company's actions.

Gore said in a statement: "I'm pleased that Multivision has seen the light to roll back their rates. The massive increases we saw immediately after the company purchased the system," said Gore, "illustrated how a cable company can exploit their monopoly." The rollback, he said, "doesn't remove the underlying problems created, because in cable television, there's no competition and no protection from massive rate hikes." □

Multivision rolls back rate increases in Tennessee

Multivision, whose cable purchases and substantial rate increases in Tennessee have drawn fire from both inside and outside the industry, has announced a capital upgrade program and a rollback in rates to levels that existed before it purchased those systems from Essex Communications.

The rate rollback commences Aug. 1—\$8.95 for 12 basic channels and \$14.95 for complete basic service. The company said,

Delayed entry for McDonnell Douglas. Despite a \$70 million tragedy for McDonnell Douglas and the government of India last month, the commercial launch business was scheduled to continue apace last Friday night (June 30), as Arianespace was to send the European Space Agency's direct broadcast satellite Olympus 1 into orbit. It will be the 23rd bird launched in the past two years by Ariane, virtually the only launcher of commercial payloads since the Challenger shuttle disaster in 1986. Ariane apparently intends to remain on top of the business, having signed a \$90 million contract June 16 with Swiss builder Contraves for 50 additional trips for its largest vehicle yet, the Ariane 4.

McDonnell Douglas was ready to become the first U.S. launch provider to join the commercial payload market with the June 29 launch of India's Ford Aerospace-built Insat 1D. But late in the week of June 12, a heavy hook on a crane in the Cape Canaveral facilities of Astrotech brought assembly of Insat 1D to an abrupt end when it fell, destroying what UPI described as "an essential antenna." A McDonnell Douglas spokeswoman said there was no indication of operator error. That company's first commercial launch is now scheduled for August when British Satellite Broadcasting's Hughes Aircraft-built DBS bird BSB is to be delivered into geostationary orbit over the United Kingdom.

Encryption erudition. Initiating a process to set a universal satellite video encryption standard "will only add to the public's confusion and exacerbate the problems we have experienced since 1986"—so said the Satellite Broadcasting and Communications Association in comments filed at the FCC late last month. Others responding to the congressionally ordered FCC inquiry on the need for a universal standard included programmers HBO and ESPN, the Motion Picture Association of America, cable programming home dish distributor Netlink, superstation uplinker United Video, the National Rural Telecommunications Cooperative and General Instrument, manufacturer of the current de facto standard Videocipher II encryption system. All of those parties argued that the same evidence and rationale that led the FCC to conclude in 1987 that the public interest would not be served by setting a standard still stand.

Although the SBCA conceded that it could not make "an unequivocal endorsement of the status quo," it also argued that concerns over issues including signal theft "have been or are being answered in the marketplace." Setting a universal standard will hurt the growth of that "nascent" market, it said, mainly because consumer awareness of a standard setting process "will in all likelihood delay the purchase of a satellite system."

In its own 76 pages of comments, GI argued that government interference would not create lower prices or improve availability; could prove premature in locking out technological advances, including high-definition television; would make it harder for the industry to respond, through electronic or hardware countermeasures, to signal theft, and would undermine consumer confidence in the market.

Other universes. Although Videocipher II remains the standard encryption system for delivering the universe of U.S. cable programmers to cable operators and to home dish owners—and although GI will soon relocate its vice president of international programs, Ben Cappa, to Tokyo where he will oversee development of an "enhanced" VC-II for Japan Videocipher—VC-II's universe is, well, not universal.

When Brightstar Communications provides closed circuit transmissions of Gaelic Exhibitions sports coverage from Ireland to the U.S. every Sunday from July 2 through Sept. 17, it will use Leitch encryption technology. And Scientific Atlanta announced late last month that its B-MAC encryption technology had been selected by British Telecom International for its pan-European business TV service. Describing the BTI service as "the first secured pan-European broadcast service ever offered," SA also said it is now marketing a new Series 625 mobile version of the B-

MAC encoder to "a whole new range of network operators, broadcasters and business users." That "downsized encoder," it said, is "a compact configuration for mobile uplinks such as satellite newsgathering, ad hoc broadcasts and other remote applications." Indeed, the first 625 owner, British Aerospace, is incorporating it into a mobile uplink to serve sports backhaul and newsgathering, as well as private business networks.

Home dish muscle. Less than two months after solidifying its Turner Home Satellite office, Turner Cable Network Sales has added The Disney Channel to its home dish package. With Disney added "by the beginning of July," the Turner menu includes CNN, Headline News, TNT, The Family Channel, The Weather Channel, Cinemax and HBO.

Syndicator data Pony Express. Warner Brothers Domestic TV Distribution, Mediatech (representing Tribune Entertainment and KingWorld), Buena Vista Television and Group W Videoservices have signed agreements with ProgramLink, creators of a national data network dedicated to syndicated television. Calling itself "The National Syndicator's Newswire," New York-based ProgramLink said it has begun installing high-speed teleprinters in more than 200 TV station program and traffic departments. Backed by Associated Press full-service and maintenance resources, it aims to provide satellite-delivered timing sheets, formats, schedules and other syndicated programming-related data to about 400 stations.

ProgramLink now provides data on programs including *Geraldo* (Tribune), *Inside Edition* and *The Oprah Winfrey Show* (KingWorld), *Love Connection* (Lorimar/Warner), *Live with Regis and Kathie Lee* (Buena Vista), *Couch Potatoes*, *This Week on Pit Road* and *PM-Evening Magazine* (Group W) and *Movie Great Network* (ACAMA Films). Medialink, also owned by ProgramLink parent Video Broadcasting Corp., carries data related to CBS Newsnet, Group W Newsfeed and Entertainment Report, CNN, INN and Conus Communications.

ABC-TV satellite presswire. Capital Cities/ABC Inc. will soon begin to distribute press information about its activities via satellite and FM subcarrier, taking a bit of business away from the U.S. Postal Service and bringing it to Sunnyvale, Calif.-based Indesys Inc. Calling the ENTERTAINet system "the most extensive entertainment-specific news network of its kind," Indesys said that 16 locations, including *The New York Daily News*, *The Washington Post*, United Press International and *The Dallas Times-Herald*, have already participated in its Data Broadcast Network pilot program.

ABC will transmit entertainment information material to ENTERTAINet recipients via a mainframe computer at Indesys, satellite uplinks and radio stations. "As our business is increasingly affected by new technologies," said Richard Connelly, ABC-TV public relations vice president, "we have looked for more efficient and expeditious means to distribute information about our company. This new system will be of tremendous value."

Filling coverage gaps. Two broadcast TV stations became Conus Satellite News Cooperative members, and one benefit will be more complete coverage of NASA. With the additions of WAFF(TV) Huntsville, Ala., and WPEC(TV) West Palm Beach, Fla., "we now have member stations close to every major NASA installation," which will facilitate NASA coverage, from news of development in Huntsville, lift-off in Florida, mission control in Houston and shuttle landings in New Mexico or California. Conus also added another new member, KMOV(TV) St. Louis, which said it had recently launched hourly news updates and expanded its regional news coverage through new bureaus in Illinois and in St. Charles County, Mo.

—PDL

Stock Index

	Closing Wed Jun 28	Closing Wed Jun 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC....	463 7/8	468	- 4 1/8	-00.88	20	7,529
N (CBS) CBS.....	209 3/8	199	10 3/8	05.21	18	4,938
A (CCU) Clear Channel.....	12 1/4	15 5/8	- 3 3/8	-21.60	20	47
A (HTG) Heritage Media.....	5	5 1/4	- 1/4	-04.76	-4	111
O (JCOR) Jacor Commun.....	7	7 3/8	- 3/8	-05.08	-8	69
O (LINB) LIN.....	123 3/4	125 1/2	- 1 3/4	-01.39	74	6,319
O (OBCCC) Olympia Broad.....	2 1/8	2 1/2	- 3/8	-15.00	-5	5
O (OSBN) Osborn Commun.....	14	13 1/2	1/2	03.70	-12	71
O (OCOMA) Outlet Commun.....	28 3/4	27 1/2	1 1/4	04.54	42	188
A (PR) Price Commun.....	6 5/8	9	- 2 3/8	-26.38	-3	48
O (SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-5	14
O (SCRIP) Scripps Howard.....	72	72 3/4	- 3/4	-01.03	42	743
O (SUNNC) SunGroup Inc.....	1 1/2	1 1/2		00.00	-2	3
O (TLMD) Telemundo.....	5	5		00.00		38
O (TVXGC) TVX Broadcast.....	3 1/8	2 7/8	1/4	08.69		23
O (UTVI) United Television.....	35 1/4	35 3/4	- 1/2	-01.39	44	385

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo.....	35 1/2	35 3/8	1/8	00.35	60	704
O (ASTVC) Amer. Comm. & TV.	1/32	1/16	- 1/32	-50.00		2
N (AFL) American Family.....	16 3/8	15 3/4	5/8	03.96	12	1,327
O (ACCCA) Assoc. Commun.....	37	34 1/2	2 1/2	07.24	16	529
O (BMAC) BMA Corp.....	32 1/2	32 1/4	1/4	00.77	16	315
N (CCN) Chris-Craft.....	41	40 1/8	7/8	02.18	48	922
O (DUCO) Durham Corp.....	32 1/2	32 1/4	1/4	00.77	19	274
N (GCI) Gannett Co.....	46 1/4	48 1/2	- 2 1/4	-04.63	20	7,448
O (GMXC) GMX Commun.....	3/32	3/32		00.00	20	7,448
O (GACC) Great Amer. Comm..	11 1/8	11 1/2	- 3/8	-03.26	-4	349
N (JP) Jefferson-Pilot.....	37	35	2	05.71	14	1,426
N (KRI) Knight-Ridder.....	50 7/8	49 3/4	1 1/8	02.26	19	2,701
N (LEE) Lee Enterprises.....	32 1/2	32	1/2	01.56	19	802
N (LC) Liberty.....	35 1/4	35 1/8	1/8	00.35	12	305
N (MHP) McGraw-Hill.....	71 1/4	72 3/8	- 1 1/8	-01.55	19	3,457
A (MEGA) Media General.....	37 1/2	38 7/8	- 1 3/8	-03.53	101	965
N (MDP) Meredith Corp.....	37 3/8	37 1/2	1/8	-00.33	21	710
O (MMEDC) Multimedia.....	97 3/4	97 3/8	3/8	00.38	39	1,081
A (NYTA) New York Times.....	31	30 3/8	5/8	02.05	15	2,456
N (NWS) News Corp. Ltd.....	23 1/4	24	- 3/4	-03.12	9	6,198
O (PARC) Park Commun.....	32 1/2	34	- 1 1/2	-04.41	23	448
O (PLTZ) Pulitzer Publishing...	27 1/4	27	1/4	00.92	14	285
N (REL) Reliance Group Hold..	5 7/8	5 1/2	3/8	06.81	18	437
O (RTRSY) Reuters Ltd.....	38 1/2	38	1/2	01.31	22	15,935
O (STAUF) Stauffer Commun.....	138 7/8	138 1/2	3/8	00.27	46	138
N (TMC) Times Mirror.....	43 1/2	42 3/8	1 1/8	02.65	17	5,593
O (TMC) TM Communications ..	17/32	3/8		41.66	-2	3
N (TRB) Tribune.....	54 5/8	50 1/4	4 3/8	08.70	19	4,087
A (TBSA) Turner Bcstg. 'A'....	45 1/2	43 1/2	2	04.59	-14	2,092
A (TBSB) Turner Bcstg. 'B'....	41 3/8	40 1/8	1 1/4	03.11	-13	1,001
A (WPOB) Washington Post...	279 3/4	276 1/4	3 1/2	01.26	21	3,598

PROGRAMING

O (ALLT) All American TV.....	3	3		00.00		3
O (BRRS) Barris Indus.....	11 7/8	11	7/8	07.95	-5	128
A (CLR) Color Systems.....	1	1		00.00		5
N (KPE) Columbia Pic. Ent.....	22 3/4	21 1/2	1 1/4	05.81	1137	2,519
O (CAVNI) CVM Cos.....	18 3/4	17 1/4	1 1/2	08.69	29	329
A (DEG) De Laurentis Ent.....	7/16	1/2	- 1/16	-12.50		4
O (DCPI) dick clark prod.....	4 7/8	4 7/8		00.00	-487	40
N (DIS) Disney.....	97 1/4	93	4 1/4	04.56	23	13,071
O (FNNI) Financial News.....	7 3/8	7	3/8	05.35		89
A (FE) Fries Entertain.....	2 1/4	2 1/4		00.00	-3	11
N (PCI) Gulf + Western.....	62 7/8	59 1/4	3 5/8	06.11	19	7,305
A (HHH) Heritage Entertain.....	1 3/4	1 5/8	1/8	07.69	-5	9
A (HSN) Home Shopping Net.....	5 1/4	5 1/4		00.00	21	469
N (KWP) King World.....	27 1/2	27 3/8	1/8	00.45	9	688
O (KREN) Kings Road Ent.....	5/8	1/2	1/8	25.00		3
N (MCA) MCA.....	59 7/8	60 1/8	- 1/4	-00.41	26	4,372
N (MGM) MGM/UA Commun.....	18 1/4	18 1/2	- 1/4	-01.35	-9	918
A (NHI) Nelson Holdings.....	9/16	1/2	1/16	12.50		15
A (NWE) New World Enter.....	8 7/8	8 7/8		00.00	-1	93
O (NNET) Nostalgia Network...	2	1 1/2	1/2	33.33	-2	11
N (OPC) Orion Pictures.....	22 3/8	21 7/8	1/2	02.28	41	388
N (PCC) Pathe Commun.....	3 3/4	3 5/8	1/8	03.44		42
N (PLA) Playboy Ent.....	14 1/4	13 3/4	1/2	03.63		134

Closing Wed Jun 28	Closing Wed Jun 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING					
5 1/8	5	1/8	02.50	-11	35
18 5/8	15 3/8	3 1/4	21.13	31	187
6 5/8	6 3/4	- 1/8	- 01.85	60	84
10 3/8	10	3/8	03.75	148	44
5 1/2	5 1/2		00.00	32	49
8 3/4	8 7/8	- 1/8	- 01.40	12	283
313/16	3 1/2	5/16	08.92	-31	30
60 3/4	58 1/2	2 1/4	03.84	21	9,853
11 1/4	11 3/4	- 1/2	- 04.25	-53	163

SERVICE

O (AMEA) A.M.E. Inc.....	10	10 1/4	- 1/4	-02.43	24	49
O (AGRP) Andrews Group.....	6 3/8	6 1/2	- 1/8	-01.92	-3	58
O (BSIM) Burnup & Sims.....	22 1/4	21 3/4	1/2	02.29	26	355
N (CQ) Comsat.....	37 5/8	36 1/4	1 3/8	03.79	10	693
N (CDA) Control Data Corp.....	22 1/2	22 1/8	3/8	01.69	-321	950
N (DNB) Dun & Bradstreet.....	58 1/2	56 3/4	1 3/4	03.08	21	10,950
N (FCB) Foote Cone & B.....	24 3/8	24 3/8		00.00	15	204
O (GREY) Grey Advertising.....	143	151	- 8	-05.29	12	170
O (IDBX) IDB Communications	7 1/4	7 1/4		00.00	145	35
N (IPG) Interpublic Group.....	31 3/8	31 5/8	- 1/4	-00.79	16	1,096
O (OGIL) Ogilvy Group.....	53 1/8	53 1/4	- 1/8	-00.23	23	761
O (OMCM) Omnicom Group.....	23	23 1/2	- 1/2	-02.12	14	568
N (SAA) Saatchi & Saatchi....	14 5/8	14 3/4	- 1/8	-00.84	6	2,289
O (TLMT) Telemation.....	2 1/2	2 1/2		00.00	-41	11
A (UNV) Unitel Video.....	13 3/8	13 3/8		00.00	21	29

CABLE

A (ATN) Acton Corp.....	19 5/8	20 3/8	- 3/4	-03.68	-18	31
O (ATCMA) Amer. TV & Comm.	52 1/4	50 3/4	1 1/2	02.95	77	5,692
O (CTEX) C-Tec Corp.....	24	21	3	14.28	26	399
A (CVC) Cablevision Sys. 'A'.	44 5/8	44 1/2	1/8	00.28	-5	980
O (CNCAA) Centel Cable.....	45	44 7/8	1/8	00.27	125	1,125
N (CNT) Centel Corp.....	52 3/4	50 7/8	1 7/8	03.68	31	3,340
A (CTY) Century Commun.....	22 5/8	21 1/8	1 1/2	07.10	-66	983
O (CMCSA) Comcast.....	25 3/8	24 3/8	1	04.10	-35	1,700
A (FAL) Falcon Cable Systems	21	21		00.00	-116	134
O (JOIN) Jones Intercable.....	18	18		00.00	-14	222
T (MHPQ) Maclean Hunter 'X'.	13 7/8	14	- 1/8	-00.89	38	1,022
T (RCIA) Rogers Commun. 'A'.	144	150	- 6	-04.00	-244	1,942
T (RCIB) Rogers Commun. 'B'.	113	115 1/2	- 2 1/2	-02.16	-191	1,524
O (TCAT) TCA Cable TV.....	41 3/4	40	1 3/4	04.37	47	504
O (TCOMA) Tele-Commun.....	36 1/2	34	2 1/2	07.35	117	6,443
N (TL) Time Inc.....	157 1/4	157 1/4		00.00	33	8,915
N (UAECA) United Art. Ent. A	19 1/2	19 1/8	3/8	01.96	-29	1,287
N (UAECB) United Art. Ent. B	19 5/8	19 1/8	1/2	01.61	-29	1,295
N (VIA) Viacom.....	52 7/8	50 1/4	2 5/8	05.22	-14	2,821
N (WU) Western Union.....	1 1/2	1 1/2		00.00		58
O (WSMCA) WestMarc.....	29 1/2	29 3/4	- 1/4	-00.84	-34	480

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	73 3/8	72 1/2	7/8	01.20	13	16,460
N (ARV) Arvin Industries.....	24	24 1/8	- 1/8	-00.51	24	446
O (CCBL) C-Cor Electronics...	15	14 1/4	3/4	05.26	14	61
N (CHY) Chyron.....	4 1/8	4 1/8		00.00	-41	46
A (COH) Cohu.....	11 5/8	11 1/2	1/8	01.08	7	21
N (EK) Eastman Kodak.....	49	47 3/8	1 5/8	03.43	11	15,896
N (GRL) Gen. Instrument.....	36 1/4	34 7/8	1 3/8	03.94	14	1,226
N (GE) General Electric.....	53 3/8	53 1/4	1/8	00.23	13	48,195
N (HRS) Harris Corp.....	33 3/8	33 3/8		00.00	17	1,292
N (MAI) M/A Com. Inc.....	8	8 1/8	- 1/8	-01.53	14	189
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		00.00	-27	16
O (MCOM) Midwest Commun.....	7 1/4	7 3/8	- 1/8	-01.69	29	21
N (MOT) Motorola.....	53 3/4	53 1/2	1/4	00.46	15	6,971
N (OAK) Oak Industries.....	1 1/2	1 1/4	1/4	20.00	8	123
A (PPI) Pico Products.....	1 1/8	1 3/8	- 1/4	-18.18	-1	3
N (SFA) Sci-Atlanta.....	19 3/8	18	1 3/8	07.63	14	462
N (SNE) Sony Corp.....	52 1/2	53 7/8	- 1 3/8	-02.55	29	13,585
N (TEK) Tektronix.....	22 7/8	22 7/8		00.00	127	644
N (TVTK) Television Tech.....	1 1/16	1 1/8	- 1/16	-05.55	106	7
N (VAR) Varian Assoc.....	24 3/4	25 5/8	- 7/8	-03.41	9	513
O (WGNR) Wegener.....	3 3/4	3 3/8	3/8	11.11	11	27
N (WX) Westinghouse.....	64 1/8	62 1/4	1 7/8	03.01	11	9,231
N (ZE) Zenith.....	19 1/4	19	1/4	01.31	481	514
Standard & Poor's 400.....	372.92	366.56		6.36		01 74

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

Hollings and Dingell moving on HDTV

Bill introduced to boost U.S. electronics industry; another in works to reallocate spectrum

Legislation was introduced in the Senate and is expected to emerge in the House next week that could help foster the development of high-definition television in the U.S. Senator Ernest Hollings, chairman of the Senate Commerce Committee, introduced S. 1191, which would earmark \$30 million for industry joint ventures in advanced electronics, including HDTV.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) plans to offer a spectrum bill that reallocates 200 mhz of spectrum from government use to such commercial uses as high-definition television.

Dingell's spectrum bill is co-authored by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and would direct the Secretary of Commerce to recommend which spectrum will be reassigned within two years of enactment. It requires the secretary to form an advisory group representing affected industries and the FCC.

The group will also make recommendations to Congress on how the current system of allocating frequencies should be reformed. Their bill also would prohibit the auctioning of the spectrum.

According to a summary of the proposed measure, within six months of receiving the secretary's recommendations, the President can either withdraw or modify the assignments and "substitute alternative frequencies if there is a compelling national security case."

Within a year, the FCC would produce a

plan that embargoes the release of some of the spectrum for 10 years and insures the availability of frequencies for new technologies.

A "Dear Colleague" letter circulated by Dingell and Markey outlined their motivations for the proposal. "Given the current congested state of the spectrum, the ability of the FCC to accommodate new technologies that are spectrum-dependent is severely limited," said the letter. The government controls 40% of usable spectrum, they pointed out, "yet is not subject to the same discipline as commercial users. This mechanism will pressure the government to become more efficient in its use of the spectrum."

Other governments recognize the "link between spectrum availability and international competitiveness in new technologies." In Britain, for example, the government plans to respond to the needs of the mobile communications market by making radio spectrum available, the congressmen stated.

Moreover, they argued, the lack of spectrum has affected the HDTV debate: "Many of the proposed HDTV technologies would require more spectrum than the 6 mhz currently used by terrestrial broadcasters. If more spectrum is needed for this new technology, the FCC must displace existing commercial users. Government must be helping our industries to compete, not impeding their growth by inefficient use of resources."

The Hollings bill authorizes funds for the Department of Commerce's Technology Administration for fiscal 1990 to "help speed the commercialization of new American technologies and to help restore the

nation's sagging leadership in industrial technology."

It would allocate \$30 million for the National Institute of Standards and Technology (NIST) to assist industry-led consortia. Those funds are part of an overall package of \$314.4 million for the Technology Administration, nearly double the FY 1989 level. The bill would also authorize \$15 million in loan guarantees for consortia and \$7.5 million for NIST's in-house laboratory program on advanced imaging electronics, including HDTV.

"HDTV is a part of this issue that has received the most attention, but the problem and the stakes are much broader than simply a new form of TV," said Hollings in a statement accompanying the bill. "Whoever controls the HDTV market will be in a position to control much of the world's production of semiconductors and personal computers, as well as related fields such as medical imaging."

The senator's bill would also prohibit foreign companies from participating in "taxpayer-assisted research consortia until foreign governments open up their projects to Americans."

—KM

Appeals court upholds minority preference in 'Winter Park' case

The U.S. Court of Appeals for the second time in the last month has revealed how closely divided it is on the constitutionality of the FCC's policies aimed at helping minorities and women gain access to the ranks of broadcast ownership. It denied rehearing by the full court of a request for rehearing in *Winter Park Communications*, in which a three-judge panel, by a 2-1 vote, affirmed the commission's policy of granting minorities preference in comparative hearing cases. But four of the 10 judges would have granted the request. Earlier, the full court denied rehearing in a case in which another panel, by another 2-1 vote, held the commission's distress sale policy to be unconstitutional. Five of the judges would have granted rehearing in that case (BROADCASTING, June 19).

Metro Broadcasting Inc., one of two losing applicants in *Winter Park*, had argued that the decision was "totally inconsistent with resolution of essentially the same constitutional issue" involved in *Shurberg Broadcasting of Hartford Inc.*—the constitutional guarantee of equal protection. The *Shurberg* case involved the commission policy of permitting broadcasters in danger of losing their licenses to sell their stations

Copyright clarification

Worldvision Enterprises Inc., a distributor of television programming, has now been told by a second—and higher—court that the 1976 Copyright Act imposing a compulsory license on cable television systems does not automatically entitle a distributor to proceeds from those royalties. The contract between Barris Industries Inc. and Worldvision for the latter's exclusive distribution of Barris's *Newlywed Game* entitled it to 30% of the revenue from sales made for television distribution. And television was defined in a manner that excluded cable television. Yet, although the parties never negotiated rights to the statutory cable royalties, Worldvision assumed it was entitled to 30% of them as a result of its licensing efforts. It cited the Copyright Act and, in addition, an agreement it said it reached with a Barris official.

The U.S. District Court for the Central District of California rejected those arguments in a summary judgment it granted Barris. And a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit earlier this month unanimously affirmed that action. The court held that under the terms of the contract between Barris and Worldvision, California law governs interpretation. And the compensation clause of the contract, the court said, "is unambiguous and therefore dispositive." As the court reads the contract, it entitles Worldvision to 30% of the gross receipts received "from over-the-air television stations with whom Worldvision negotiated agreements and not to amounts received as statutory cable royalties."

at a maximum of 75% of market value, but only to minority group members.

Metro also argued that *Winter Park* raised the question of whether yet another panel's decision in a minority-preference case—*West Michigan Broadcasting Co.*—“was wrongly decided” and should be overturned.

The majority in *Winter Park* cited *West Michigan* in affirming the commission decision to grant the application of Rainbow Broadcasting Co., in part because 90% of its ownership is Hispanic. Nor was that the extent of Metro's argument. It sought to invoke the recent trend of Supreme Court decisions involving the equal-protection issue.

But Judge Stephen Williams, the dissenter in *Winter Park*, was alone among the panel members voting for rehearing. But he was joined by Judges Laurence H. Silberman, Douglas H. Ginsburg, and David Sentelle in voting for rehearing by the full court. In *Winter Park*, Chief Judge Patricia Wald wrote a statement supporting rehearing in which she was joined by Judges Spottswood Robinson III, Abner Mikva, Harry Edwards and Ruth B. Ginsburg. The only judge not showing up on either list was James L. Buckley.

The case may not yet be fully resolved. Metro's counsel, John Midlen, said a decision has not yet been made on an appeal to the Supreme Court but that the chances for an appeal range from “substantial to great.”

The third applicant in the contest for a UHF permit in Orlando, Fla., Winter Park Communications, also filed for rehearing *en banc*. It had based its claim on the ground it was planning to establish a facility in a community without a single television station. All three members of the panel affirmed the commission's decision to reject that argument. And no members of the full court voted for rehearing. □

Pols out at League of Cities; sex discrimination charged in suit

Cynthia Pols, a key player for municipalities in the negotiations with the cable industry that led to passage of the 1984 Cable Act, has left the National League of Cities, where she had been legislative counsel since 1979. The reasons for that departure are not clear.

Pols told BROADCASTING she was fired on June 7 in retaliation for a sex discrimination suit she has filed against the organization.

But NLC officials refused to comment on the matter, even to confirm that Pols had left.

Frank Shafroth, director of the NLC's office of federal relations, who was Pols's direct supervisor, said he would not “engage in speculation” on whether Pols had been fired or whether she had even left the organization.

Elisabeth McClain, NLC's manager of

Violence referral

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has asked that a TV violence bill (H.R. 1391) be referred to his committee for consideration. Dingell made the request to House Speaker Thomas Foley (D-Wash.) following the Judiciary Committee's passage of the measure two weeks ago (BROADCASTING, June 26). Representative Tom Tauke (R-Iowa) asked Dingell to file a referral request because Tauke has a similar measure pending before Judiciary. Brooks has told the House leadership he is opposed to Dingell's request, and some Hill insiders are skeptical that Commerce will get a chance to consider the bill.

In a letter to Foley, Dingell says Commerce has jurisdiction over H.R. 1391 because it “permits the television industry to develop a regulatory regime to alleviate the negative impact of television violence, a matter both within the jurisdiction of, and of long-standing concern to, this committee.” The Dingell letter also argues that the Communications Act of 1934 contains specific provisions affecting the antitrust laws. “H.R. 1391 thus indirectly amends the Communications Act, and ought to be scrutinized by the committee of competent jurisdiction,” wrote the Commerce Committee chairman.

personnel services, said only that it is a “matter of litigation” and the NLC “defends its position.” The attorney defending NLC against Pols's suit, Allen Farber, with Green, Stewart & Farber, also refused to comment.

Pols filed a discrimination complaint with the Equal Employment Opportunity Commission on July 25, 1988, and on May 10, 1989, filed a sex discrimination lawsuit in federal district court against the NLC, NLC Executive Director Alan Beals, and Shafroth.

According to the suit, Pols received “significantly lower compensation than male employees with comparable experience and training and comparable positions.” Moreover, the suit says, in 1987, the league hired a man for a job comparable to Pols's and paid him more than Pols “despite her eight years of prior experience.”

The suit also describes the NLC's “retaliation” against Pols. According to the suit, she was disciplined in June 1988 for taking six days of annual leave even though Shafroth had approved the leave. As a result of the incident, the suit says, she was denied pay for six days and a disciplinary memo was placed in her personnel file.

In September 1988, the suit alleges, Beals and Shafroth “prohibited” Pols from attending the annual meeting of the National Association of Telecommunications Officers and Advisors in Miami Beach, at which she was scheduled to speak. Beals took her place.

In March 1989, the suit says, Pols was relieved of a large portion of her responsibilities at NLC. Also in March, it says, Shafroth warned Pols that she was “in-subordinate and disrespectful” and that, if she did not change, she might be discharged.

Following the NLC's March meeting in Washington, NLC officials told BROADCASTING that Pols was no longer working on any cable issues, but was assigned other important duties.

Pols is seeking payment from NLC, Beals and Shafroth for “compensatory and punitive damages, including but not limited to damages for the embarrassment, humiliation and indignity the plaintiff suffered.” —KM

FCC to survey cable systems on rates, services

The FCC is planning to survey a “sample” of cable systems “regarding changes in services offered, the rates charged and the availability of competitive alternatives in cable communities” since municipalities were stripped of their regulatory authority over cable rates by the Cable Communications Policy Act of 1984, FCC Chairman Dennis Patrick said in a letter to House Energy and Commerce Chairman John Dingell (D-Mich.).

Patrick's June 23 letter was aimed at assuring Dingell that the FCC was moving ahead with an analysis of deregulation on cable rates and service as required by the Cable Act. Patrick told the congressman the final report would be ready, in accordance with the act, by October 1990. Dingell, expressing concern about cable's “lack of accountability,” had asked Patrick in a June 12 letter to begin the review promptly (BROADCASTING, June 19).

According to Patrick, the FCC staff has already “structured” a survey and will soon ask the Office of Management and Budget for approval to conduct it.

The General Accounting Office, responding to a request from Congress, is conducting a comprehensive survey of cable rates since deregulation. Patrick said the FCC will incorporate the results of the GAO survey in its report. “However, because our mandate is directed towards an analysis of the behavior of cable operators in the context of the level of competition in their particular markets, the staff's preliminary view is that an FCC survey is needed.”

Patrick, who said he directed staff “some months ago” to begin preliminary research into cable rates and services, said the agency's “early work” will leave time for “public participation” in its analysis. “We plan to request public comment on any study we conduct as well as to solicit other comments and information that the public wishes to provide concerning these issues,” he said. Patrick gave no timetable for soliciting such comments. □

Growing use of audio handouts

More and more associations and companies offer free radio spots

As radio stations across the country look to cut costs and improve their sound, more and more are taking advantage of the growing number of free news and information being made available by corporations, associations and other organizations.

Among the organizations that have come to appreciate the power of the medium: the American Bar Association, Northeastern University in Boston, the National Association of Home Builders, the duPont Co., Vivitar, the Johns Hopkins Medical Institutions, the American Medical Association and the Children's Hospital National Medical Center in Washington.

Spencer Levine, producer of *Right at Home*, a series of spots underwritten by the National Association of Home Builders, sees the proliferation of this kind of programming as symptomatic of the economic state of radio. "We are seeing specialized topics," he said, "and I don't think radio stations can afford to employ specialists anymore, except for maybe the biggest stations in the biggest markets."

The National Association of Home Builders comprises 157,000 member firms. The daily spots focus on "how-to" advice and issues facing homeowners and potential homeowners. "It will benefit us for people to know what they are doing when they go out and buy homes," Levine said. "It is a very good image builder. We are doing this as a public service campaign." What the association is trying to do, he said, "is position ourselves as a knowledgeable and authoritative source of information."

The 260 spots a year are free to radio stations and are delivered by satellite or by phone. Stations are then free to use them to sell spots or not, as they wish. Levine stressed that the spots are not intended to promote a point of view, but rather to inform. Levine added: "For us, just telling people things that we think are interesting and useful for them to know ultimately benefits us, because they are a more informed consumer when they ultimately come to us for business."

Levine says the program is signing about 10 new stations a week. He cautions station operators, though, to take the time to screen the spots carefully. "The number of alternatives makes careful screening prohibitive," he said, "and all it takes is one bad programmer to ruin it for all of us."

Different organizations will have different reasons for producing a radio series, but many in the industry feel that they offer a reasonable and viable source of alternative programming for stations on small budgets—and for those seeking a variety of program-

ing to offer to their listeners.

Doug Levy, director of *Health NewsFeed*, the Johns Hopkins Medical Institutions' radio series, said: "The idea was to



Levine

set up an alternative service, but make it credible. And to some degree, that was doable because it is sponsored by an aca-



McConnell

demic institution as opposed to a lobbying group." And according to Levy, Hopkins went all out, hiring news professionals instead of public relations people.

In the intervening three years since *Health NewsFeed* started, others have jumped on the bandwagon. The American Medical Association has a feed phone line. According to Levy, it is a slightly different service, but "it is essentially the same non-traditional kind of source."

Levy is slightly worried about the abundance of organizations producing their own radio spots. He noted the increasing number of lobbying groups and advertising agencies becoming involved. Levy said, "One of the things that I'm actually kind of afraid of is that the news lines are going to get confused with ads in some way, and basically

we have to watch out for the credibility loss."

The fate of many of these producers ultimately rests in the hands of the news directors across the country. "We've got to depend on news directors to be able to make the decision of an educated consumer," Levy said. "I guess I fear that people can be taken advantage of," he added.

Name recognition is a big part of the reason Hopkins is producing the news feed. "We want people to know what is going on in medicine," Levy said. "Here at Hopkins we do millions and millions of dollars of research every year, much of that with public money, he said, "and every time one of our spots runs, people hear 'the Johns Hopkins Medical Institutions,' and that is one of the reasons, every time we do a Gallup poll, people recognize the Hopkins name."

The *Health NewsFeed* is free to stations.

Len Deibert, news director of WMAL(AM) Washington, thinks this type of programming is good for the industry. But he said that at his station the quality of the programming is the deciding factor of whether a spot makes it on the air. "We look primarily at content," he said. "Our concern is the product itself. You must make an editorial judgment on the quality of the product and the individual needs of your market."

John McConnell, vice president of news at United Stations Radio Networks, says they use the Johns Hopkins information and interviews, but incorporate the material into their own format. He agrees with Deibert that "you must make sure that the information is accurate and fair. You especially have to be careful of groups that are lobbying groups. You have to be careful of the quality of the content." —LC

Southwest sales

CBS Radio Networks has opened a Southwest sales office in Dallas. Craig Zurek, account executive in the CBS Radio Networks Midwest sales office, has been named Southwest sales manager. Zurek will cover Texas, Arkansas, Louisiana, New Mexico and Oklahoma. Stephen Youlios, the networks' vice president of sales, said: "It is a bold move on the part of the network, and emphasizes the fairly significant role the Southwest will play in the national advertising scene." He added that the network is committed to the new business development and the growth of the Southwest. CBS owns and operates KTXQ(FM) Dallas and KLTR(FM) Houston and has branch offices in Dallas and Houston of CBS Radio Representatives.

Money changes hands

Spectrum Enterprises Inc. has signed a letter of intent to acquire all of the assets of Money Radio. According to Vera Gold, executive vice president of Money Radio, the transaction is sort of a reverse merger. Money Radio was formed two years ago as a public limited partnership and is the licensee of KMNY(AM) Pomona, Calif. The station went on the air with a business, money and finance format in 1987. It met with enough success to export the format to other markets, and now has 15 affiliates (BROADCASTING, June 12).

The partners of Money Radio will receive 70% of the outstanding stock of Spectrum Enterprises Inc. When the deal is consummated, the new corporation will be named Money Radio Inc., and Money Radio's managing general partner, Edward (Buz) Schwartz, will become chairman and chief executive officer of the new corporation. Gold said the value of the transaction is around \$10 million.

Spectrum Enterprises Inc. is a Costa Mesa, Calif.-based capital resource fund. Gold said: "The merger gives us the ability to raise funds. We are now a public limited partnership. After the deal, we will be a publicly traded company." She said that by agreeing to the transaction, Money Radio was fulfilling a promise made to the original partners in the company. "We promised to raise equity capital to encourage the future growth of the organization," she said.

Among the programming currently heard on the network is *Money Radio Express*. It is simulcast live in the U.S. and Japan (in Japan over the Tokyo-based Nihon Shortwave Broadcasting Co., also known as Radio Tampa), and reaches an estimated 20 million listeners daily. The program is a roundup of U.S. economic news, with Schwartz interviewed in English on his assessment of economic developments.



Gold

Talking travel

NBC Talknet host Bruce Williams will launch a new, daily, 90-second show called *Bruce Williams Travel Corner*. The program will feature advice from Williams on travel values, with emphasis on U.S. locations. Tips will include hotel, car rental and food information.

Shadoe in New Zealand

American Top 40 with Shadoe Stevens will be distributed to cities in New Zealand through a barter syndication sponsorship with Pepsi-Cola International. Radio Express Inc., worldwide distributor for the weekly ABC Radio Network show, said the program will be carried by stations in Auckland, Christchurch, Wellington, Hamilton, Whangarei, Rotorua and Nelson, all New Zealand. Stevens has been hosting the program since last summer, when he replaced Casey Kasem (BROADCASTING, May 23, 1988). The program can be heard over 350 stations worldwide in 21 languages.

Baseball diamonds

The induction of baseball greats Carl Yastrzemski of the Boston Red Sox and Johnny Bench of the Cincinnati Reds, along with Chicago Cubs announcer Harry Caray and former major league umpire Al Barwick into the Baseball Hall of Fame will be broadcast live by Star Communications of Boston. The July 23 ceremonies in Cooperstown, N.Y., will be sent out to stations via the Satcom 1R satellite.

The broadcast team covering the event for Star includes Harmon Killebrew, former Minnesota Twin and Hall of Famer; Len Matuszek, former Philadelphia Phillie and Los Angeles Dodger; George Grande, New York Yankees announcer, and Dale Arnold of WHDH(AM) Boston. The broadcast is being offered on a barter basis.

Keep on trucking

The battle to keep truck drivers awake may be heating up, according to a survey by Marquest Research. The survey was updated from a 1984 survey and consisted of 977 inperson interviews at 20 truckstops in January. The most popular shows, according to the survey, were the *Truckin' Bozo Show* on WLW(AM) Cincinnati; *Dave Nemo's Road Gang* which is simulcast on WWL(AM) New Orleans and KRVN(AM) Lexington, Neb., and Fred Sanders on the Interstate Radio Network. The 1984 ratings had WWL(AM) and WMAQ(AM) Chicago on top.

New radio award

Former *American Bandstand* host and broadcasting veteran Dick Clark will MC the NAB awards gala following the closing dinner of the Radio '89 convention in New Orleans Sept. 13-16. The as yet unnamed nationwide awards, to be given for the first time, recognize "outstanding radio stations and personalities," the NAB said.

Riding Gain

May spot

National spot radio billings were \$100,291,500 for May 1989, a 6.8% decrease from May 1988's \$107,652,800 and a 16.5% adjusted rise over May 1988's adjusted total of \$86,122,200. The 1989 year-to-date figure was \$411,788,400, a 12.8% increase over the \$365,105,700 figure for the same period in 1988. All figures are based on information provided by Radio Expenditure Reports Inc. from information collected from the top 15 rep agencies.

Talk radio appeal

Mass Media researchers at Kent State University conducted a study to determine what makes people phone radio call-in shows. The main attraction, according to the study, is the "nonthreatening nature of both radio and the telephone." It concludes that talk radio is characterized by the spontaneity of face-to-face conversation, and "can serve as an alternative to interpersonal interaction." The survey's findings will be published in the spring edition of *Journal of Communication*.

Lite fight

U.S. District Court Judge Irving Hill ruled that Golden West Broadcasters' KEDG(FM) Glendale, Calif. (Los Angeles), has the exclusive right to use the station identifier "K-LITE." Golden West purchased the service mark from Westwood One, after it changed the call sign of KIQQ(FM) to KQLZ.

FM and named it "Pirate Radio." Buckley Communications had been using the "K-LITE" identifier for its KGIL(FM) San Fernando, Calif.

Start spreading the news

KPIN(AM)-KBBT(FM) Casa Grande, Ariz., the station acquired by Frank Sinatra, has changed its call letters to KFAS-AM-FM, for Francis Albert Sinatra. Sinatra purchased



Sinatra

the station with Robert Finkelstein, Nathan Golden and Steven Scott from Video Communications and Radio Inc. for \$550,000 ("For the Record," Sept. 5, 1988). The stations have changed their formats from country to adult contemporary and Sinatra hopes that "KFAS will play a tune or two of my music once in a while." Sinatra will keep in touch with the stations via on-air calls.

Changing Hands

Waws(TV) Jacksonville, Fla. □ Sold by Malrite Communications Group Inc. to Clear Channel Communications Inc. for \$8.1 million. **Seller** is Cleveland-based group owner of four AM, six FM and six TV stations and is headed by Milton Maltz. **Buyer** is San Antonio, Tex.-based group owner of eight AM's, eight FM's and two TV stations and is headed by L. Lowry Mays. Waws is Fox affiliate on channel 30 with 2,789 kw visual, 278.9 kw aural and antenna 991 feet above average terrain.

WSTC(AM)-WJAZ(FM) Stamford, Conn. □ Sold by Chase Broadcasting Inc. to Scott Brody for approximately \$8 million. **Seller** is subsidiary of Chase Enterprises Inc. and is headed by Roger Freedman. Chase Enterprises owns WTIC-AM-FM Hartford, Conn., and KGDL(AM)-KWK(FM) St. Louis. **Buyer** is headed by Brody and Robert Forrest. They also own WAVY(FM) Atlantic City, N.J. WSTC(AM) is fulltimer on 1400 khz with 1 kw. WJAZ(FM) operates on 96.7 mhz with 3 kw and antenna 461 feet above average terrain. **Broker: The Mahlman Co.**

KCWW(FM) Leavenworth, Kan. □ Sold by Wodlinger Broadcasting Co. to WTMJ Inc. for \$6 million. **Seller** is owned by Mark Wodlinger, who has no other broadcast interests. **Buyer** is headed by Steve Smith. WTMJ Inc. is licensee of WTMJ(AM)-WKTI(FM) and WTMJ-TV Milwaukee; WSYM(TV) Lansing, Mich., and KTNV-TV Las Vegas. WTMJ Inc. is parent and sole owner of

Midwest Media Inc., licensee of WSAU(AM)-WFC(FM) Wausau, Wis. KCWW operates on 98.8 mhz with 100 kw and antenna 990 feet above average terrain. **Broker: Burt Sherwood**

WNLK(AM)-WGMX-FM Norwalk, Conn. □ Sold by Hanson Communications Inc. to CRB of Norwalk Inc. for \$5 million. **Seller** is owned by Mike Hanson, who has no other broadcast interests. **Buyer** is headed by Edward Rogoff. CRB Broadcasting Corporation, parent company of assignee, also owns 100% of stock of corporations listed below: CRB of Delaware Inc., licensee of WJBR-AM-FM Wilmington, Del.; CRB of Florida Inc., licensee of WZZR(FM) Stuart, Fla.; CRB of Westchester Inc., licensee of WFAS-AM-FM White Plains, N.Y.; CRB of Pennsylvania Inc., licensee of WAEB-AM-FM Allentown, Pa.; CRB of Kentucky Inc., licensee of WTCR(AM) Kenova and WTCR(AM) Huntington, both West Virginia. Application of CRB of Florida Inc. for renewal of license of WZZR(FM) Stuart, Fla., is pending. Application of CRB of Pennsylvania Inc. for modification of facilities of WAEB(AM) Allentown is pending. WNLK is fulltimer on 1350 khz with 1 kw-D and 500 w-N. WGMX operates on 95.9 mhz with 3 kw and antenna 91 feet above average terrain. **Broker: Blackburn & Co.**

KUGN-AM-FM Eugene, Ore. □ Sold by Media Corporation of America to Combined Communications Inc. for \$4.2 million. **Seller** is headed

by Paul E. Van Hook. Van Hook is director in Pathfinder Communications Corp., licensee of following broadcast stations: WCKY(AM)-WWEZ(FM) Cincinnati, WTRC(AM)-WYEZ(FM) Elkhart and WQHZ(AM)-WYEZ(FM) Fort Wayne, all Indiana, WCUZ-AM-FM Grand Rapids, Mich., and KVLJ-AM-FM Tulsa, Okla. **Buyer** is headed by Charles V. Chackel. Chackel is general manager of KUGN-AM-FM Eugene, Ore. Combined Communications Inc. has no other attributable broadcast interests. KUGN(AM) is daytimer on 590 khz with 5 kw. KUGN-FM operates on 97.9 mhz with 100 kw and antenna 780 feet above average terrain.

WSIC(AM)-WFMX(FM) Statesville, N.C. □ Sold by High Country Communications to Adventure Four Inc. for \$3.75 million. **Seller** is headed by Warren Penney, who has no other broadcast interests. **Buyer** is Bluefield, W.Va.-based group headed by Michael Shott. It also owns WHIS(AM)-WHAJ(FM) Bluefield and WKEE-AM-FM Huntington and is part owner of CP for WBJV(FM) Wheeling, all West Virginia. Wsic is fulltimer on 1400 khz with 1 kw. WfmX operates on 105.7 mhz with 100 kw and antenna 1,517 feet above average terrain. **Broker: R.A. Marshall & Co.**

WDKS(FM) Dunn, N.C. □ Sold by Landsman-Webster Communications of North Carolina Inc. to Metropolitan Broadcasting of North Carolina Inc. for \$2 million. **Seller** is headed by Dean Landsman, who has no other broadcast interests. **Buyer** is headed by David W. Evans and Stephen J. Garchick. Evans and Garchick are real estate developers in Northern Virginia. They have no other broadcast interests. Wdks operates on 103.1 mhz with 3 kw and antenna 325 feet above average terrain. **Broker: Blackburn & Co.**

KPUA(AM)-KWXX-FM Hilo, Hawaii □ Sold by Hawaii Broadcasting Company Inc. to Hawaii Radio Inc. for \$800,000. **Seller** is headed by Richard Henderson and John Warren. They have no other broadcast interests. **Buyer** is headed by Iris E. Lindstedt, who is stockholder and director of North Shore Radio Inc., applicant for new AM station at Princeville, Hawaii. Lindstedt is also officer and director of WLBE 790 Inc., licensee of WLBE(AM) Leesburg, Fla. KPUA(AM) is fulltimer on 670 khz with 5 kw. KWxx-FM operates on 94.7 mhz with 100 kw and antenna 300 feet below average terrain.

WFXR(FM) Harwichport, Mass. □ Sold by Mary Jane Kelley and George Silverman to LDI Inc. for \$800,000. **Sellers** have no other broadcast interests. **Buyer** is headed by John Aitken and Robert Lada, who have no other broadcast interests. WFXR operates on 93.5 mhz with 3 kw

D & F BROADCASTING, INC.

(Rick Devlin & Jon Ferrari)

Acquisition Financing

\$24,500,000

Equity, Senior and Senior-Subordinated Notes

The undersigned acted as financial adviser to
D & F Broadcasting and arranged for the
private placement of the notes and equity.

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WIN situation

WIN Communications, subsidiary of ML Media Partners, has retained Media Venture Partners to sell KBEZ(FM) Tulsa, Okla. Asking price is in the \$4 million range. WIN is a group owner of two AM's and six FM's. ML Media owns two TV stations. KBEZ is on 92.9 mhz with 100 kw and antenna 1,318 feet above average terrain.

and antenna 328 feet above average terrain.

WZEW-FM Fairhope, Ala. □ Sold by Jane B. Forbes, Trustee to WZEW Inc., for \$750,000. **Seller** has no other broadcast interests. **Buyer** is owned by George I. O'Rear, who has no other broadcast interests. WZEW-FM operates on 92.1 mhz with 3 kw and antenna 288 feet above average terrain.

WBRE-FM Washington, N.C. □ Sold by James

Eugene Hodges to New East Communications Inc. for \$640,000. **Seller** is owned by James Hodges, who also owns WNOS(AM) New Bern, N.C. **Buyer** is headed by Henry W. Hinton, and has no other broadcast interests. WBRE-FM operates on 98.3 mhz with 3 kw and antenna 91 feet above average terrain.

CABLE

Private cable systems serving Orange Coun-

ty and Orlando, both Florida □ Sold by Pegasus Communications Inc. to Cablevision Industries Inc. **Seller** is SMATV operator headed by Craig Brubaker. It has systems in five states. **Buyer** is MSO headed by Alan Gerry and has systems in 17 states serving 959,628 subscribers. Systems serve approximately 270 subscribers with 537 homes passed. *Broker: National Satellite Equity Associates Inc.*

Cablecastings

Application withdrawn

Irving Kahn has withdrawn 11 cable franchise applications in southern New Jersey, citing "unconscionable government inaction and red tape" by the state. Kahn's Choice Cable was attempting to overbuild using fiber optic plant and the existing NYT Cable system, which is being purchased by a group of cable operators.

May penetration

Nielsen said cable penetration reached 55.6% in May, or 50,241,840 homes.

Disney takes Manhattan

Manhattan Cable TV will launch The Disney Channel, its latest premium service, July 1 to its more than 230,000 subscribers. The service will appear on channel 33. The Disney Channel, which launched in April 1983, has approximately four million subscribers and 5,700 affiliates.

The Disney Channel divides its 24-hour programing cycle into three dayparts: children during the day, family in the evening, and adults in the late evening.

Educational TV

C-SPAN will launch a series of 10-minute short-subjects starting Aug. 22. Programs will be carried on C-SPAN each Tuesday at 1 a.m. for teachers to use in their classrooms.

Cooperation

Continental Cablevision, Cape Cod Cablevision and WGBH-TV Boston were calling it an "unprecedented cooperative effort between broadcast and cable TV," announcing last week that the three parties had completed construction of a microwave link among them, ending a years-long reception problem in mid and outer Cape Cod.

"Never before, that I am aware," said Continental General Manager Joe Hennessey, "have a broadcast station and cable television operators formed such a partnership to solve a co-channeling reception problem." Following a September 1987 summit and June 1988 announcement of intentions, WGBH

undertook construction of a microwave link to a Cape Cod Cablevision receiver, and Continental built a link from there to its own Orleans, Mass., receiver. The station and two cable operators will share operating and maintenance costs of the system.

New group

Independent Cable Representatives Association has been formed to "share ideas, promote the cable advertising industry and to offer advertisers the advantage of a knowledgeable regional resource," according to ICRA President Mike Everett of Thompson Everett Inc. Other members include Bill Lemanski, Cable Media; Mary Lou Wallace, Cablemedia Advertising; Frank Angelo, CableTime; Deborah Glover, Clark Gable

Advertising; Charles Ford, Just Media, and Biggs Tabler, Tabler Communications.

Boxing in Spanish

Showtime Networks Inc. and the Radio Sports Network will simulcast the July 15 heavyweight fight between Evander Holyfield and Adilson Rodrigues in Spanish on Showtime. The Los Angeles-based Radio Sports Network specializes in Spanish broadcasts of boxing matches. Sportscaster Carlos Avilas will call the fight and Enrique Gratas will provide the color commentary. Angela Gerkin, Showtime senior vice president of strategic planning, said Showtime "selected a radio simulcast as our pilot project in order to reach as many Spanish-speaking homes as possible, even if they are not wired for cable."



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Fiber, component/composite mark Montreux's close

Fiber-to-home technology will bring improvements to cable systems; Sony's Barrett predicts digital component is way to go

European and U.S. cable television organizations are working on two different strategies for implementing fiber optics. In the U.S., where the cable industry faces possible future competition for fiber video service from the telephone companies, some operators have already begun building hybrid, fiber-coaxial cable systems designed to reach an evolutionary stage in the tested use of fiber, at least until full fiber-to-home technology is developed. In Europe, where telephone companies are doing most fiber research, tests may begin within the next two years on fiber to the home that can provide both TV and telephone service. Still, it will be several years before any implementation of widespread fiber-to-home.

A session on fiber optic technology was one of the highlights of the cable TV program during the second half of the 16th International Television Symposium (ITS) in Montreux, Switzerland. In size, the six-day symposium (June 18-22) was about the same as the last event, held in 1987. Estimates put attendance for both the symposium sessions and equipment exhibition at about 40,000, or 3,000 more than 1987's record. Registered delegates, who participate in the sessions, roundtable discussions and various standards committee meetings, numbered 2,300, similar to 1987's total.

Broadcasters at another late ITS session, discussing the numerous incompatible analog and digital videotape formats that have been introduced during the 1980's, launched into a debate on the current state of the broadcast equipment standardizing bodies. The slow deliberations of groups such as the International Radio Consultative Committee (CCIR), the Society of Motion

Picture and Television Engineers (SMPTE) and the European Broadcasting Union (EBU) no longer fit the reality of the broadcast equipment business, some said. Standardization, it was said, needs to catch up to the advancements in technology. But some U.S. broadcasters suggested that the proliferation of system formats due to slow standardization may not be a detriment. Establishing one system as the standard tends to hinder work on other technological advancements, they said.

At the fiber session, C. Granville Taylor, section head of the system engineering department of British Telecom, described his group's progress toward developing a passive optical network (PON) to distribute both telephone and video service over the same cable. In such an architecture, Taylor said, fiber lines would extend from existing headends and telephone network headquarters to be joined at various "cabinet locations," with each of these serving about 450 households. The feed would be distributed through splitters and combiners on nearby telephone poles and then, finally, to the home. Special filters outside the home would be installed, set according to whether the customer used TV or telephone service, or both. The entire system, from headend to home, uses fiber.

"We've got a long way to go before we hit the theoretical limit of fiber," Taylor said. Using the same PON architecture, British Telecom eventually hopes to deliver even more services through a broadband ISDN system. For the near term, however, a trial of the TPON (telephone wavelength) system is set to begin in October 1990 in Bishops Cleeve, England. The BPON (broadcast wavelength) trial will begin in April 1991, "if not sooner," Taylor said. He also said that both systems have been demonstrated successfully in the laboratory.

Fiber-to-home research is also being conducted by the PTT Research Neher Labora-

tories in the Netherlands. One goal of the studies, according to the Dutch PTT's H.H. Tan, is to create a system design that is simple, thereby keeping installation costs low. To do that, the first systems will use AM-VSB (vestigial side band) modulation, with evolution to FM-VSB also planned. A digital version is not on the drawing board, based on lab results of the AM system so far. Tan estimated that 30 video signals could be delivered up to 6.3 miles, at fairly low cost. A weakness, however, is that AM-VSB allows for a minimal amount of splitting. If a great deal of splitting is necessary, more expensive forms of modulation must be used.

There is an advantage to fiber, "but there is not a tremendous advantage...yet," said Jim Chiddix, senior vice president of American Television and Communications Corp. (ATC). Chiddix updated the European audience on work U.S. MSO's have done so far with AM-VSB fiber optic trunking joined to coaxial connections to the home. The cost of installing fiber at the trunk is only beginning to equal the cost of using coaxial cable, he said. The best advantage to installing fiber today is that high signal quality carries much farther with substantially fewer amplifiers.

Chiddix advised against installing fiber beyond the backbone. "We think there is a point of diminishing returns beyond which it doesn't make sense to go," he said. The farther it is extended, the more sophisticated and costly are the system conversions. He estimated that, currently, fiber-to-home installation would cost thousands of dollars per subscriber.

On the other hand, Chiddix estimated that fiber trunks could soon cost only \$50 per subscriber to install, while also yielding a substantial increase in quality. Fiber improves the carrier-to-noise ratio and decreases cross modulation and other forms of cable system interference. Eventually, "we think you can aggressively increase channel capacity because you're changing the basics of cable engineering," Chiddix said.

A cable TV system operator from the UK in the audience asked Chiddix if it would make economic sense for a company building a new system to install a fiber trunk. "Yes, I believe my company would," Chiddix replied. "We are just at a time when a fiber trunk and coaxial distribution system will be the most cost-effective means of building a new system." There was some questioning of the trunk plan on the basis that it might not supply enough headroom for services that eventually will need much more channel space, such as HDTV. European researchers are designing systems with up to 1.3 gigabits-per-second digital transmission capability. "We don't want to preclude the possibility that we will need to realize 1 ghz in our systems when

Montreux achiever

The winner of the 1989 Montreux Achievement Medal was M.D. Windram, head of engineering research and development for the Independent Broadcasting Authority (IBA) of Britain. Windram was honored for his part in the development of the multiplexed analog component (MAC) transmission technique for sending television signals via satellite. In 1981, Windram was co-leader with Keith Lucas (today with Scientific-Atlanta) of an IBA research team that was working on bandwidth compression of digital signals. The following year, Windram and Lucas published a paper on time-compression of analog signals with component color. Windram, who has been with IBA since 1971, has also been involved with the development of D-MAC and HD-MAC DBS transmission approaches. The Gold Medal has been awarded at each Montreux symposium since 1977. Among the past winners have been Joseph Flaherty, vice president, CBS Engineering and Development (1979), Richard Taylor, managing director of Quantel Ltd. in the UK (1981) and double winners at the last ITS, Takeo Eguchi of Sony Corp., Japan, and professor Mark Krivosheyev of the Soviet Union.

we design them. But I think we are at such an early stage of electro-optic terminal device technology, that in the coming years, the single-mode fiber installed today will have progressively more and more capacity," Chiddix said. When that technology is perfected, today's 400-500 mhz systems will be upgradable to 1 ghz, he said.

The lack of availability of such terminal device technology and other equipment needed for a fiber-based cable system is the major obstacle, all agreed. Passive splitters of the type needed for the BPON/TPON systems are not available yet off the shelf, although some current splitters can be modified for use, Taylor said. A similar device used in research by ANT Telecommunications in West Germany would cost several hundred dollars, according to ANT's H. Feilhauer. But he said that it would come down very rapidly if it were mass produced. "Optical amplifiers are available in research laboratories," Taylor said. "They have a great future, but they are really research tools at the moment and would cost many thousands of pounds or dollars."

Even the fiber-coax hybrid systems Chiddix described have been delayed somewhat by the lack of equipment supply. "I believe we caught the laser manufacturers somewhat unaware. But I believe they now see a very large potential market there and they are responding."

At a broadcast session, most of the roundtable participants were unhappy about the proliferation of videotape formats that have cropped up in recent years. Among the digital standards, broadcasters and post-production houses must decide whether to invest in the system based on the worldwide CCIR 601 standard, the component color D-1, or the less expensive composite digital format, D-2. Complicating matters further was last year's introduction of a half-inch composite digital format by Matsushita, which promises to provide more compact and portable equipment than is possible with the three-quarter inch D-1 and D-2 formats.

In analog, most broadcasters must decide whether or not to purchase a component half-inch system, either Matsushita's MII or Sony's Betacam SP. If the answer is yes to either, then they must decide whether that format will be used for newsgathering only, or—as some broadcasters have done—for all videotape applications at a station. If a smaller format is purchased only for ENG, then a broadcaster must decide whether that format, such as S-VHS or Sony's Super 8, will provide enough quality.

"Most broadcasters are strongly opposed to change in their production systems to the new technologies," said Aldo Ricconi, technical director of RAI. In component equipment, Ricconi predicted that widespread investment in component will not occur until studios are ready to convert to HDTV. "Composite production will, in my opinion, have a long life."

Ken Barrett, chairman of Sony Broadcast in the UK, predicted that component will be the system of the future, extending this vision to include digital component. But, he admitted, because D-1 decks are still very expensive (about \$300,000), it will take a

long time for this to happen. "Digital component is the only way in which we can have what I might call a nonengineering production format, where there are no problems caused by the peculiarities of PAL, NTSC and SECAM," Barrett said, suggesting that eventually, digital component will be the format used for everything from high-quality, multigenerational graphics to ENG.

"I beg to differ," Peter Desrosiers of the Canadian Broadcasting Corp. said. "I think it will be a cold day in August before we use component digital equipment for newsgathering," because such a high-end tape system would not prove cost-effective, he said. "One of the fundamental, driving forces behind anybody's decision-making process these days is the bottom line. What is the best bang for the buck."

Desrosiers said that the most important step that could be taken now is to reform the standardization process. "Technology of production methods seems only to be standardizable when it becomes obsolete," he said. He estimated that any new hypothetical tape format introduced this year would be obsolete by 1995.

Others at the roundtable were quick to agree. RAI's Ricconi wondered how broadcasters will be able to operate efficiently in the multiple standard environments that are evolving. "It is clear that the present existing structure in the CCIR, EBU, SMPTE or whatever are not adequate

to avoid proliferation of standards." He called on the manufacturers to find some way of avoiding the proliferation of formats. Said Sony's Barrett: "I think the slow procedure in creating a detailed standard now does not keep pace with the technology or keep pace with the use requirements."

But two U.S. network TV executives present, Steve Bonica, vice president of engineering, and Charles Dages, vice president of TV engineering, CBS, suggested that slow standardization procedures and multiple formats are not all bad. Manufacturers have been forced to keep their prices down because of competition between formats, Dages said. Also, new ideas and technological advances seem to be introduced more quickly when there is no set standard, he added.

"I think it is beneficial that broadcasters have a lot of choices and that the proliferation of formats allows choice and prevents stagnation in the industry," Bonica said. "We would hate to see standards be used as a crutch to protect marketing plans" by equipment manufacturers. Bonica said that NBC has had no problem adjusting to multiple systems.

But Dages admitted to the fear that most broadcasters have when approaching new videotape formats: "Many of us will make mistakes. I can't help but think of the tape format battle with the consumer industry between Beta and VHS." —RS

Tough course for TCI's ATV game plan

Strategy to preempt home video rollout of HDTV in 1990's via Faroudja's SuperNTSC lacks supporters

Tele-Communications Inc. has been having a hard time convincing broadcasters and cable operators to adopt its two-step advanced television strategy: use Faroudja Laboratories' improved NTSC system to preempt home video from rolling out high-definition television in the 1990's and "leapfrog" after the turn of the century to "process digital"—a yet-to-be-developed digital HDTV system superior to any of the analog systems being talked about today.

Although broadcasters and cable operators see nothing wrong with testing or even implementing the Faroudja system, none has stepped up to support the rest of the TCI strategy without reservation.

The TCI strategy is, on its face, highly attractive because it provides an answer to the HDTV threat posed by other media without requiring broadcasters and cable operators to do or spend much for the next decade or so. Faroudja's SuperNTSC system, at the heart of TCI's strategy, is fully compatible with existing cable and broadcast plant, not to mention the millions of TV sets, and costs relatively little to implement.

But despite apparent advantages, broadcasters and cable operators are not jumping on the bandwagon.

The biggest reason is the Faroudja system itself. Everyone agrees that SuperNTSC is a marked improvement over

today's NTSC, but many are unsure whether it is good enough to preempt or even compete with the true HDTV images that home video is threatening to bring to market in the early 1990's.

The concern over whether it is "good enough" is particularly acute among broadcasters since they are bound by the constraints of their 6 mhz channels. If they commit to SuperNTSC and it turns out to be not good enough, they may be stuck without the additional spectrum needed to broadcast true HDTV. Cable operators, on the other hand, have ample channel capacity to make a mid-course correction and switch out of SuperNTSC and into true HDTV. "TCI has an uphill battle, certainly among broadcasters," said Michael Rau, vice president, science and technology, National Association of Broadcasters.

All the true HDTV systems now proposed require either an additional 3 mhz or 6 mhz of spectrum. To be assured of that extra spectrum, most broadcasters believe that they must make their spectrum demands known to the FCC within the context of a concrete HDTV proposal in the next two years. The FCC reinforces the broadcasters' belief at every opportunity. At the National Cable Television Association convention in Dallas last May, Alex Felker, chief of the FCC's Mass Media Bureau, issued an admonition: "If, for whatever reason, an enhanced system is judged good enough [for the 1990's], it is going to be extremely difficult for the FCC and, frankly, the broadcasting industry to justify warehousing very valuable spectrum—pri-

marily UHF spectrum—for an undefined period of time while we are waiting for the Holy Grail of HDTV sometime in the future.”

Most broadcasters and cable operators are also highly skeptical of TCI's assertion that digital compression techniques will advance quickly enough to permit digital transmission of HDTV in 6 mhz TV channels in 10 years or so. John Sie, TCI's point man on advanced television, appeared before committees of broadcast and cable engineers this spring and won few, if any, converts to the concept of “process digital.”

Walt Ciciora, vice president, technology, American Television and Communications, and chairman of the NCTA's engineering committee, compares process digital with “fusion in a bottle.” “It would be fantastic if it works,” he said. “I hope it works, but it is clearly ambitious and causes much skepticism in the engineering community.”

In hopes of strengthening its position, TCI is planning a summit of some of the best minds in digital and video technologies drawn from the broadcasting, cable, computer and semiconductor industries to determine whether 6 mhz digital transmission is feasible and, if so, when. TCI hopes that the Cable Labs and the American Television Systems Committee will oversee the summit. “Although I have a deep, abiding faith [digital transmission] can be done,” said Sie, “it's kind of silly for me to argue for the doability of process digital until I can get a consensus of the top techno-

crats.”

TCI's effort seemed to be gaining momentum at least among broadcasters when at the NCTA convention TCI staged an elaborate press conference to announce that four major broadcasters—NBC, Tribune, Group W and Capital Cities/ABC—had agreed to participate with TCI in trials of the Faroudja system this year and next (BROADCASTING, May 29). But there may have been less to the announcements than met the eye.

NBC says its involvement in the Faroudja tests are intended only to foster cooperation between the cable and broadcasting industries on advanced television and it remains committed to its own strategy, built around Sarnoff Laboratories' Advanced Compatible Television System.

The strategy calls for the implementation of single-channel and NTSC-compatible ACTV I—which combines Faroudja-like improvements in resolution with wider aspect ratio—in the early 1990's, followed later in the decade by ACTV II, a hybrid analog-digital true HDTV system requiring an additional 6 mhz of spectrum. Michael Sherlock, president, NBC operations and technical services, says NBC believes the wider aspect ratio is essential to remain competitive in the video market of the 1990's.

And of the other three, only Group W is even considering adopting the TCI strategy in its entirety. Unlike most broadcasters and cable operators, Steve Fisher, vice president, development, Group W, believes digital transmission may be feasible in the

foreseeable future. “We think it is worth noodling around with,” he says.

Even though Capital Cities/ABC and Tribune believe Faroudja's SuperNTSC could be the single-channel, compatible solution to the ATV conundrum they have been looking for, they stop short of endorsing process digital. Otis Freeman, Tribune's HDTV consultant, admits he does not know whether it is possible. And Julius Barnathan, senior vice president, technology and strategic planning, Capcities/ABC, doubts it very much, saying he is currently inclined toward Zenith's Spectrum Compatible digital-analog system, which requires an additional 6 mhz, for broadcasting of true HDTV.

The support of the broadcasters through their involvement in the tests boosts TCI's efforts, but it also serves to highlight the lack of support from TCI's fellow cable operators. That may be due, in part, to monetary considerations. According to one cable operator, TCI is tying cable operators' participation in Faroudja testing to their providing funding for the further development of the Faroudja system.

But it is also clearly due to the belief that SuperNTSC is not the system many feel cable needs to insure its continued growth in the 1990's. Richard Roberts, president, Telecable, and chairman of the NCTA's “blue ribbon” HDTV Committee, says: “Our whole industry cannot go from Faroudja to process digital and close our eyes to the interim, and, as an industry, we are not doing that.” —HJ

Business

QVC proposes purchase of CVN home shopping service

QVC would pay cash and stock in deal valued at more than \$384 million; if completed, purchase would form strong competitor to top-ranked HSN

QVC Network has made a proposal to acquire all the common stock of CVN Companies at a price of at least \$384 million. The two operators of cable home shopping services said they were in active discussions regarding the proposal and CVN said its board “views the proposal favorably.”

If completed, the purchase would combine the second largest and third largest shop-by-television operators into a company that would be a formidable competitor to the industry leader, St. Petersburg, Fla.-based Home Shopping Network. “The guess was all along that two were going to survive,” said Kenneth T. Berents of Butcher & Singer.

CVN said that it would delay acting on the proposal until it received definitive financing commitments from QVC and the companies resolved other details regarding the structure and timing of the proposed transaction. QVC said that its board of directors believed it could arrange within two

weeks the more than \$400 million it said it would need for the purchase.

QVC's offer is the second time in a year that CVN has been a takeover target. Last November, Tele-Communications Inc. boosted its stake in CVN to 17.2% and announced plans to acquire the rest of the company's stock. However, TCI withdrew its offer of \$18 per share in cash and securities in January, after CVN's stock rose past that offered price in over-the-counter trading.

QVC proposed paying \$19 in cash and one-eighth of a QVC common share for each of CVN's shares of common stock. On Friday, June 23, the last trading day before the discussions were announced, QVC's stock closed at \$16, making the offer worth \$21 per share. CVN's common stock closed that day at \$17.375.

The price of both stocks rose after the weekend announcement. Last Tuesday CVN's stock closed at \$18.75 and QVC, the acquiring company, closed at \$18.875, effectively raising the purchase price to \$21.36 per share. With approximately 18 million shares of common stock outstanding, the purchase price for CVN would

amount to more than \$384 million.

The purchase price might also include the shares covered by outstanding warrants to purchase CVN's common stock. In a move the company expected would encourage redemption of the company's warrants, 13.7 million of which have been issued, CVN earlier this month declared a special dividend of \$10 per share of common stock, payable in late July. The dividend would drop the exercise price of the warrants—substantially all of which are at \$18.13—to \$8.13. Presumably, the warrant-holders would make a profit on the difference between exercise price of the warrants and the price to be paid for the company's stock. CVN said it would take no action to cancel the dividend until details of the transaction were resolved. QVC general counsel Neal Grabell said that the fate of the warrants in the proposed purchase was “a detail to be worked out.”

CVN is carried in 22.8 million households, while QVC is carried in 14 million households. QVC, which earlier this year announced it would be starting a second home shopping channel, gave no indication of how it might consolidate the operations

of the two companies.

QVC said it had "an understanding" with TCI that the latter would extend its affiliation agreements through the year 2004 for the combined QVC and CVN in consideration of the receipt of additional equity securities of QVC in an amount tied to TCI's subscriber base. QVC will make that opportunity available to CVN's other cable system affiliates on the same terms, the company said.

TCI owns 24.6% of QVC's common stock, while Comcast owns 22.7%. CVN, which has both shop-by-television and mail-order businesses, had net sales of \$510 million for the nine months ended May 31, an operating income of \$33.1 million and a net income of \$10.5 million. For the fiscal year ended Jan. 31, QVC had net sales of \$193.1 million and a net income of \$9 million. —GM

Cutting back on advertising could affect number of media outlets, says new study

Coalition survey finds that drop in revenue from ad tax would also lead to drop in industry employment by 1993

The importance of advertiser-supported media to the economy, and the potentially detrimental economic impact of a reduction in ad spending due to a tax on advertising or other reasons was presented last week by the Leadership Council on Advertising Issues, a coalition of advertising-dependent companies including Leo Burnett, Time Inc. and The Ogilvy Group. Ogilvy Chief Executive Officer Ken Roman chaired last Wednesday's presentation of the 160-page study in New York.

The study, "The Economic and Social Impacts of Media Advertising," says that if the level of media advertising were to decline by 5% from the "levels which experts now project" for 1989-1993, by the last year the number of TV stations would have declined by 3.7%; radio stations by 2.1%; advertiser-supported cable networks by 3.8%; magazines by 1.1%; newspapers by 1.0%; black radio stations by 4.1%, and Hispanic radio stations by 5.6%. Given the same circumstances, the media industry's total employment loss for 1993 would be 31,500 employees out of 1.1 million, a decline of 3%.

The study arrived at those numbers by reviewing advertising revenue effects on employment and the number of outlets between 1975 and 1988 and then extrapolating those prior correlations to the future years.

One of the study's two authors, William

Lilley III, President of Policy Communications, noted that, overall, the media industry has been a contributor to the growth of the gross national product, increasing by 292% from 1975 to 1988, compared to a 204% increase in GNP. More specifically, media advertising revenue grew 311% during the period, according to the study. Lilley, a former CBS Inc. senior vice president, said that in certain markets, such as Dallas, media made a noticeable contribution to the "revitalization" of the local economy.

Rudolph Gerhard Penner, senior fellow, The Urban Institute, and the other author of the study, said it focused on the micro response, acknowledging that there might be certain indirect macro benefits if the government used advertising revenue in ways that facilitated economic growth. But the report also claims to be "extremely conservative...and does not project any of the inevitable job losses coming in the businesses which provide related economic infrastructure to the media and media advertising."

In response to a question about the report's assertion that ad spending would

have a proportionately greater impact on the number of TV stations, Lilley explained that while TV stations are considered franchised outlets, and thus are seemingly less vulnerable to revenue declines, many TV stations have still to experience the difficult times already undergone by other outlets, such as newspapers and magazines, which have since adjusted. Effects of a revenue decline were also said to be reflected more quickly on employment than on the number of media outlets. While media outlets targeted to minority populations have previously shown the fastest growth, they have also, the study said, shown the greatest "sensitivity" to negative changes in total ad spending.

Although "Economic and Social Impacts of Media Advertising" did not attempt to demonstrate any linkage between the revenue decline and an advertising tax, the issue is clearly on the agenda of the Leadership Council on Advertising Issues, which provided a map detailing "state anti-advertising activity" along with the study. Lilley said that 5% was chosen for the study's revenue decline because it was a number that was conceivable yet not "trivial." —GF

Spot buys: taking the paper out of paperwork

Advertisers and stations plan tests of electronic invoicing of spot advertising buys

In an effort to eliminate paperwork in the spot advertising process, advertisers and stations are planning three separate tests of electronic invoicing. Agencies are hoping that a move to widespread electronic invoicing for spot buys will reduce their costs of reconciling invoices, while stations hope for speedier processing of their invoices.

Group W Television Sales will conduct the first test, supplying its July billing run to Foote, Cone & Belding and Ogilvy & Mather, according to John McGregor, a planning and technology leader for Group W Data Center. Those two agencies are participating in the two other tests this year.

Jefferson-Pilot Data Services (JDS) is planning a test between stations that use JDS data processing and agencies that use Donovan Data Systems, according to Donald Crabtree, JDS vice president and general manager of rep/agency services. Donovan handles 70% of national spot business from the agency side, while JDS has 330 client stations representing 45% of national dollars, he said. JDS has been offering an electronic invoice option for use with JDS client agencies for two years, he said. About 10% of agency national spot business is handled through JDS, he said.

A third experiment, involving invoices for October, is scheduled for CBS owned and operated stations, which use an internally developed data processing system.

If CBS's experiment works out, "hopefully, agencies and advertisers would view us as somewhat easier to buy," said Bren-

dan Kehoe, director of information services for CBS's owned and operated stations. Eventually, he said, all information going between CBS O&O's and agencies—including invoices, preemptionmakegood paperwork and perhaps even contracts—could be transmitted electronically. "Our ultimate hope would be that we'd get paid a little faster...because discrepancies would be resolved much quicker," he said.

In its June 23 meeting, the National Sales Advisory Committee (NSAC) of the Television Bureau of Advertising endorsed the use of electronic data transmission for such functions as contracting, invoicing and discrepancy resolution. In their statement, however, the national ad reps that make up NSAC said that they opposed the application of electronic data transmission to replace their roles in the evaluation and negotiation of broadcast buys.

Although calling the announcement a formality, TVB vice president, national sales, Jim Joyella said, "It shows that there is an agreement between the 13 companies that are spot television." Joyella continued, "The ultimate sale of television time really is a face-to-face function and cannot be done by electronic auction."

"What they [NSAC] have said is really a giant step forward," said J. Walter Reed, senior vice president and corporate director of spot broadcast for Foote, Cone & Belding. Reed has been working on electronic invoicing issues for the American Association of Advertising Agencies. Electronic invoicing is "something whose time has passed," he said. "Everybody's computerized, but everybody's afraid to have their computers talking." —GM

Journalist to journalist: tips to report by

NBC's Gartner gives suggestions for doing investigative pieces; ABC's Vanocur has harsh words for 'ambush journalism' during Investigative Reporters and Editors meeting

Michael Gartner, a career print journalist until he assumed the NBC News presidency last August, wants to dispel the misconception about television reporters that "if you have a deep voice, you're not smart."

He has found "outstanding network reporters and editors that any paper in the country would kill to have but would be unwilling to pay a comparable salary."

Gartner mixed dry humor with serious advice during his keynote talk and question and answer session at the Investigative Reporters and Editors national conference in Philadelphia. He told some 900 journalists that the annual revenue of the *Ames Daily Tribune* that he co-owns in his native Iowa does not match NBC anchors' salaries, but that its profit statement is better than the network's. He joined NBC because "it looked interesting and a great challenge.... I still like my decision. Ask others" if they are equally satisfied, he said. Will the network eventually become a video wire service? "Not during my tenure, [but] who's to say what my tenure is?"

Gartner defended NBC News staff cuts by saying his \$300 million annual budget is better spent on producers and reporters than on accountants and secretaries, and he claimed the network's editorial presence has improved. No good news operation can prosper without first-rate investigative journalism, he said. "That's what sets us apart from our counterparts in other countries." But he added that in-depth stories should be exciting and compelling. Craft them, pro-

mote them and "don't dare viewers to watch them. Viewers don't take dares."

Gartner offered these suggestions to help avoid problems with investigative pieces:

- Ask in advance whether this story is the best way to spend reporters' and producers' time, space and money.

- Resolve at the outset such questions as who owns the outtakes, if the editor must know the reporter's anonymous source and whether a source's lie voids any confidentiality agreement.

- Regular progress reports. If an investigative team is going astray, better to confront that problem early than late.

- Recheck every fact. Small errors can hurt credibility.

Gartner deplored on-air references to unnamed sources even though he noted "they creep in occasionally on NBC." He criticized reporters who use anonymous criticism without checking its veracity.

Stressing a similar theme was ABC News senior correspondent Sander Vanocur, who rapped reporters' "undue cooperation with authorities." Taking a tip is fine, Vanocur said, but it is not fine to be part of authorities' attempts to "get" people. "It's not my job to act as an electronic arm of the prosecution."

Vanocur had harsh words for "ambush journalism masquerading as investigative reporting—a cathode ray kangaroo court" without depth and balance. He said: "We simply have to develop manners without lessening our zeal." At times, Vanocur finds reporters "quite arrogant" and reminded his colleagues: "We have no exclusive rights to the First Amendment." He does not think the press fits the role of "avenging angel" or that it is in journalists' best interests "to be considered an-

Insider experience

MacNeil/Lehrer Productions (MLP) is going to get some help in creating "a definitive work on diplomacy and statecraft"—in the form of former Secretary of State George Shultz, who last week signed an agreement to develop a series of 12 one-hour documentaries to be hosted by *MacNeil/Lehrer NewsHour* anchor Jim Lehrer. Following a four-month development phase ending "roughly around Labor Day," said MLP President Al Vecchione, two to three years production on location around the globe will begin.

At the end of that time, the series—"a major project calling for major dollars," Vecchione said—might just air on commercial television first. "We are very hopeful that this will be a PBS series. PBS has said they are interested. We just don't know yet," Vecchione said.

swerable only to ourselves." He said stations should pay more attention to state legislatures, whose actions have more effect on their viewers than Congress's.

And if scrutiny of public figures produces allegations of sexual misconduct, WMAQ-TV Chicago investigative unit member Peter Karl said he has found that avoiding rhetorical questions, allowing the complainants to tell their story in their own words and making sure to tape those interviews can help a station's credibility and ease libel problems.

During a day of panels on ethics, Karl offered this rule: "If it feels right, it's OK. If it feels wrong, re-examine it."

He has been arrested for carrying a fake machine gun to test courthouse security procedures and has trespassed on a murder scene, but he would not misrepresent himself to check on a prominent hospital patient's condition. "Anything Joe Citizen can do, I can do as a reporter," Karl said. "But Joe Citizen isn't a grieving relative."

At stations without investigative teams, reporters must realize that their concentration on an in-depth story leaves their colleagues overworked, said Margie Nichols, WBIR-TV Knoxville, Ky., news manager. She said smaller market staffers can boost credibility with their supervisors by volunteering for routine stories on a slow investigative day. "You can't think only about your project. It's all a trade-off. The more you do for me," the more time she is likely to give for a long-term project, said Nichols. □

Too much money, not enough time

Former CBS News commentator Eric Sevareid, in a C-SPAN interview taped for telecast tomorrow (July 4, 8 a.m., 6 p.m. and midnight ET), decried the "glorification of personalities" and the disparity in salaries in broadcast journalism. "This glorification of personalities—you can't avoid that entirely because it's a very personal form of journalism—but I think that's gone too far," he said. "These huge salaries I think have a demoralizing effect on staff. I understand about market forces, but here are some people making huge sums of money working next to other people who may be equally talented in their part of the business—they may not be in front of the cameras, but they may be producers or directors—earning tiny fractions of that."

Sevareid, now a consultant to CBS, also criticized broadcast journalism's insistence on brevity. "There is a relationship between quantity and quality," he said. "And the notion of a lot of television executives and radio executives that everything can be shorter and shorter and is just as good is a lot of nonsense."

Because radio affords more time, Sevareid said, it is superior to television for commentaries. With three or three-and-a-half minutes on radio, commentators have "room for a beginning, middle and an end, for some graces of language, marshalling of evidence," he said. "If it's too damn short then you sound didactic and smug and positive...."

Compulsory License

■ The FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programming services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

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

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

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

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

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

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and

FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

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

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

Direct Broadcast Satellites

■ Calling high-power direct-to-home broadcast satellites (DBS) "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said his company, Orbital Satellite, has withdrawn its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing [cable TV] MSO bottleneck."

Permittees and applicants to launch "true" high-power DBS believe Ku-band birds 10 times more powerful than average C-band birds would 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 programming 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.

Home Satellite

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

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

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

International

■ New European transfrontier broadcast law has been sidetracked by opposition from six of 12 members of European Community. EC's Council of Ministers may take up plan at July 18 meeting, but must resolve disputes by early fall or new law will die. Regulatory plan, essentially completed earlier this spring, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

In European satellite news, Rupert Murdoch's UK direct broadcast service, Sky TV, settled \$1.5 billion lawsuit against Walt Disney Co. in dispute over plans for British Disney Channel and access to Disney's Touchstone and Hollywood Pictures films. Rival British Satellite Broadcasting, which postponed launch of service by six months until next spring due to delays in availability of home receiver gear, has been granted additional two channels by UK government, bringing program package to five. And French pay TV service Canal Plus has emerged winner in government allocation of channels on France's direct broadcast satellite TDF-1, with interests in three of five transponders.

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.

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.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future.

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. On June 23, Paramount raised offer from \$175 per share to \$200, bringing price for Time to \$12.2 billion. Time's board rejected both offers. Whether combined with Warner or Paramount, new company's revenues would make it largest media concern in world. In attempt to salvage original merger with Warner despite offer from Paramount, Time revised agreement with Warner and launched \$7 billion cash tender offer for majority of Warner shares. If tender were completed, Time would acquire balance of Warner with combination of cash and securities. Merger with Warner, unlike previously envisioned stock swap, would require no shareholder vote. Litigation over Time-Paramount conflict is proceeding in Delaware Chancery Court, where one issue is whether Time's merger plans effectively put company up for sale. Hearing in case is scheduled for July 11. 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 and SEC had given go-ahead to Time-Warner merger. Last week, judge refused to grant Time shareholder request to delay shareholder meeting scheduled for June 30.

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. Centel expects to close sale by early August.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable

by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must-carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Public Broadcasting

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

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 also

asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programming or other budget items unnecessary. In meantime, however, CPB has appointed acting IG.

Syndex

■ FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Broadcasters desiring syndex protection had to notify cable system by June 19.

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

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

United Video, carrier of superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal.

TV Marti

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

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

Wireless Cable

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

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

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As compiled by BROADCASTING from June 22 through June 28 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

■ WZEW-FM Fairhope, AL (BALH890602GJ; 92.1 mhz; 3 kw; ant. 288 ft.)—Seeks assignment of license from Jane B. Forbes, trustee to WZEW Inc. for \$750,000. Seller has no other broadcast interests. Buyer is owned by George I. O'Rear, who has no other broadcast interests. Filed June 2.

■ WNLK(AM)-WGMX-FM Norwalk, CT (AM: BAL890601GH; 1350 khz; 1 kw-D; 500 w-N; DA-N; FM: BALH890601GI; 95.9 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Hanson Communications Inc. to CRB of Norwalk Inc. for \$5 million. Seller is owned by Mike Hanson, who has no other broadcast interests. Buyer is headed by Edward Rogoff. CRB Broadcasting Corp., parent company of assignee, also owns 100% of stock of licensee corporations listed below: CRB of Delaware Inc., licensee of WJBR-AM-FM Wilmington, DE; CRB of Florida Inc., licensee of WZZR(FM) Stuart, FL; CRB of Westchester Inc., licensee of WFAS-AM-FM White Plains, NY; CRB of Pennsylvania Inc., licensee of WAEB-AM-FM Allentown, PA; CRB of Kentucky Inc., licensee of WTCR(AM) Kenova, WV, and WTCR(AM) Huntington, WV. Application of CRB of Florida Inc. for renewal of license of WZZR(FM) Stuart Florida is pending. Application of CRB of Pennsylvania Inc. for modification of facilities of WAEB(AM) Allentown, PA is pending. Filed June 1.

■ WZAZ(AM) Jacksonville, FL (BAL890607EB; 1400 khz; 1 kw-U)—Seeks transfer of license from President-Jas Inc. to Picus Broadcasting Corp. for no financial consideration. Companies are headed by Mark A. Picus and William H. Sanders. Latter is director of Pinnacle Broadcasting Co., licensee of WDUR(AM)-WFXX(FM) Durham, NC; KAMA-AM-FM El Paso, and KLLL-AM-FM Lubbock, both Texas, and WSOY-AM-FM Decatur, IL. Sanders is also vice president, director and owner of 50% of stock of Radcek Broadcasting Inc., which holds 50% general partnership interest in Big Sky Broadcasting LP, licensee of KTVH-TV Helena, MT. Sanders owns 0.2% stock of Turner Broadcasting System Inc., owner of licensee of WTBS(TV) Atlanta. Sanders is director of Jones Intercable Inc., which owns and operates CATV systems in 25 states. Filed June 7.

■ WDBS(AM) Eatonton, GA (BAL890607EA; 1520 khz; 1 kw-D)—Seeks assignment of license from William M. Flatau, trustee to Eatonton Broadcasting for \$11,500. Seller has no other broadcast interests. Buyer is headed by George B. Peters Jr., who has no other broadcast interests. Filed June 7.

■ KPUA(AM)-KWXX-FM Hilo, HI (AM: BAL890530EC; 670 khz; 10 kw, 5 kw-U; FM: BALH890530; 94.7 mhz; 100 kw; ant. -300 ft.)—Seeks assignment of license from Hawaii Broadcasting Co. Inc. to Hawaii Radio Inc. for \$800,000. Seller is headed by Richard Henderson and John Warren and they have no other broadcast interests. Buyer is headed by Iris E. Lindstedt, who is stock holder and director of North Shore Radio Inc., applicant for new AM station at Princeville, HI. Lindstedt is also officer and director of WLBE 790 Inc., licensee of WLBE(AM) Lees-

burg, FL. Filed May 30.

■ KRXX(AM) Rexburg, ID (AM: BAL890612EA; 1230 khz; 1 kw-U; FM: BALH890612EB; 98.3 mhz; 3 kw; ant. 356 ft.)—Seeks assignment of license from Tri County Radio Corp. to Don T. Ellis and Donna C. Ellis for no financial consideration. Seller is headed by Jerry Black. Buyer is owned by Don T. Ellis and his wife, Donna C. Ellis, who have no other broadcast interests. Filed June 12.

■ KCWV(FM) Leavenworth, KS (BALH890607GO; 98.8 mhz; 100 kw; ant. 990 ft.)—Seeks assignment of license from Wodlinger Broadcasting Co. to WTMJ Inc. for \$6 million. Seller is owned by Mark and Constance Woodlanger, who have no other broadcast interests. Buyer is headed by Steve Smith. WTMJ Inc. is licensee of WTMJ-AM-TV and WKTJ(FM), all Milwaukee; WSYM(TV) Lansing, MI, and KTNV-TV Las Vegas. WTMJ Inc. is parent and sole owner of Midwest Media Inc., licensee of WSAU(AM)-WIFC(FM) Wausau, WI. Filed June 7.

■ KMAR-AM-FM Winnsboro, LA (AM: BAL890608ED; 1570 khz; 1 kw-D; FM: BALH890608EE; 95.9 mhz; 3 kw; ant. 170 ft.)—Seeks assignment of license from Bennie George to Boeuf River Broadcasting Co. for \$200,000. Seller has no other broadcast interests. Buyer is headed by Tom Gay, who owns and operates KCTO-AM-FM Columbia, LA. Applicant also owns and operates KFNW-AM-FM Ferriday, KJNA-AM-FM Jena and KAPB-AM-FM Marks-ville, all Louisiana. Filed June 8.

■ WFXR(FM) Harwichport, MA (BTCH890609GS; 93.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Mary Jane Kelley and George Silverman to LDI Inc. for \$800,000. Seller has no other broadcast interests. Buyer is headed by John Aitken and Robert Lada, who have no other broadcast interests. Filed June 9.

■ New FM in Conway, NH (BAPH890612GT; 104.5 mhz; 3 kw; ant. 36 ft.)—Seeks assignment of license from Carroll County Broadcasting to Northeast Communications

Corp. for \$89,000. Seller is headed by Jeffrey Messerman, who has no other broadcasts interests. Buyer is headed by Jeffrey Fisher, who has ownership interest in WFTN—AM—FM Franklin, N.H., and WABK-AM-FM Augusta, Me. Filed June 12.

■ WGKT(AM)-WPHD(FM) Buffalo, NY (AM: BAL890531GK; 1400 khz; 1 kw; FM: BALH890531GL; 103.3 mhz; 49 kw; ant. 340 ft.)—Seeks assignment of license from Howard Communications Inc. to Metropex/Robinson Broadcasting Co. for \$4,445,000 ("Changing Hands," June 5, 1989). Seller is owned by Bob Howard, who has no other broadcast interests. Buyers are headed by Larry Robinson, Norman Wain, Robert Weiss and David Ross. Metropex/Robinson have following broadcast interests: WHYI(FM) Ft. Lauderdale, WJYO(FM) Mount Dora, WPRD(AM) Winter Park, WFYV(AM) Jacksonville, WFYV-FM Atlantic Beach, WNLT-FM Clearwater and WHBO(AM) Pinellas Park, all Florida, and WKIX(AM)-WYLT-FM Raleigh, NC. Filed May 31.

■ WBRE-FM Washington, NC (BAPH890606GQ; 98.3 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from James Eugene Hodges to New East Communications Inc. for \$640,000. Seller is owned by James Hodges who also owns WNOS(AM) New Bern, NC. Buyer is headed by Henry W. Hinton and has no other broadcast interests. Filed June 6.

■ KUGN-AM-FM Eugene, OR (AM: BAL890606EI; 950 khz; 5 kw-D; FM: BAPL890606EE; 97.9 mhz; 100 kw; ant. 780 ft.)—Seeks assignment of license from Media Corp. of America to Combined Communications Inc. for \$4.2 million. Seller is headed by Paul E. Van Hook, who is director in Pathfinder Communications Corp., licensee of following broadcast stations: WCKY(AM)-WWEZ(FM) Cincinnati; WTRC(AM)-WYEZ(FM) Elkhart; WQHZ(AM)-WYEZ(FM) Fort Wayne, all Indiana; WCUZ-AM-FM Grand Rapids, MI, and KVLT-AM-FM Tulsa, OK. Buyer is headed by Charles V. Chackel, who is

The undersigned arranged financing and acted as financial advisor to Tate Communications, Inc.

Term Loan \$3,550,000
Subordinated Notes 375,000

for

Tate Communications, Inc.

KIKN/KTFX(FM) Brownsville, Texas

KMCK(FM) Fayetteville, Arkansas

Financing provided by

PacifiCorp Credit, Inc.

Chapman
Financial
Services

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general manager of KUGN-AM-FM Eugene, OR. Combined Communications Inc. have no other attributable broadcast interests. Filed June 6.

■ **KDOV(AM) Talent, OR (BAL890608EB; 1230 kHz; 1 kw-U, DA-1)**—Seeks assignment of license from Atkinson Adventures to State of Oregon acting by and through the State Board of Higher Education on behalf of Southern Oregon State College for no financial consideration. Seller is headed by Perry Atkinson who has no other broadcast interests. Buyer is headed by Wilma Foster. Southern Oregon State College currently operates KSOR(FM) and KSMF(FM), both Ashland, KSBA(FM) Coos Bay and KSKF(FM) Klamath Falls, all Oregon, and large network of FM translators to provide public radio service to listeners in this same region. Applicant is also permittee of KSRS(FM) Roseburg, OR, part of existing radio services provided by applicant. Include FM translators K202AP (McCloud and Dunsmuir), K208A (WEED), K216D (Jones and Etna), K218AL (Yreka and Montague), and K220BA (Happy Camp), all located in California. Applicant is permittee of K206AN (Callahan), which is under construction. Filed June 8.

■ **New FM in New Ellenton, SC (BAPH890608GR; 102.7 MHz; 3 kw; ant. 328 ft.)**—Seeks transfer of license from Grr Marketing to Grr Marketing for no financial consideration. Seller is headed by W. Greg Ryberg. Buyer is headed by Ryberg and William G. Dudley. Filed June 8.

■ **WKZ(AM) White Bluff, TN (BAL890608EC; 1030 kHz; 10 kw-D)**—Seeks assignment of license from Bernie Bishop Broadcasting & Advertising Co. to John E. Bozeman for \$200,000. Seller is owned by Bernie Bishop, who has no other broadcast interests. Buyer has no other broadcast interests. Filed June 8.

Actions

■ **KOBG(AM) Wasilla, AK (BAP881229EG; 1360 kHz; 5 kw-U)**—Dismissed app. of assignment of license from Valley Broadcasting Co. Inc. to Palmer Radio Group Inc. for \$100,000. Seller is owned by Wayne Connolly, who has no other broadcast interests. Buyer is owned by Charles D. McFall, who has no other broadcast interests. Action June 15.

■ **WTXX(TV) Waterbury, CT (BTCCT890407KF; ch. 20; 2239 kw-V; ant. 1,200 ft.)**—Granted app. of assignment of license from Michael Finkelstein to Renaissance Communications Corp. for no financial consideration. Seller is owned by Michael Finkelstein. Buyer is also owned by Michael Finkelstein and Warburg, Pincus Capital. Action June 15.

■ **KRZN(AM) Englewood, CO. (BAL89042IEB; 1150 kHz; 5 kw-D, 1 kw-N)**—Granted app. of assignment of license from Genesis Broadcasting Inc. to Sudbrink Broadcasting Co. of Arkansas for \$1,475,000. Seller is headed by Ralph Booth, who also owns four AM's and six FM's. Buyer is owned by Robert W. Sudbrink and has no other broadcast interests. Action June 13.

■ **WAPE(AM) Jacksonville, FL (BAL890327EA; 690 kHz; 50 kw-D, 10 w-N, DA-2)**—Granted app. of assignment of license from Evergreen Media Corp. to Genesis Communications of Jacksonville, for \$925,000. Seller is headed by Scott Ginsburg. It also owns WVCG(AM) Coral Gables and WAPE-FM Jacksonville, both Florida; WLUP-AM-FM Chicago, and KHYI(FM) Arlington, TX. Buyer is headed by Bruce C. Maduri, Genesis Communications I Inc. is licensee of WNIV(AM) Atlanta, and Genesis Communications II Inc. is licensee of WLQY(AM) Hollywood, FL. Action June 16.

■ **WGFS(AM) Covington, GA (BAL890509ED; 1430 kHz; 5 kw-D)**—Granted app. of assignment of license from Bohanan Broadcasting Inc. to Radio Covington Inc. for \$200,000. Seller is owned by O. Dan Bohanan, who has no other broadcast interests. Buyer is owned by Charles Elder and Douglas M. Sutton Jr. Latter holds 40% interest in Radio Moultrie Inc., and serves as officer and director of company. Radio Moultrie Inc. is licensee of WMGA(AM) Moultrie, GA. Action June 16.

■ **KCLF(AM) New Roads, LA (BAL881215EH; 1500 kHz; 1 kw-D)**—Granted app. of assignment of license from D&L Broadcasting Ltd. to New World Broadcasting Co. for \$230,000. Seller is headed by Jack Davenport. Buyer is headed by Roosevelt Gremillion, who has no other broadcast interests. Action June 15.

■ **KOKA(AM) Shreveport, LA (BAL880909EG; 1550 kHz; 10 kw-D, 500 w-N, DA-N)**—Granted app. of assignment of license from McCright Broadcasting Inc. to Cary D. Camp for \$230,000. Seller is owned by Dale McCright, who has no other broadcast interests. Buyer has no other broadcast interests. Action June 13.

■ **WATD(AM) Brockton, MA (BAL890426EA; 1410 kHz; 1 kw-D, DA)**—Granted app. of assignment of license from Marshfield Broadcasting Inc. to Metro South Communications Inc. for \$175,000. Seller is owned by Edward F. Perry, who also owns CP for daytime AM station at East-

hampton, MA. He is also VP, director and 50% owner of Hampshire County Broadcasting, permittee of WHCI(FM) Amherst, MA. Perry also is nonvoting stockholder in Fairhaven Communications Systems, applicant for new FM station at Fairhaven, MA. Buyer is headed by Donald Sandler, who has no other broadcast interests. Action June 16.

■ **WCQA(FM) Fredonia, NY (BAPH890419GQ; 96.5 MHz; 660 kw; ant. 686 ft.)**—Granted app. of assignment of license from Chautauqua Radio Ltd. to Chautauqua Broadcasting Corp. for assumption of debt. Seller is owned by Vincent Ridikas and Hector Rivera. Buyer is owned by Vincent T. Ridikas. Chautauqua Broadcasting Corp. is licensee of WDOE(AM) Dunkirk, NY. Ridikas, sole officer, director, and stockholder in Chautauqua Broadcasting Corp., is LP with 73.11% ownership interest in Jessup Broadcasting Ltd., permittee of new FM station, WWDR Hardeville, SC. Action June 14.

■ **WKRI(AM) West Warwick, RI (BAL890403ED; 1450 kHz; 1 kw)**—Granted app. of assignment of license from DBB Broadcasting Inc. to Atlantic Broadcasting System Inc. for \$350,000 ("Changing Hands," March 13). Seller is owned by David Hills, who has no other broadcast interests. Buyer is owned by C. David Layer, who has no other broadcast interests. Action June 16.

■ **WQXL(AM) Columbia, SC (BTC890509EG; 1470 kHz; 5 kw-D)**—Granted app. of assignment of license from Garrett M. Alderfer to Covenant Communications Inc. Seller has no other broadcast interests. Buyer is headed by John T. Lastinger, who has no other broadcast interests. Action June 20.

■ **KTBB(AM) Tyler, TX (BAL881229EE; 600 kHz; 5 kw-D, 2.5 kw-N, DA-2)**—Granted app. of assignment of license from Broadcasters Unlimited Inc. to Stansell Communications Inc. for \$605,000 ("Changing Hands," March 13). Seller is principally owned by Don Chaney. It also owns KNUE(FM) Tyler, TX, and is purchasing KOSY-AM-FM Texarkana, TX. Buyer is owned by James I. Stansell, William Harrison and Wabash Properties Corp. Stansell Communications Inc. is parent corporation and owns more than 50% of stock of KTYL Radio Inc. and 97.5 Radio Inc. KTYL Radio Inc. is licensee of KTYL-AM-FM Tyler, TX; 97.5 Radio Inc. is licensee of KLAK(FM) Durant, OK. Granted June 13.

■ **WCVA(AM)-WCUL-FM Culpeper, VA (AM: BAL890407EC; 1490 kHz; 1 kw-U; FM: BALH890407ED; 103.1 MHz; 3 kw; ant. 300 ft.)**—Granted app. of assignment of license from Culpeper Broadcasting Corp. to Culpeper Media Inc. for \$171,000. Seller is headed by Marvin Bates, who has no other broadcast interests. Buyer is headed by Otis Lee Burke. Action June 13.

■ **KEYF-AM-FM Dishman, WA (AM: BAL890117EA; 1050 kHz; 5 kw-D, 500 w-N, DA-1; FM: BALH890117GP; 101.1 MHz; 100 kw; ant. 794 ft.)**—Granted app. of assignment of license from Unicom Broadcasting Inc. to Nemesis Communications Inc. for \$6 million ("Changing Hands," Feb. 6). Seller is Spokane, WA-based group owned by John Rook, Andrew Adelson and Larry Leboef. It also owns KCDA(FM) Coeur d'Alene, ID. Buyer is owned by Gerald J. Schubert and Don N. Nelson. Schubert holds 16.89% of nonvoting preferred stock of Jacor Communications Inc., which is owner and operator of KOA(AM)-KOAQ(FM) Denver; WLW(AM)-WEBN(FM) Cincinnati; WMJL-AM-FM Cleveland; WPCB(AM)-WGST(FM) Atlanta; WYHY(FM) Nashville and WMYU(FM) Knoxville, both Tennessee; WQIK-AM-FM Jacksonville and WFLA(AM)-WFLZ(FM) Tampa, both Florida. Action June 13.

■ **WBZN-AM-FM Racine, WI (AM: BTC890412ED; 1460 kHz; 500 w-D, DA; FM: BTCH890412EE; 100.7 MHz; 50 kw; ant. 500 ft.)**—Granted app. of assignment of license from Stephen Adams to Channel One Communications Inc. for \$3 million. Seller has no other broadcast interests. Buyer is owned by Lester N. Elias Jr. Action May 15.

■ **WESD-FM Schofield, WI (BAPLED880318GG; 89.1 MHz; 10w; ant. 55.6 ft.)**—Granted app. of assignment of license from Everest Area School District to Oasis of Love Club Inc. for no financial consideration. Seller is headed by Gerald Makie and has no other broadcast interests. Buyer is owned by Robert Madura and Jeff Haas. Action June 16.

New Stations

Applications

AM

■ **Kendall, FL (BP890530AD)**—Baja Florida Radio seeks 1020 kHz. Address: 13520 SW 61st Court, Miami 33156. Principal is headed by Richard A. Bowers. Filed May 30.

FM's

■ **Eufala, AL (BPH890524MI)**—Harry Nelson seeks 97.9 MHz; 3.0 kw; 100 m. Address: P.O. Box 727 Eufala, AL 36072. Principal has no other broadcast interests. Filed May 24.

■ **Ojai, CA (BPED890526MF)**—Educational Broadcasters of Ventura County Inc. seeks 89.5 MHz; 0.115 kw; 378 m. Address: 633 Ventura Blvd., Oxnard, CA 93030. Principal is headed by Raymond Clanton, who has no other broadcast interests. Filed May 26.

■ **Ojai, CA (BPED890531MD)**—Shepherd Communications Inc. seeks 89.5 MHz; 0.105 kw; 379 m. Address: P.O. Box 2352 San Bernardino, CA 92406. Principal has no other broadcast interests. Filed May 31.

■ **Basalt, CO (BPH890530MG)**—Caren Lacy seeks 106.1 MHz; 0.75 kw; 243 m. Address: 1885 Ponder Heights Dr., Colorado Springs 80906. Principal has no other broadcast interests. Filed May 30.

■ **Homosassa Springs, FL (BPED890531ME)**—Sonlight Public Broadcasting Network Inc. seeks 91.9 MHz; 3 kw; 100 m. Address: 14181 Highgrove Rd., Brooksville, FL 34609. Principal is owned by Clay Mullins and has no other broadcast interests. Filed May 31.

■ **Sarasota, FL (BPED890531MC)**—Youth Foundation of America Inc. seeks 89.1 MHz; 100 kw; 121 m. Address: 5600 N. Tamiami Trail, Naples, FL 33963. Principal is owned by Lloyd G. Sheehan. Filed May 31.

■ **Belle Plaine, IA (BPH890526ME)**—Robert M. Mason seeks 95.7 MHz; 3.0 kw; 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Robert M. Mason holds following additional interests: 100% stock holder of granted CP (BPH870819NE), Mt. Morris, IL, and individual applicant of granted CP (BPH880229MD), Charlestown, IL. Filed May 26.

■ **Chandler, IN (BPH890530MJ)**—Geyer Broadcasting Inc. seeks 93.5 MHz; 3.0 kw; 100 m. Address: P.O. Box 3636, Evansville, IN 47708. Principal is owned by Wayne Geyer and is licensee of WVHI(AM) Evansville, IN. Renewal application for that station (BR-890329UN) is pending. Filed May 30.

■ **Chandler, IN (BPH890530MI)**—Ben L. Umberger seeks 93.5 MHz; 3 kw; 100 m. Address: 1001 Ridge Ave., Clearwater, FL 33515. Umberger was 95% owner of Umberger Broadcasting Inc., entity which owned 2.5% of Micanopy Broadcasting Co., licensee of WGGG(FM) Micanopy, FL, and WGGG (AM) Gainesville, FL. In December 1986, Micanopy Broadcasting Co. sold WGGG-AM-FM, Ben L. Umberger was 52% partner in Umberger Radio, applicant for channel 257A at Van Buren, IN. Umberger Radio dismissed its application for Van Buren, pursuant to settlement agreement. Umberger was 52% owner of Umberger Communications Inc., licensee of WIKX(FM) Immokalee, FL, which was sold to Southwest Florida Broadcasting in 1986. Filed May 30.

■ **Pentwater, MI (BPH890511ML)**—C&S Broadcasting Inc. seeks 94.1 MHz; 3 kw; 100 m. Address: 7640 Ravenswood Dr., Portage, MI 49002. Principal is owned by Sidney Williams Jr., who has no other broadcast interests. Filed May 11.

Actions

FM's

■ **Gonzales, CA (BPH880217NF)**—Dismissed app. of Loma de Gavilan Broadcasting Group for 104.3 MHz; 0.84 kw H&V; 186 m. Address: P.O. Box 605, Salinas, CA 93902. Principal is owned by Jose L. Moncada Jr. He owns 25% interest in TGR Broadcasting Inc., licensee of KTGE(AM) Salinas and KLOQ(AM) Merced, both California. Bushell is owner of Dayspring Communications, licensee of FM translator K240AH Salinas/Monterey, North Monterey Co. and Gilroy, CA. Action June 14.

■ **Gonzales, CA (BPH880216MT)**—Dismissed App. of FM Radio for 104.3 MHz; 3 kw H&V; -103 m. Address: 1253 Los Olivos Dr., #32, Salinas, CA 93901. Principal is owned by Lorraine Betty Dick, who has no other broadcast interests. Filed June 14.

■ **Gonzales, CA (BPH880217MY)**—C/O WDCQ Granted App. of 104.3 MHz; 3 kw H&V; -60 m. Address: 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Principal is owned by Jerry Collins, who has no other broadcast interests. Action June 14.

■ **Washington (BPH880831AC)**—Dismissed app. of Oscar Haynes for 1340 MHz; Address: 1201 44th Pl. SE, Washington 20019. Principal has no other broadcast interests. Action June 15.

■ **Solana, FL (BPH860827MB)**—Granted app. of Wayne L. Dilucete for 105.3 MHz; 3 kw H&V; 328 m. Address: 455 38th Court, Vero Beach, FL 32962. Principal has no other broadcast interests. Filed June 14.

■ **Washington, MO (BPH880825NL)**—Granted app. of Prime Time Radio Inc. for 104.5 MHz; 3 kw H&V; 100 m.

Address: 102 Elm St., #203, Washington, MO 63090. Principal is headed by Edith J. Kuenzie. Action June 16.

■ Grants, NM (BPH880616NF)—Granted app. of Don R. Davis for 97.9 mhz; 10 kw H&V. Address: 3611 Alta-monte Ave., NW, Albuquerque, NM, 87110. Don R. Davis is permittee of KNXX(AM) Los Ranchos de Albuquerque, NM. Action June 12.

■ Leland, NC (BPH890313MP)—Returned app. of Leland Broadcasting Group Inc. for 94.1 mhz; 3 kw; 100 m. Address: P.O. Box 40, Leland, NC 28451. Principal is owned by C. Frank Thomas. Action June 15.

■ New Ulm, TX (BPH881216NS)—Returned app. of New Ulm Broadcasting for 92.3 mhz; 3 kw. Address: P.O. Box 99, Bellville, TX 73418. Principal is owned by Dinah Dittert, who has no other broadcast interests. Action June 14.

■ Alberta, VA (BPH880531NC)—FM 108 Corp.—Granted app. of 107.7 mhz; 3 kw H&V; 100 m. Address: 645 Church St., #400, Norfolk, VA 23510. Principal is owned by L.E. Willis, who is 100% stockholder of WOWI-FM Norfolk, VA; WIMG(AM) Ewing, NJ; WBOK(AM) New Orleans; WGSP(AM) Charlotte, NC; WBXB(FM) Edenton, NC; WKWQ(FM) Batesburg, SC; WSRG(AM) Durham, NC; WSFU-FM Union Springs, AL; WKXS(FM) Marion, SC; WAYE(AM) Birmingham, AL, and KFTH(FM) Marion, AR. L.E. Willis is also 55% shareholder of WTNC(AM) Thomasville, NC. Action June 9.

Facilities Changes

Applications

AM's

■ Pueblo, CO, KCCY(FM) 97.9 mhz—April 13-Application for Mod of CP (BPH830418AD as Mod) to change ERP: 46.6 kw H&V. TL: atop Cheyenne Mtn., 6.3 km, 270 degrees true from Fort Carson, CO.

■ Orlando, FL, WWNZ(AM) 740 khz—June 6-Application for CP to increase pwr. to 50 kw, DA-2 and make changes in ant. system; TL: 2.2 km WNW of intersection of state route 545 and McKinney Road, 9 km SW of Winter Garden, FL.; 28 28 53N 81 39 43W.

■ Royal Palm Beach, FL, WOOO(AM) 1190 khz—June 12-Application resubmitted nunc pro tunc MP (BPH831031AS) to reduce day power to 0.89 kw and increase night pwr. 1 kw (DA-N); chg TL to Lake Park W Road and Avocado Blvd., Royal Palm Beach, FL. 26 49 01N 80 15 07W.

■ Brunswick, MD, WTRI(AM) 1520 khz—June 12-Amendment of BMP890126AM to reduce ch. power to 1.4 kw.

■ Trenton, NJ, WTTM(AM) 920 khz—June 2-Application for CP to increase daytime power to 1.4 kw, DA-D.

■ Camas, WA, 700 khz—June 13-Application resubmitted nunc pro tunc CP for new AM education station on freq: 700 khz; pwr. 1 kw, 12.5 kw DA-2; hrs. of operation unlimited; TL: Sunset View Rd. and Hwy. 830, Camas, WA. SL/RC to be determined; 45 34 43N 122 19 03W.

FM's

■ Taft, CA, KTLN(FM) 103.9 mhz—May 30-Application for CP to change HAAT: 100 m H&V; TL: 3 km due S of Taft, CA.

■ Anna, IL, WRAJ-FM 92.7 mhz—May 31-Application for CP to change freq: 96.5 mhz ERP: 20 kw H&V; HAAT: 238 m H&V; TL: just off Bend Rd., 1 mi N of Hobbs Chapel, MO; class: C2 (per MM docket 87-599).

■ Emmitsburg, MD, WMTB(FM) 89.9 mhz—June 2-Application for CP to change ERP: 1 kw H&V; to change HAAT: 43.6 m H&V, and to change TL: College Mountain 0.7 km. W of hwy. 15, Emmitsburg, MD; 39 41 02N 77 21 25W.

■ Appleton, MN, KNOW-FM 91.3 mhz—June 2-Application for Mod of CP (BPD8406041A) to change HAAT: 342.3 m H&V.

■ Las Vegas, KILA(AM) 90.5 mhz—June 2-Application for CP to change TL: Black Mountain, Arden site, near city of Henderson, NV; 35 56 44N 115 02 34W.

■ Eugene, OR, KUGN-FM 97.9 mhz—May 22-Application for Mod of CP (BPH870302NX) to change HAAT: 375 m H&V; TL: 4555 Blanton Rd., Eugene, OR.

■ Ontario, OR, KSRV-FM 96.1 mhz—April 17-Application for Mod of CP (BPH870302OL) to change ERP: 100 kw H&V; HAAT: 147 m H&V; TL: located on Clay, 2.7 km SE of Payett, ID, at 130 degrees (T).

TV's

■ Klamath Falls, OR, KDKF(TV) ch. 31—June 6-Applica-

tion for MP (BPCT860728KL) to change TL: Stukel Mountain, Merrill County, OR (42 05 50.1N 121 37 59.1W); HAAT: 691.0 m; ANT: Scala SL-8 with null fill (DA)BT). ERP: 600 kw.

■ Chattanooga, TN, WDSI(TV) ch. 61—June 7-Application for CP to change ERP: 5,000 kw (vis); HAAT: 375.6 m; TL: 2.25 km NW of Falling Water, TN; 35 12 34N 85 16 39W.

Actions

AM's

■ Brevard, NC, WGCR(AM) 720 khz—June 19-Application (BPH890117AC) granted CP to increase power to 10 kw and change city of license to Pisgah Forest, NC.

■ Homeland Park, SC, WRIX(AM)—June 16-Application (BPH881223AE) granted for CP to increase power to 10 kw day/3 kw critical hours.

FM's

■ Apple Valley, CA, KZXY-FM 102.3 mhz—June 14-Application (BMPH890315IA) granted mod of CP (BPH880405IG) for changes: ERP: 2 kw H&V; HAAT: 30 m H&V. Informal objection filed March 2. Informal objection dismissed June 14.

■ Charleston, IN, 104.3 mhz—June 14-Application (BMPH881121IA) granted for Mod of CP (BPH880229MD) for changes: TL: Tunnel Mill Boy Scout Camp, 5.3 km NE of Charlestown in Charlestown Township, IN.; 38 28 55N 85 37 33W.

■ Osage City, KS, KZOC(FM) 92.7 mhz—June 15-Application (BPH890214IB) granted for CP to make changes. Freq: 92.9 (per DA 88-1796); ERP: 36 kw H&V; HAAT: 172 m H&V; TL: 0.8 mi NE of intersection Rtes. 99 and 170; Class to 225 C2.

■ Jenkins, KY, WIFX(FM) 94.3 mhz—June 14-Application (BPH881201IE) granted CP to make changes ERP: 2.8 kw H&V; HAAT: 455 m H&V; TL: Mayking Mtn. SW of Jenkin, KY; change CLASS: C2 (per MM docket 87-613).

■ Schnecksville, PA, WXLV(FM) 90.3 mhz—June 14-Application (BPD881212IG) granted for CP to make changes: ERP: 0.67 kw H&V; HAAT: 54 m H&V.

■ Orange, TX, KKMV(FM) 104.5 mhz—June 14-Application (BPH870302NV) granted for CP to make changes: TL: 941 Butler Rd., City of Vidor, TX; HAAT: 344.5 m H&V; 30 06 54N 93 59 53N.

■ Snyder, TX, KSNY(FM) 101.7 mhz—June 12-Application (BPH890309IC) granted for CP to make changes: HAAT: 90 m H&V; TL: corner Sandra Drive and Ave. O.

■ Marion, VA, WOLD(FM) 102.3 mhz—June 14-Application (BPH890118IC) granted for CP to make changes. Freq: 102.5 mhz (per MM docket 87-284); change ERP: 0.22 kw H&V; HAAT: 367 m H&V; TL: on Walker Mountain, W B.F. Buchanan Hwy., 4 mi N of Marion, VA.

■ Morgantown, WV, WWVU-FM 91.7 mhz—June 15-Application (BMPED880212MF) granted for mod of CP (BPD841207IG) to change ERP: 2.6 kw H&V; HAAT: 55 m H&V; TL: 0.2 km SE of the intersection of Willey St. and College Ave.; 39 38 09N 79 56 38W.

■ New London, WI, WNBK(FM) 93.5 mhz—June 16-Application (BPH890307ID) granted for CP to make changes ERP: 50.0 kw H&V; HAAT: 150 m H&V; TL: 1.1 km N of Co. Hwy. G on Private Farm Dr., 3.8 km SSE of Village of Leeman, Maine, WI; CLASS: C2 (per docket #87-258).

TV's

■ Riverside, CA, KSLD(TV) ch. 62—June 15-Application (BPCT890509KJ) granted for CP to change ERP: 2340 kw (vis); HAAT: 711 m; Bogner BUI 32 (DA)BT); TL: Sunset Ridge Electronics site, 5.5 km at N 137 degrees E to San Antonio Heights, CA.; 34 11 16N 117 41 55W.

■ Louisville, KY, WDRB(TV) ch. 41—June 14-Application (BPCT890518KG) granted for CP to change ERP: 5,000 kw (vis); HAAT: 391; Andrew ATW 30H4-ETO/C-41M (BT) TL: W of Christian Rd.; 4 mi NW of New Albany, IN; 38 21 00N 85 50 57W.

■ Lawrence, MA, WMFP(TV) ch. 62—June 12-Application (BPCT871203KJ) granted for CP to change the ERP: 5,000 kw (vis); TL: 1 Beacon St., Boston; HAAT: 198 m.

Actions

■ Los Angeles. Granted RKO General Inc.'s motion to correct transcript of oral argument in Los Angeles KHJ-TV renewal proceeding. (MM docket 16679 by order [DA 89-624] adopted June 7 by chairman.)

■ Channel 7 Inc. Authorized to modify experimental broadcast facility on ch. 7 at Ponce, P.R. (Report MM-408, Mass Media Action). Granted Channel 7 Inc.'s application

to modify experimental broadcast facility on ch. 7 at Ponce, P.R., over objection of Pegasus Broadcasting of San Juan, Inc. Action by commission June 16 by MO&O [FCC 89-211].

■ Hartford, CT. Denied Astroline Communications Co. extraordinary relief in proceeding involving transfer application of Arch Communications Inc., licensee of BC-TV, Hartford. (By order [DA 89-655] adopted June 12 by chief, Mass Media Bureau.)

■ Breau Bridge, LA. Dismissed with prejudice, application of Atehalafaya Broadcasting for new FM station on ch. 243A (96.5 mhz) at Breau Bridge. (MM docket 87-371, by order [FCC 89R-38] adopted June 8 by review board.)

■ Brookfield, WI. Remanded to presiding judge proceeding on mutually exclusive applications for new FM station at Brookfield, WI. (MM docket 88-17, by MO&O [FCC 89R-37]; adopted June 2 by review board.)

■ San Francisco and Richmond, CA. Ranked South Jersey Radio Inc. first as best qualified challenger to succeed RKO should RKO be found not to merit renewal expectancy for KFRC. San Francisco; denied four competing applications. (MM dockets 84-1098, etc., by decision [FCC 89R-36] adopted June 8 by the review board.)

■ Moultonborough, NH. Granted application of SFB Corp. for new FM station on ch. 295A (106.9 mhz) at Moultonborough. (MM docket 88-35, by ID [FCC 89D-21] issued June 12 by ALJ Edward Kuhlmann.)

■ Fort Walton Beach, FL. Granted application of Juanina Inc. of Fort Walton Beach for new FM station on ch. 243C (96.5 mhz) at Fort Walton and denied the competing applications of Miracle Strip Communications Inc., Pinnacle Broadcasting Corp. and Da-Gon Broadcasting Inc. (BC dockets 81-856, et al. by MO&O [FCC 89-198] adopted June 8 by commission.)

■ Kerrville, TX. Denied Kerr County Broadcasting and G&C Minority Telecommunications Inc., review of its decision upholding Mass Media Bureau action returning their applications for new FM station on ch. 221A (92.1 mhz) at Kerrville. (By MO&O [FCC 89-192] adopted May 31 by commission.)

Allocations

■ Webster, NY. 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. (MM docket 88-83 by MO&O [FCC 89-189] adopted May 31 by commission.)

■ Bay Shore, NY. Commission has stayed hearing, scheduled to begin June 19, in Bay Shore, NY, FM proceeding, and asked parties for more information on site availability question. (MM docket 87-246 by MO&O [FCC 89-205]; adopted June 13 by commission.)

■ Greenwood, AR. At request of Red, White & Blue Communications Inc., proposed substituting ch. 292C2 (106.3 mhz) for 292A at Greenwood and modifying license of KAJJ(FM) accordingly. Comments due Aug. 10, replies due Aug. 25. (MM docket 89-284 by NPRM [DA 89-636]; adopted May 31 by chief, Allocations Branch, Mass Media Bureau.)

■ Clarksville, IN. Effective Aug. 3, allotted ch. 226A (93.1 mhz) to Clarksville as its first local FM service. Filing window opens Aug. 4, closes Sept. 5. (MM Docket 88-533 by R&O [DA 89-631]; adopted May 31 by chief, Allocations Branch.)

■ Paris, TN. Effective Aug. 3, allotted 231A (94.1 mhz) to Paris as its second local FM service. Filing window opens Aug. 4, closes Sept. 5. (MM docket 88-531 by R&O [DA 89-635]; adopted May 31 by chief, Allocations Branch.)

■ Waterbury and Royalton, VT, and Plattsburgh, NY. Effective Aug. 3, substituted ch. 277C2 (103.3 mhz) for 276A (103.1 mhz) at Waterbury and modified license for WGLY-FM accordingly; allotted ch. 259A (99.7 mhz) to Royalton as its first local FM service and substituted ch. 286A (105.1 mhz) for ch. 278A (103.5 mhz) at Plattsburgh. Filing window for Royalton opens Aug. 4, closes Sept. 5. (MM docket 87-410 by R&O [DA 89-633]; adopted May 1 by chief, Allocations Branch.)

■ Red Lodge, MT. At request of Beartooth Stereo FM, proposed amending FM Table by substituting Channel 257C (99.3 mhz) for Channel 258C1 (99.5 mhz) at Red Lodge, and modifying license of KAFM to specify operation on Class C channel. Comments are due August 3, replies August 18. (MM Docket 89-125 by NPRM [DA 89-601] adopted May 22 by Chief, Allocations Branch.)

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■ Dyersburg, TN; De Witt, Heber Springs, Hoxie, Jonesboro, and Newport, AR. At request of Dr. Pepper Pepsi-Cola Bottling Company of Dyersburg Inc., proposed amending FM Table by substituting Channel 244C2 (96.7 mhz) for Channel 288A (105.5 mhz) at Newport, AR; or by substituting Channel 264C2 (100.7 mhz) for Channel 244A at Heber Springs; since allotment to Newport requires a channel substitution at De Witt, ordered Quadras Inc., licensee of KDEW-FM at De Witt, to show cause by July 31 why its license should not be modified to specify operation on Channel 247A (97.3 mhz) in lieu of Channel 244A; ordered Newport Broadcasting, licensee of KAWW-FM at Heber Springs, to show cause by July 31 why its license should not be modified to specify operation on Channel 264A in lieu of Channel 244A; substituting Channel 261C2 (100.1 mhz) for Channel 261A at Dyersburg, TN; in order to accomplish Dyersburg substitution, proposed substituting Channel 262A (100.3) for Channel 261A at Jonesboro, and substituting Channel 287A (105.3 mhz) for Channel 263A at Hoxie, and Channel 264A for Channel 288A (105.5 mhz) at Newport. Comments are due August 3, replies August 18. (MM Docket 87-563 by NPRM and Orders to Show Cause [DA 89-597] adopted May 22 by Chief, Allocations Branch).

■ Marlin, TX. At request of KRZI Inc., proposed amending FM Table by substituting Channel 225C2 (92.9 mhz) for Channel 225A at Marlin, and modifying license of KRXX(FM) to specify operation on C2 channel. Comments are due August 3, replies August 18. (MM Docket 89-128 by NPRM [DA 89-604] adopted May 22 by Chief, Allocations Branch).

■ Siloam Springs, AR. Denied request by John Brown University, licensee of KLRC(FM) at Siloam Springs, for reconsideration of decision by Chief, Policy and Rules Division, which substituted reserved FM Channel 266A (101.1 mhz) for Channel 212A (90.3 mhz) and modified its license accordingly. (MM Docket 86-492 by MO&O [DA 89-626] adopted May 30 by Chief, Policy and Rules Division, Mass Media Bureau)

■ Elkins, WV. At request of Elkins Radio Corp., proposed substituting ch. 234B1 (94.7 mhz) for 237A (95.3 mhz) at Elkins and modifying license for WELK(FM) accordingly. Comments due Aug. 10, replies Aug. 25. (MM docket 89-283 by NPRM [DA 89-634]; adopted June 1 by chief, Allocations Branch.).

■ Whiting, Crandon and Oshkosh, WI. At request of Sharon Broadcasting Corp., proposed substituting ch. 244C2 (96.7 mhz) for 244A at Whiting and modifying license for WYTE(FM) accordingly; substituting ch. 276A (103.1 mhz) for 244A (vacant) at Crandon; and ch. 245A (96.9 mhz) for 244A at Oshkosh and ordered WAHC(FM) at Oshkosh to show cause why its license should not be modified to specify operation on ch. 245A in lieu of 244A. (MM docket 89-282 by NPRM [DA 89-632]; adopted May 31 by chief, Allocations Branch.).

■ Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by NPRM's adopted on dates shown, proposed amending FM table for following communities: comments are due Aug. 11 and replies Aug. 28: Valley, AL. On request of Royal Broadcasting Inc., allotment of ch. 251A (98.1 mhz). (MM docket 89-287, May 31 [DA 89-639]).

■ Gould, AK. On request of Arkansas Radio Co., allotment of ch. 273A (102.5 mhz). (MM docket 89-285, June 1 [DA 89-637]).

■ South Lake Tahoe, CA. On request of Daniel S. Tankersley, allotment of ch. 268A (101.5 mhz). (MM docket 89-288, May 31 [DA 89-640]).

Call Letters

Applications

Call Sought by

New TV

WFIL(TV) Magara Communications, Corp., Florence, S.C.

Existing AM

WEAZ(AM) WFIL WEAZ-FM Radio Inc., Philadelphia

Existing FM's

WEAZ-FM WEAZ(FM) WEAZ-FM Radio Inc., Philadelphia
KRZR(FM) KMGX(FM) KMGX Corp., Hanford, Calif.

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Editor: Immediate opening for an editor for our Chicago Bureau. Minimum qualifications are BA or equivalent and four years journalistic experience, with demonstrated ability to organize and disseminate information, and to coordinate daily news coverage. Must be familiar with Mid-Western states and resources in that area. Demonstrated writing ability. Broadcast experience extremely desirable. Send resume with salary requirements by July 12, 1989 to: National Public Radio, Personnel Department, 2025 M Street, Washington, DC 20036. EOE.

Classical host/producer (2), WCAL (100kw FM, 5kw AM, serving Minneapolis/St. Paul) has 2 openings (including primary host of successful morning drive show) for experienced classical talent. Requirements include: lively, un-stuffy, informed on-air style; high proficiency in programming and announcing classical music, interviews, and production. BA preferred. We offer: excellent salary and benefits; work with imaginative, dedicated staff, outstanding facility at nation's first listener supported station. Open until filled, applications received by July 15 will get fullest consideration. Applications for previously-announced host/producer position will be considered for both openings, do not reapply. Send resume and audition tape (which will not be returned) to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE/AA.

HELP WANTED MISCELLANEOUS

The WLPO & WAJK timetable for new broadcasting graduates: 1 year - you've got the sales routine figured out. 2 years - making more money than your father. 3 years - ready for a management job. That's our track record for grads who come to us possessing an average intelligence, willingness to learn and persistence. Call it the fast track, call it a short cut, but call us regardless. If you want to make it your future, send resume to J McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

SITUATIONS WANTED MANAGEMENT

General manager available now. I'll make you money while reducing operating costs. Permanent or interim/consulting. John Wagner, 915-581-7208.

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.

Ready to be general manager! 8 years experience and success as PD/OM/consultant in major/medium markets. Results oriented manager. Box G-79.

28 years broadcast experience (jock to GM). Available now as GM/GSM to Southeast radio group. Outstanding track record in top 50 markets. Roger 704-542-3750.

Experienced broadcaster, college instructor seeks management position in small to medium market radio. Solid background in sales, production, sports, news, writing. Personable, hard working, dependable. Want something soon. Call 217-348-8661 after 6pm CDT.

General manager: Excel in station turnarounds; looking for new opportunity in top 100 market preferably Southeast. Strong on sales, programming, station visibility. Dynamic people person, catalyst for enthusiasm. Call Jack, 407-624-2658.

Wanted: Program or sales management position. Experience: Well-rounded! Top rated morning personality, program director (CHR, Country, CHR), account executive, ad agency A.E., sales manager and station manager. Will be 38 years old. Employer's blessing. J. R. Greeley 915-655-9879.

15 years experience - in radio and television on-air and sales with promotional background. Dynamic! Call Barry 717-523-8266.

SITUATIONS WANTED SALES

Exceptional sales leader with proven track record seeks management position in small to medium market. Box G-33.

SITUATIONS WANTED ANNOUNCERS

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Experienced part time announcer, 5 years in eastern Massachusetts, seeks full time position. Hardworking. Dedicated. Rod Morrison, 48 Presidents Row, Ashland, MA 01721. 508-881-2619.

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Outstanding play-by-play announcer seeks job calling major college or professional football & basketball. I'll make you feel you're at the game! Jeff, P.O. Box 27, Shelby, OH 44875.

Freelance college football PBP. My credentials are impressive, including eleven college seasons. Have a need? Let's talk. Tim 513-874-5734.

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/AT for an FM rocker in milder winter climate. Eric, 219-924-8340 6:30-10 pm. Central.

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

D.J. with a J.D. seeking RTV employer wanting professional experience in radio news, production, announcing; television advertisement voiceovers; print journalism; legal/broadcast education. Cynthia, 904-258-0688.

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.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

WBCD-TV is seeking a well-qualified, top notch news director to manage all news department operations. Excellent salary! Excellent station! EOE/MF/drug screened. Send resume: General Manager, P.O. Box 879, Charleston, SC 29402.

WPTY-TV Memphis: General sales manager. Individual must have proven successful, independent experience in local & national sales management, new business development, and sports marketing. Send inquiries immediately to: Kent Lillie, VP & General Manager, WPTY, 2225 Union Ave., Memphis, TN 38104. EOE.

General sales manager, top rated NBC affiliate; need GSM to lead top-notch local/regional sales staff and handle national. Prefer candidates with 2-5 years experience in sales management. Will consider LSM ready to move up. Send resume to: Gary R. Bolton, VP & GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE. M/F.

National sales manager for top 25 Southeast growth market will be filling a national sales manager position due to an opening. We are an ABC affiliate and number one news station. We are owned by one of the premier broadcast companies in the US. Management experience a must! EEO. Box H-1.

Creative services director: Top 30 market. Gillett Group CBS affiliate. If you're an experienced manager and marketing whiz with a winning portfolio of print and on-air work, we'd like to talk to you. Send resume and samples to Anne Clausen, WITI-TV6, 9001 N. Green Bay Rd., P.O. Box 17600, Milwaukee, WI 53217. EOE. M/F.

Regional sales manager: Opportunity for an experienced salesperson to move into a top 25 market. If you are a proven professional and have 4 to 6 years current TV sales experience or sales management and want to grow with an outstanding broadcast group, contact Bruce Lawrence, LSM, WTNH-TV, 8 Elm St., New Haven, CT 06510. 203-784-8888. EOE.

Promotion manager - Medium market Midwest ABC affiliate seeking promotion professional with minimum 1-2 years experience. Responsible for total station promotion, concept to implementation. Excellent writing and organizational skills degree, familiarity with all media required. Creative, energetic self-starters send resume by July 14th. EOE. Box H-11.

National sales manager for top 25 Southeast growth market will be filling a national sales manager position due to a position opening. We are an ABC affiliate and number one news station. We are owned by one of the premier broadcast companies in the US. Management experience a must! EOE. Box H-20.

HELP WANTED SALES

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.

Gulf Coast affiliate seeks bright, up and coming A/E who emphasizes in new business development. Not afraid of hard work and commensurate rewards. Resume and earnings history to Box G-91. EOE.

South Florida Independent has opportunities for experienced account executives in this top 50 growth market. Send resumes only (no calls accepted) to Jay Oliver, GSM, WTVX Television, 2000 Palm Beach Lakes Blvd., 7th Floor, West Palm Beach, FL 33409. EOE.

Local sales manager. ABC affiliate, 57th market. We're looking for a candidate with exceptional sales record, organizational and sales training skills to lead a top-notch local sales force. Send resume and compensation requirements to Jerry Watson, VP/GSM, KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls, please. EOE.

Regional/national salesperson for growing Independent TV. Extensive agency experience necessary. Outstanding sales skills required. Possible stepping stone to sales management. Travel necessary. Contact Lynn Mortimer Baile at 904-725-4700. WNFT-TV is an equal opportunity employer.

WBTW - the number 1 station in Florence/Myrtle Beach, SC is looking for an entry level account executive to work in the Florence office. Send cover letter and resume to: Patsy Stokes, WBTW-TV, P.O. Box F-13, Florence, SC 29501-0013. No phone calls. EEO/AA.

Local sales manager. Immediate opening for aggressive, motivated, qualified individual. Contact Kent Beckwith, General Sales Manager, WOKR-TV 13, P.O. Box L, Rochester, NY 14623. A Gillett Group Station. EOE.

WRCB-TV 3 seeks an experienced broadcast salesperson to handle an active account list. The ideal individual must be an aggressive, self-motivated achiever with exceptional new business development skills. Please reply in confidence to: Greg Brissette, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

HELP WANTED TECHNICAL

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 record 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.

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.

Broadcast engineer: Challenging position with rapidly growing appraisal. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: BIA, Box 17307, Washington, DC 20041. EOE.

WRDW-TV has an immediate opening for a studio maintenance engineer. Minimum three years hands-on experience with VHF transmitter background a plus. General Class FCC license and/or SBE certification required. Please send resume to Lee Davis, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Mtce engr. Need engr to maintain 300/Kscope, Digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control, VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, P.O. Box 85888, San Diego, CA 92138. EOE.

Maintenance technician: California network affiliate. Knowledge of Sony 3/4" and 1" VTR's, RCA TCR-100's, Ampex ADO and Grass Valley switchers essential. UHF transmitter experience a plus. Send resume to Robert Banks, Chief Engineer, KBK-TV, P.O. Box 2929, Bakersfield, CA 93303. EOE.

WNBC-TV in New York is seeking an engineering/editing operations manager with five years videotape editing and news experience. Familiarity with Grass Valley editors, digital effects and machine-to-machine editing systems desired. Send resumes to Lynn Costa, Personnel Manager, 30 Rockefeller Plaza, New York, NY 10012. Or call 212-664-2342. EOE.

Maintenance engineer: Midwest ABC affiliate seeks positive, experienced individual. TCR-100, 1-inch, 3/4-inch, GVG, UHF transmitter experience a plus. General Class or SBE certification desired. Send resume and salary requirements to Scott Barnes, 500 N. Stewart St., Creve Coeur, IL 61611 by July 14. EOE.

Television maintenance engineer. 3 years troubleshooting and repair experience on 1/2" Beta ENG equipment, microwave, and digital equipment. Send resume and salary requirements to: Mr. Bob Williams, Chief Engineer, WATE-TV 6, P.O. Box 2349, Knoxville, TN 37901. No phone calls and no beginners. WATE-TV/Nationwide Communications Inc., is an equal opportunity employer. Women and minorities are encouraged to apply.

Assistant chief engineer - Top rated NBC affiliate; prefer candidates with RCA - G Line Transmitter experience, as well as studio equipment maintenance expertise; should have FCC or SBE certificate; will consider maintenance person ready to move up. Send resume to: Len Smith, Chief Engineer, WOTO-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

Television...help wanted! On-air switcher/projectionist, master control. Turner Broadcasting System (The Superstation) is looking to update resume files for future openings or staff additions. Applicant must have four to five years of on-air switching experience in broadcast operations and working knowledge of on-air equipment and procedures. Good technical background, organizational and detail research skills required. Must be self motivated and able to work well under pressure. Must be able to work various shifts, and have an interest in live sports! We are looking for applicants with working experience on the following: ACR 25, Ampex VPR 80 (1"), Utah Scientific CP-502 switcher, Utah Scientific MC500 computer automation, RCA 16mm film, Chyron, electronic still store. This position offers good pay, benefits, and working conditions for career minded individuals. All other applicants need not apply if not familiar with listed qualifications. No phone calls, please! FCC license not required! An equal opportunity employer. M/F. If qualified, send resume to: Robert G. Westall, Superstation WTBS, 1050 Techwood Dr., NW, Atlanta, GA 30318.

Television maintenance engineer: Leading Southeastern television production company seeks maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing, graphics and terminal systems. Send resume to: Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203. Attn: Mike Arnold. EOE.

Engineering/operations manager opportunity with South East affiliate station. Need strong people skills along with a solid technical background to direct engineering and on-air operations. Comprehensive knowledge and experience with ENG and FCC compliance is essential. Must be a hands-on leader with record of advancement and three to five years television engineering management experience. Degree required. EOE. Respond to Box H-8.

Television shooter/editor: Western Kentucky University seeks a videographer editor for public television station WKYU-TV in Bowling Green, KY. The position's responsibilities include a variety of single camera field shooting and editing assignments with Betacam and 3/4" equipment. Entry-level applicants with Bachelor's degrees and relevant part-time university, cable, broadcast or corporate experience are invited. The position is a temporary, twelve-month staff appointment beginning August 16, 1989. Salary mid to high teens, depending on experience. Send letter of application, resume with three references and a sample 3/4" videotape to Office of Academic Affairs, TV Shooter-Editor Search, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An affirmative action, equal opportunity employer.

Television master control operator - Previous television experience preferred. Knowledge of video equipment and degree in communications or related field a must. Qualified applicants send resume: P.O. Box 30236, Toledo, OH 43603. EOE.

NBC is looking for an experienced CMX/GVC editor with 5 years experience on the GVG 300 switcher, CMX 3600 editor, ADO (with concentrator), Mirage, Kaleidoscope, Sony BVH 2000, 1 inch VTR's, frame synchronizers, still scores, processing amplifiers, and off-line (list creation) editing, as well as an understanding of NTSC, RGB and component video signals and exposure to time code and stereo audio mixing and digital graphics/optics. Our clients include sports, network news, WNBC, advertising & promotion, as well as entertainment programs such as "Saturday Night Live", "The David Letterman Show", etc. For immediate consideration please send resume with salary history, to: John Pryor, Employment Administrator, NBC, 30 Rockefeller Plaza, New York, NY 10012. We are an equal opportunity employer.

Television: Maintenance engineer applicant must have a minimum of 2 years recent experience in TV broadcasting maintenance. The candidate should be able to repair, to component level, equipment such as VTR's, cameras, switchers, and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, P.O. Box A, Santa Ana, CA 92711. 714-832-2950. We are an equal opportunity employer. Application must be received by 7-10-89.

HELP WANTED NEWS

Anchorperson: Fox Television, KRIV in Houston is seeking a Monday thru Friday anchorperson. Applicant must be a seasoned journalist with no less than three years major market experience, strong writing and reporting abilities, great on camera presence and the ability to work well with others, as applicant will be expected to be active among community leaders part as of the job. Send tapes and resumes to: KRIV-TV, P.O. Box 22810, Houston, TX 77227 Attn: News Director. No phone calls. EOE.

Network-affiliated station accepting applications for anchor/co-anchor. Fast-growing medium-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Must have professional experience in news. Submit resume and salary requirement to Box G-87. EOE.

Reporter/weathercaster: Bright, energetic person for weather on weekends, general assignment reporting 3 days per week. NBC affiliate with Live Line III weather computer. Tape, aircheck to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

Anchor/news director for ambitious small market affiliate. We're looking for an outstanding, high energy person who can lead us to victory. We offer \$30 thousand plus fringes in one of the nicest small towns in America. Please send resume. Box G-95. EOE.

Anchor, top rated NBC affiliate: Must be able to produce, report and have good writing skills. Position available August 1st. Will consider top reporters ready to move into anchor slot. Send tape and resume to: Gary R. Bolton, VP & GM, WOTO-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

Micronesia - Double Ace Award winning news department still looking for two reporters for expanding news staff. We do a live, one hour newscast each night in one of the most exotic and interesting places in the world. Coverage of the Western Pacific and the Far East. No beginners. Tape to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910 or call 671-477-9484. EOE.

ENG photographer - 1-2 years exp. Immediate opening. Independent news operation. Opportunity to learn in dynamic environment. Resume & salary history to Box SRC, Washington, DC 20510. EOE.

WWL-TV has an opening for a television news producer. Applicants should have three to five years experience in producing television newscasts. Resumes and samples of scripts from recent newscasts should be sent to Keith Esparros, 1024 North Rampart St., New Orleans, LA 70116. No phone calls. EOE.

Assignment editor - Responsible for logistics of generating, tracking and covering news stories and events. 1-2 years affiliate newsroom experience a must. Send resume, references and salary history to: Jim Sherlock, News Director, WAND-TV, 904 Southside Dr., Decatur, IL 62521. No phone calls. EOE.

Anchor, reporters, producers, photographers. Medium market net affiliate in process of expanding its news. Seeking candidates with at least two years commercial TV experience. Degree required. Resumes and references only to Box H-2. EOE. M/F.

Reporter: Public television station in 46th market, serving Pennsylvania's capital, seeking general assignment reporter for ten o'clock news program and statewide news magazine. Candidate should have at least two years experience and strong writing skills. Political reporting and substitute anchoring experience a plus. Send resume to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

General assignment reporter: ABC affiliate, South Bend. Minimum two years experience. We are looking for an aggressive journalist with demonstrated creativity who fights for the leads, asks tough questions and can find a story. Send tape with return postage and resume to Morrie Goodman, News Director, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

KTUU-TV in Anchorage, Alaska is looking for an energetic photojournalist/editor. Experience and skill followed by a strong NPPA philosophy. Candidate will compliment Alaska's #1 news team in documenting some of the most extraordinary assignments seen on television. Send tape and resume to Russ Weston, Chief Photographer, KTUU-TV, 630 W 4th Ave., Anchorage, AK 99501, 907-257-0237. EOE.

KTUU-TV is looking for a nightly producer to join Alaska's #1 news team. Some reporting will be required but primary responsibilities will be the production of the 6pm newscast. Must be energetic and have 2-3 years experience. Also looking for an experienced full-time reporter. Please send tape and resume to Randy Upton, News Director, KTUU-TV, 630 W 4th Ave., Anchorage, AK 99501. EOE.

Meteorologist - Starter position for someone with potential, but little experience. BS in meteorology required. Computer graphic knowledge helpful. Will draw graphics and backup our two meteorologists. Some on-air time possible. Send 3/4" cassette to Bob Breck, WYUE-TV, 1025 S. Jefferson Davis Pkwy., New Orleans, LA 70125. EOE.

News photographer: 2-3 years experience required. Must have a good eye for production value and be able to edit on 3/4 and Beta. Knowledge of computer editing helpful. NBC affiliate and Gannett ownership assure commitment. Send tape, resume and references to Chief Photographer, Bill Zetterower, WTLV TV-12, 1070 E. Adams St., Jacksonville, FL 32202. EOE. Women and minorities encouraged to apply.

News director. Top 50 Mideast affiliate looking for the news director of the 90's. Must be able to handle young, aggressive, talented department. Competitive market dictates we think faster, better and longer range than the competition. Resume to Box H-15.

New national comedy network seeks host. If you do a local cable TV show but feel ready to go national, here is a new opportunity. We are interested in talented men and women from local comedy, talk, variety, and movie review shows (sorry, no news, sports, and weather) who are funny, prolific, able to think on their feet, and good at improvisation. If this sounds like you, send tape to: Comedy Channel, P.O. Box 3051, New York, NY 10185. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Publicist to assist director of public relations with media relations, promotion, and special events for two television and two radio stations in state capital region. Requires degree in journalism, public relations, communications, or related field plus professional level experience in media relations including significant responsibility for press relations. Send resume with cover letter by July 14 to: Manager of Human Resources, WMMT/WMHX, Box 17, Schenectady, NY 12301. EEO/AA. No portfolios now, please.

Producer/director: Leading video and photographic company in Toledo, looking for director of video division. Must have minimum 3-6 years experience in producing/directing video productions. We serve corporations in promotions, training, marketing. Very diverse client base. We need a take charge person, capable of handling staff, clients, production. Salary based on experience. Great opportunity for growth and advancement! Send resume immediately to Milepost Corporation, 1280 Dusel Dr., Maumee, OH 43537. EOE.

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RADIO

HELP WANTED MANAGEMENT

Colorado mountain AM/FM. Small market, needs turnaround. Covers 2 ski resorts. Need sales oriented general manager who can purchase 49% ownership with \$25,000 down. Rush resume and financial qualifications to: Bill Kitchen, P.O. Box 160, Louisville, CO 80027. EOE.

Ohio station looking for sales manager or top sales person ready to move up to station manager. Owner wants to retire from active management. Top pay and benefits for a selling manager who can keep it going. Resume. Box G-77. EOE.

General manager/general sales manager for Class B FM on Lake Erie in Ohio. Salary commensurate with experience ranging from \$50,000 to \$60,000. Cash flow incentives also available. Need results oriented individual with proven track record in sales and management. Confidentiality assured. EOE. 513-599-4672. Send resume and references to Box 356, Bellefontaine, Ohio 43311.

Station manager: Small expanding broadcasting group is looking for station manager with strong sales leadership. Station is located in a Louisiana medium market. Send resume and salary history Roger Cavaness, 123 East Main Street, Lafayette, LA 70501. EOE.

General manager, WBAZ. Eastern Long Island, NY. New position to replace owner/operator. Successful track record of leadership and hands-on involvement in sales required. \$60,000 salary plus cash flow bonus and potential for earned equity. Let's grow this station and build a group. Write President, WBAZ, Box 1200, Southold, NY 11971. EOE, M/F.

Group sales selling general manager for Rocky Mountain station. Record of turnaround success in small or medium markets and stable employment desired. Engineering/technical ability helpful. Resume to Box H-7.

General sales manager needed immediately for suburban Mid Atlantic Christian radio station. Full management authority and sales responsibilities. Substantial base plus commission. EOE. Box H-4.

Local sales manager: for top-rated Class C Contemporary Country station in Chattanooga, Tennessee owned by Colonial Broadcasting Company. Need strong leader with a proven track record in sales and management. Must be an energetic positive leader, trainer and motivator. Salary, override, good fringes. Send resume to GSM, Brenda Selby, WUSY Radio, P.O. Box 8799, Chattanooga, TN 37411. EOE.

Sales manager. Shamrock Communications is looking for 2 experienced sales managers to lead our Orlando FL (WDIZ) & Baltimore MD (WGRX) sales departments. Sales manager will be responsible to supervise all aspects of the local sales department, their development and maintain a personal account list. Compensation includes salary, override and commissions. Qualified applicants send resume to: George Duffy C.O.O., Shamrock Communications, 2180 West State Road 434, Suite 2150, Longwood, FL 32779. EOE.

Sales manager: Top 20 market, East Coast radio station Combo seeking general sales manager to manage staff of 12-15 AE's and managers. Must have minimum 3-4 years local sales management experience, good communication and teaching skills, plus strong computer skills - preferably Columbine. Knowledge of inventory, sales planning and budgeting a must. Stations are part of a major broadcasting chain. Send resumes to Box H-12. EOE.

General manager for successful FM station needed in Norfolk, VA market. Great opportunity for an outstanding leader and radio veteran with solid background in sales, adult contemporary programing and administrative skills. Rush resume and compensation requirements in confidence to: General Manager, JOY 95, One Columbus Center, Suite 824, Virginia Beach, VA 23462.

Sales manager: Professional radio sales veteran with management experience to direct, motivate, train and lead our sales executives. Please send resume and salary requirements to: Sales Manager, JOY 95, One Columbus Center, Suite 824, Virginia Beach, VA 23462.

Are you customer focused? Can you teach Pollack, Jennings, etc.? 100 KW KELI seeks GSM who thinks big. Ideal market of 100,000. Stable economy, low unemployment, good ratings. Base or 8% of station collections whichever is greater. Sweat equity possible for real pro, or will consider great AE looking for first shot at management. I'm waiting for your response at Box 3834, San Angelo, TX 76902. EOE.

General sales manager: Midwest superpower Combo. Minimum 5 years sales experience, organized leader, manage 8 salespersons, deliver results. Excellent compensation package. Advance with new, growing group. Sales history, resumes only. Strict confidence. Box H-17. EOE

HELP WANTED SALES

Need a Super Star! Senior account executive/co-op director who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE.

Virginia medium market combo seeks a sales manager with the skill to train, lead and motivate a professional sales staff. You will be associated with a thirty-year old company offering growth and stability in exchange for organization, promotional ideas and solid experience. Apply in confidence. We will arrange an interview at our expense. EOE M/F. Resume and cover letter to Box G-71.

Florida major market C-FM, good ratings, exclusive format needs aggressive, self-motivated, credible professional who can prospect, propose and close. Resumes to Box G-70. EOE.

N.E. group operator looking for sales managers and sales reps. Sales managers must have track record. Sales reps must have some selling experience. We encourage minorities and women to apply for these positions. Send resume to Box G-90. EOE. M/F

WBAZ, Eastern LI, NY seeks experienced sales executive. High energy level, a competitive spirit and the joy of doing battle and winning are key. Our product's sensational and fun to sell: light A/C: NY Mets and Giants; Boston Pops and Symphony; Old Time Radio Classics and lots more. #1 Adult station in market and a great place to live and raise a family. Write WBAZ Sales, Box 1200, Southold, NY 11971. EOE.

Northern New York's premier radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top rated Combo. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to James W. Riley LSM, WTNV AM & FM, 134 Mullin St., Watertown, NY 13601. EOE.

Tri-state Religious radio station needs full time sales person. Good base plus commission. EOE. Box H-3.

Southern Oregon - #1 Modern Country Combo seeking experienced account representative for growing market in the heart of Rogue River fishing and outdoor area. Prefer Welsh Company or Jason Jennings background. Base, plus commission. Career opportunity for the right person. Resume to Cliff, 1020 Pine, Klamath Falls, OR 97601. EOE.

Superior salesperson needed for seaside resort Beautiful Music FM station. Exceptional performance can track to management position. Call 609-465-9400 or FAX 609-465-2463. EOE/MF.

Account executive: Major metropolitan area radio station seeks self-starting, highly motivated advertising sales rep. Ideal candidate will have 1-2 years proven radio advertising sales experience dealing with advertising agencies and direct retail accounts. Newspaper or magazine sales background acceptable. Primary emphasis will be on new business development. Looking for an aggressive hard-hitter who knows New Jersey. New Jersey resident preferred. Please send resume to: Mr. Andy Santoro, WPAT Radio, 1396 Broad Street, Clifton, NJ 07013. No phone calls please. EOE.

Florida calling! Experienced, ready for new commitment! Enjoy sun, water and big commissions! Immediate opening! Call Manager 904-787-7900. EOE.

WAZY has an opening for an experienced sales representative to call on local and regional accounts. At least 2 years in broadcast or similar sales background is preferred. Send resumes only to Kathy Roudabush, P.O. Box 1410, Lafayette, IN 47902. M/F-EOE.

General sales manager for Midwest Combo. Must have proven sales management ability, be a great teacher, motivator, and lead by example. This is an excellent opportunity in our group. EOE. Respond to Box H-16.

HELP WANTED ANNOUNCERS

Morning host wanted: For full-service morning show. Warm and friendly a must! Great with phones! Must truly love people! Salary requirements, picture, plus T & R: WBHP, P.O. Box 1230, Huntsville, AL 35807. EOE.

Long-established Country FM is looking for an afternoon-drive personality. Person must possess strong production skills. Station is located in eastern Connecticut, nestled between Boston and New York. Excellent facility and working conditions. Tapes and resumes to: Mark Wayne, WCTY Radio, Cuprak Road, Norwich, CT 06360. WCTY is an equal opportunity employer and encourages minority and female applicants.

WBAZ, Eastern LI, NY seeks an experienced staff announcer whose primary responsibilities will be news, production, and a monthly contribution to our award winning public affairs program, Peconic Magazine. Intelligence, creativity and teamwork are paramount. WBAZ is the #1 adult station in the market. Help us increase our lead and have fun doing so. Write WBAZ Operations, Box 1200, Southold, NY, 11971 EOE.

Evening announcer/production for top radio station in fast-growing Orlando market. Must have 3 years "on air" experience, FCC permit, & dependable transportation. 6 day week includes arshift for 6p-11p weeknights & a 5 hr. weekend shift. 2 hrs. of commercial/promotion production daily from 4p-6p. We're looking for a competitive motivated personality to capture the listeners. Rush airchecks & resumes to Scott Sherwood, Program Director, WOCL-FM, 2101 SR 434, Suite 305, Longwood, FL 32779. An equal opportunity employer.

Florida Emerald Coast "Hottest Hits" format. Looking for announcer who dares to be original. We encourage creativity. Do those things you always wanted but feared management wouldn't allow. Rush resume. EOE. Box H-18.

New FM in progressive and competitive Sunbelt market seeks all air positions and sales. Great working and living conditions. Airdate, August 1st. Send complete resume and references to Box H-19. EOE.

Grow with top-rated station. Strong copy, production and announcing skills. Must be personable team player. T & R to WIKS, Attn. B. K. Kirkland, PO Box 2684, New Bern, NC 28561. EOE.

HELP WANTED TECHNICAL

The Daytona Group is looking for a highly motivated chief for our FM station in Richmond, VA. The successful candidate will be organized, maintenance minded, and relate well to others. Tremendous opportunity to work with new state of the art facilities and also complete the last phases of construction. Send resume to: Mr. Kyle F. Magrill, The Daytona Group, Inc., 770 W. Granada Blvd., #206, Ormond Beach, FL 32074. 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.

HELP WANTED NEWS

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.

News producer/reporters: Gather, produce, and present news reports: research topics; create information segments and news features. On-air fundraising participation required. Bachelor's degree plus two years' experience. Salary: \$18,000 yearly. Receipt deadline: July 28. Target starting date: August 14. For complete job description and application requirements, contact: Alex Ashlock, WILL-AM-FM, 228 Gregory Hall, 810 South Wright St., Urbana, IL 61801. 217-333-0850. AA/EOE.

Broadcasting Corp. is seeking a sports reporter/anchor. Must have at least two years experience in sports anchoring, reporting, and play-by-play. Good writing skills a must. Please send writing samples, tape, current resume and references to: Sports Director, P.O. Box 610310, Austin, TX 78761-0310. EOE.

Traffic manager - Strong sales organization needs a traffic manager for 33rd market ABC affiliate. We are a young company in a healthy, growing market. Bias experience strongly preferred. Please send resume to Rob Wagley, GSM, WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718. EOE, M/F.

Publisher: Maryland Public Television has an opportunity for an individual to research and create original promotional materials in our national promotions division. Candidates should have at least two years experience in publicity/promotions in the communications field. (National promotions preferred). Four year degree in related field and working knowledge of computers (WordPerfect software exp. preferred). Salary range \$18,554 - \$24,334 annually. Please send resume and cover letter by July 12, 1989 to: Assistant Director of Human Resources, Maryland Public Television, Owings Mills, MD 21117. MPT is an AA/EEO employer.

TV producer/director: Wyoming Public Television is looking for someone with a broad range of production skills to produce and direct regular public affairs programs, membership spots and other material for broadcast over its network. Candidates must have a Bachelor's degree with at least 3 years of experience in broadcast television production with a strong emphasis in public affairs production. For further information and application contact Ms. Edith Everett, Personnel Officer, Central Wyoming College, 2660 Peck Ave., Riverton, WY 82501. 307-856-9291, ext. 112 on or before July 28, 1989. EOE.

Television producer/director: Western Kentucky University seeks a producer/director for public television station WKYU-TV in Bowling Green, KY. Position's responsibilities include producing and directing live and taped programs as well as shooting and editing feature material. Excellent shooting and editing skills are required. Facilities include Betacam, 1" editing, full studio remote, and post production capability. Bachelor's degree and at least two years experience in cable, broadcast or corporate television is required. Additional experience is desirable. Twelve-month position with excellent benefits and a competitive salary. Send letter of application, vita with three references, and 3/4" sample videotape to Office of Academic Affairs, TV Producer/Director Search, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An affirmative action, equal opportunity employer.

Radio/TV technician: To operate TV/radio equipment in studio, field, remote situations, also broadcast TV master control. Required: Associate degree and 1/yr broadcast TV experience. Preferred: Bachelor's degree with Betacam and 1" Betacam/DVE edit experience. Salary: \$16,080/yr with excellent benefits. Refer to job #8902202. Submit resume by July 14, 1989, to: Employment Manager, Personnel Department, Texas A&M University, YMCA Bldg., Room 017, College Station, TX 77843. An equal opportunity/affirmative action employer.

Do you have what it takes to produce creative and effective nightly on-air news graphics? Do you have a thorough knowledge of 2D and 3D computer animation? Position open immediately for a computer graphic wiz with minimum 3 years experience. If your reel is real good, contact Denis Thien, Art Director, KTVI-TV, 5915 Berthold Ave., St. Louis, MO 63110. EOE.

Now interviewing for the following positions: Director/producer. Must have directing experience. ADO, 1" editing and video still store systems experience. Will direct live newscasts and local production. Audio/graphics operator. Must have broadcasting experience, will operate audio/Chyron for live newscasts and local production. Directing experience helpful. No phone calls, send resume, demo reel and salary requirement to Personnel Director, P.O. Box 250, Clio, MI 48420. EOE.

Producer/director: WQLN is seeking a Producer/director whose primary responsibilities will be on-air promotion, underwriting credits, and station ID's. Person will be responsible for implementing on-air promotion strategy and maintaining a consistent "break" image. The successful candidate must be creative and work cooperatively with various departments and personalities. Duties include writing, producing, directing, and editing creative promotional pieces for local productions, acquisitions, and station events. Also produce underwriting credits, write voice copy, produce radio spots. Hands-on experience with production equipment is mandatory. Qualifications: Bachelor's degree in communications. At least four years production experience, preferably in public broadcasting environment. Salary: Competitive and commensurate with experience. Send resume to: Tom McLaren, WQLN-TV, 8425 Peach St., Erie, PA 16509. WQLN is an equal opportunity employer.

Computer editor - Top 20 TV station is looking for a highly skilled, motivated, team committed, computer editor. Your reel must speak for itself. A background in overall station and news promotion is essential. Familiarity with ACE editors and ADO a plus. If you have 3-5 years of experience and want to be competitively paid and challenged we've got the job for you. Send resume to Box H-9. EOE.

Program guide editor/senior writer: Responsible for production of monthly program guide and writing, editing, proofreading other station publications. Requires degree in English, journalism, or communications-related field; professional experience in editing and proofreading; knowledge of publications and print graphics; and word processing experience. Send resume and cover letter (no work samples yet, please) Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE/AA.

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.

Reporter: Network and top 10 newsroom experience. Currently employed as writer in top 10 Midwest market. Competitive and fresh. Box G-80.

Meteorologist, completing weekend contact in Southeast 50's market. Seeking fulltime Northeast or cool climate. Greenhouse effect is for real. Get me out of this heat! Tom "Hurricane" Hauf, 301-235-0324

Veteran large market radio ND considering TV. Strong budgeting, personnel management skills. Motivator, innovator who knows how to present news that people will talk about. 805-298-9471, afternoons, evenings.

Young blind sportscaster: Looking for first fulltime job. Worked for CBS sports, and Sports Channel, graduated with BA in communication arts. Well versed in all sports, and willing to relocate. Larry, 10 York Ct., Northport, NY 11768.

"Mr. Versatility," Veteran reporter/weathercaster with unique insight seeks feature reporter, weathercaster, or Combo position. Aggressive competitors in all markets considered. Contact through: 315-387-5428.

Sports anchor/talk show host. Experience hosting and producing video sports talk show and radio play-by-play for big ten basketball and football. Television internship in '88 at ABC sports in Chicago. Energetic and motivated, will consider any market. Call Michael for videotape, etc. 312-945-7686.

Aggressive meteorologist. AMS seal. Personable, knowledgeable, enthusiastic, creative. Enjoy live field weather and community involvement. 8 years local and national experience. Long term commitment. Dan, 801-266-6300.

CONSULTING

News & documentary consulting: Scripts/rewrites/rough-cuts pre- and post-production video workshops, talent development. Experienced PBS producer. 202-879-6720

MISCELLANEOUS

Primo People is seeking anchormen and anchorwomen with command and on-air presence. All size markets. Send 3/4" tape and to Steve Porcella or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

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.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 601-446-6347

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast/Communications instructor. Responsibilities include teaching both television/broadcast courses and general communication courses. Rank, Instructor, tenure track position. MA required. Ph.D. preferred. Salary: \$20,000. Send applications to Tony Allison, Chairman, Cameron University, PO Box 16356, Lawton, OK 73505. Deadline - Until filled. EOE/AA

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/booker needed in Washington, DC and Ft. Lee, NJ for weekly news shows. Must have excellent roll-o-dex, strong news sense and 3-5 years experience. Send cover letter and resume to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036 EOE

SITUATIONS WANTED MANAGEMENT

Business manager - Five years experience in broadcasting, with a degree in accounting, seeks job that utilizes experience. Box H-21

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

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885 Ext. R-8435 EOE.

Professional Resume Services. Complete resume preparation, cover letters, updates, mailing services. Effective Confidential. Professional. Call 1-800-8-RESUME anytime.

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. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 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.

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 transmitters ** CCA 27,000 (1980) ** Harris FM 20K (1980) ** CSI T-3-F (1985) ** RCA BTF20E1 (1976, 1976) ** 3.5KW McMartin (1985) ** 5KW Gates FM 5G (1967) ** RCA 5D (1967) ** CSI T-12-F (1980) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

AM transmitters ** CCA AM 10,000 (1970), ** Collins 820F (1978) ** Harris MW5A (1976/81) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower, Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

120 KW UHF transmitter package TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen. TTC 303-665-8000, Ext. 101.

FM antennas. CP antennas. excellent price quick delivery from recognized leader in antenna design. Jampro Antennas. Inc. 916—383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas. Inc. 916—383-1177.

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.

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.

Rent - Complete multi-camera mobile production trucks, mobile uplinks, portable 2 GIG microwave links. ENG pacs. Call Media Concepts 919-977-3600.

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.

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.

Kline tower 645 ft. with two platforms, has been dismantled. 205—322-6666. WBRC-TV

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205—322-6666. WBRC-TV.

Recortec video tape evaluators for 1" video tape. \$3,500. Also 3/4" available. 702—386-2844.

Quad heads, VR2000, 4 each, new rebuilds with warantee. Best offer. 702—386-2844.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding. 214—422-5487.

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.

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.

Best prices: Broadcast quality videotape. Professionally evaluated. 100% guaranteed. All major brands KCS20 - \$4.00. 1" 60 min. - \$22.00. KCA60 - \$8.00. Toll free. VSI. 1—800—346-4669.

Sony DXC-M3A camera & 6800 3/4" recorder w/accessories. JVC 6650 3/4" recorder. Sachtler video 14 pod. More. All like new. Reasonably priced. Kondor Teleproductions 717—755-4094.

Save \$\$\$ - Complete Class A FM transmitter plant (used)....includes antenna, tower, coax, transmitter, STL, remote control. Package priced under \$45,000.00! Call 806—372-5130 for details.

For Fast Action Use BROADCASTING'S Classified Advertising

TELEVISION Help Wanted Technical

Boston area state-of-the-art program production facility currently expanding. We're looking for broadcast professionals who can "hit the ground running" in the following areas:

VIDEOTAPE ARCHIVES MANAGER to manage startup video archive with massive backlog of valuable international news footage. Must have in-depth understanding of daily TV production process, as well as excellent knowledge of computerized archiving systems. Superior communications and managerial skills a must.

GRAPHICS DIRECTOR to supervise Paintbox and Chyron operators, and oversee design needs of local and national programming. We're looking for a strong background in broadcast design, hands-on experience with a Quantel Paintbox and/or Symbolics animation system. This person must have a superior understanding of technology as related to high end graphics production. Outstanding creative, positive, solution-oriented managerial skills.

ON-LINE EDITOR for news and public affairs. Solid operational experience with Grass Valley System 41 editor, multiple channel ADO, and Grass 300 switcher required. Grass 200 switcher experience is helpful (Shift involves weekends and nights).

CHYRON SCRIBE OPERATOR - Extensive experience with superscribe and logocompose. Must be fast, creative, and accurate.

VIDEOTAPE EDITOR - must be network level - long-form news savvy, with strong journalism and technical background. 3 years solid documentary style daily news editing experience a must.

SCHEDULER - Requires extensive experience scheduling complex combinations of equipment and facilities in a fast moving environment. Must understand production process, priorities, and be excellent with details and follow through. Extensive production house scheduling experience a must.

ENG/EFP MAINTENANCE TECHNICIAN/EQUIPMENT MANAGER - The ideal candidate will have several years experience maintaining ENG/EFP equipment, and be skilled in putting together packages of gear for use by crews internationally. Will interface with crews to access their needs, and then make recommendations to improve the quality of our end product. Will specify and frequently make final decisions for equipment purchases.

Respond to Box H-10

News Technical Operations Manager

Engineering Department

Experience a unique and challenging entertainment environment at KHJ-Channel 9. We currently have an exciting opportunity available for a News Technical Operations Manager.

The individual we seek will combine 5 years successful management experience with 5 years background in news operations and 5 years experience in the operation and maintenance of engineering, satellite, microwave and remote facilities equipment. Strong interpersonal skills are indispensable, as is the ability to maintain control of the news technical product.

We offer excellent benefits and a competitive salary commensurate with experience. If you are highly motivated and meet the above requirements, please send resume to:

KHJ
Attn: Personnel
5515 Melrose Avenue
Hollywood, CA 90038
Equal Opportunity Employer

Help Wanted Programing Production & Others



SAN FRANCISCO

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

Equal Opportunity Employer

PRODUCER/DIRECTOR

Media General Cable of Fairfax is looking for an experienced Producer/Director. 3-5 years experience DIRETING LIVE NEWS a must. Computerized editing helpful. Send resume, tape, and salary requirements by July 14, 1989 to:

**MEDIA GENERAL CABLE
OF FAIRFAX
14650 Lee Road
Chantilly, VA 22021**

VETERAN FEATURE REPORTER & SEGMENT PRODUCER

Positions are for our news magazine program covering eleven Western states. Superior writing and packaging skills absolute necessity. Extensive travel required to produce substantive long-form (5-10 minute) stories.

Send resume, salary requirement and non-returnable 3/4" or VHS tape to:

**John Reim,
The West,
3 Television Circle,
Sacramento, CA 95814-0794.
No calls, please. EOE M/F**

PROMOTE YOURSELF! IMAGINE THIS WRITER- PRODUCER POSITION:

- The time and resources to do the job right.
- The ability to take chances and prove yourself.
- A variety of projects to write & produce promotion for, including first-run and theatrical movies.
- Having all the bells and whistles at your command
- Setting your own schedule.
- Your own office
- Big company opportunities and benefits
- Learning and growing with a top creative team.

Entry level as well as experienced writer/producer positions available. EEO. Send tape & resume to

 **TRIBUNE CREATIVE
SERVICES GROUP**
Attn: Jim Ellis

506 Plasters Ave.
Atlanta, GA 30324

RADIO Help Wanted Management

SUPERB MANAGEMENT OPPORTUNITY

Radio research firm with stellar reputation seeks experienced, full-charge leader and **General Manager**. You'll design and execute a plan to take our fast-growing company from current \$4 million to \$10 million in revenues. Past experience must include P&L responsibility for similar-size company, preferably within broadcasting industry. Our current 200-person staff includes five managers reporting directly to this position.

Send resume in complete confidence to:

Box H-13
EOE

DIVISION MANAGER

Major broadcast company in Northeast seeks experienced medium or major market general manager for administrative position. Solid broadcast and management experience required. Excellent fringe benefits and work environment in new facility. EOE. Please send resume and salary history in confidence to **Box G-46**.

Major Northeast broadcast company seeks a middle to large market radio station General Manager for an important administrative position. EOE. Interested candidates should send resumes and salary requirements to:

SRK
8 Eno Lane
Westport, CT 06880

Help Wanted News

WANTED: AGGRESSIVE RADIO NEWS DIRECTOR & ANCHOR AT NEW AM ALL NEWS FACILITY

- 8,000 WATT
- LOW DIAL POSITION
- TOP100 NEW ENGLAND ADI

STRONG DELIVERY A MUST!
RUSH cover letter with news philosophy, salary history, and resume to:

BOX H-14

Situations Wanted Announcers

ISSUE-ORIENTED VETERAN OF THREE TOP TEN MARKETS WISHES TO RETURN TO TALK RADIO. CURRENT EVENTS AND/OR SPORTS ACCEPTABLE. MARKET SIZE UNIMPORTANT.

312-266-6217

TOP 30 GM/GSM AVAILABLE

I've completed 3 years managing a heritage AM and #2 FM in market of 40 signals. '88 bottom line up 170%...FM sales up from \$2.9 to \$4.1 mil. Desire relationship with solid company in majors. Prefer Western States. CHR & Country formats are specialties.

BOX H-22

Miscellaneous

THE WEATHER SOLUTION

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GROUP



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Broadcaster with expertise and financing can enter the market for less with CII & CII FM moves in excellent med markets in MO TX LA

One small market FM in TX priced 350K

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North Carolina AM in foothills of beautiful Blue Ridge Mountains. Only station in growing county of 30,000+. Includes 6 acres and 1600 sq. ft. building, also application for improving facilities. \$100,000. Cash, or \$125,000. Terms

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Miscellaneous



Public Notice

PUBLIC NOTICE

The Board of Directors
of National Public Radio

will meet in open session on Thursday, July 13, 1989, beginning at 10:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda is: Chair's Report, President's Report and Committee Reports. The D/I Committee will be in Executive Session on Monday, July 10, the Programming Committee will meet on Thursday, July 11 and again on Wednesday, July 12; the Development, Planning/Priorities, Finance, D/I, Membership and Programming Committees will also meet on Wednesday, July 12; and the Audit Committee will meet on Thursday, July 13, at the same location.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities

advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$4.00 per issue. All other classifications: \$7.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media



Tradup

Tom Tradup, news and programing director, KRLD(AM) Dallas, joins WLS(AM) Chicago as president and general manager.

Robert Longwell, group VP, NewCity Communications, Bridgeport, Conn., and general manager, WDBO(AM)-WWKA(FM) Orlando, Fla., assumes additional corporate responsibilities. He will continue to be based in Orlando.

Richard Reis, group VP, NewCity Communications, and general manager, WFTQ(AM)-WAAF(FM), Worcester, Mass., succeeds Longwell as general manager.

Marshall R. Magee, CEO, Target Communications, Augusta, Ga., joins SunGroup, Birmingham, Ala.-based group owner of three AM's and six FM's, as VP, radio and chief operating officer, Southeast division.

Raymond P. Maselli, general manager, WGRZ-TV Buffalo, N.Y., joins WXTV(TV) Youngstown, Ohio, as VP and general manager.

Phil Brassie, general manager, KLST(TV) San Angelo, Tex., named VP and general manager.

Charles M. Warfield Jr., VP and general manager, WLII(AM)-WBLS(FM) New York, joins WRKS-FM there in same capacity.

Rick Mack, general sales manager, WCAO(AM)-WXYV(FM) Baltimore, named VP and general manager, WAOK(AM)-WVEE(FM) Atlanta.

Appointments at Warner Cable Communications: **Dan Murrell**, general manager, Metroplex systems, Dallas, to same capacity, Medford, Mass.; **James W. Jeffcoat**, financial analyst, Dublin, Ohio, to manager of financial planning, division I operations; **Mary Schroeder**, finance manager, Dublin, Ohio, to business manager, Bakersfield, Calif.

David Molldrem, VP of sales and programing, WGRZ-TV Buffalo, N.Y., named station manager. **Ilene Gershberg**, account executive, WGRZ-TV, named director of new business development.

Roger M. Chesser, operations manager, noncommercial WBKY-FM Lexington, Ky., named general manager.

Ron Grimes, sales manager, WXTX(TV) Columbus, Ga., joins WTSG(TV) Albany, Ga., as VP and general manager.

Theresa "Terry" Byrne, director, marketing and business development, NBC News, New York, to VP.

Thaddeus Hill, director of affiliate relations,

Sheridan Broadcasting Network, New York, to VP, network operations. **Richard Lapinski**, controller, Sheridan Broadcasting Network, to VP and chief financial officer.

Margaret D. Agesteribbe, director of research, Storer/Gillett Television Sales, New York, joins WXTV(TV) Paterson, N.J. (Secaucus), in same capacity. **Maria T. Torres**, coordinator of Hispanic programs, Pepsi Cola Company, New York, joins WXTV as director of merchandising.

Appointments at The Learning Channel, Rosslyn, Va.: **Patricia MacEwan**, manager, affiliate relations, named director of affiliate services; **Lori Fee**, promotion coordinator, C-SPAN, Washington, to community marketing manager; **Tricia Hutton**, aide, Congressman Curt Weldon (R-Pa.), Washington, to marketing coordinator.

Promotions in contracts department, Capcities/ABC: **Nancy W. Eagle**, senior program and production attorney, Los Angeles, to director, contracts; **Craig S. Hunegs**, program attorney, New York, to associate director, contracts; **Michael E. Hartounian**, program attorney, Los Angeles, to senior program attorney; **Neil D. Strum**, program attorney, Los Angeles, to senior program attorney; **Cynthia V. Tague**, program attorney, New York, to senior program attorney.

ney.

Andrew J. Velcoff, VP, legal department, Turner Entertainment Company, Los Angeles, named deputy general counsel, Turner Broadcasting System, Atlanta. **Benita S. Baird**, assistant general counsel, Turner Broadcasting System, Atlanta, named deputy general counsel.

Felecia W. McDuffie, legal assistant, TBS legal department, New York, named director of contracts administration, Turner Cable Network Sales.

Susan E. Borke, director of business affairs for television, National Geographic Television, Washington, named director of business operations.

Penny Lashner, assistant controller, FSLIC, Chicago, joins Burnham Broadcasting Company, Chicago-based group owner of six TV's, as manager of business affairs.

Marketing

Appointments at Rainbow Advertising Sales Company, New York: **Richard P. Moran**, sales manager, SportsChannel America, Woodbury, N.Y., to national

Broadcasting

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Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

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sales manager; **Bert P. Goodstadt**, sales manager, Blair Television, New York, to senior account manager; **Patrick S. McCabe**, VP, account services, Western International Media, Los Angeles, to sales director, SportsChannel, Los Angeles.

Appointments in sales department, Buena Vista Television: **Mort Marcus**, executive VP of sales and marketing, Qintex Enter-



Marcus



Jacobson

tainment, Los Angeles, to senior VP of sales there; **Rick Jacobson**, VP of West Coast station sales, Teletrib, Los Angeles, to VP and general sales manager, West; **Ken Solomon**, Eastern division manager, Paramount Domestic Television, New York, to VP and Eastern regional manager there; **John Bryan**, Southern sales manager, MTM Television Distribution, Atlanta, to executive director and Southeast regional manager there; **Peter Affe**, VP of East Coast operations, New York, to VP of sales development.

Appointments in sales department, Lifetime Television: **Dianne Lattanzi**, manager, affiliate marketing, New York, to director, sales marketing, marketing and communications; **Gregg S. Hill**, marketing representative, C-SPAN, Washington, to affiliate sales executive, affiliate relations, Central region, Dallas; **Merrily M. Main**, marketing manager, Cable TV Montgomery, Md., to affiliate sales executive, affiliate relations, Eastern region, New York.

Steven S. Stiger, field director, sales and marketing, division I, Warner Cable Communications, Dublin, Ohio, named director of sales and marketing, division II.

H. Drew Middleton II, director of regional sales, Sheridan Broadcasting Network, Chicago, to VP, regional sales, West. **Glenn Bryant**, director of regional sales, Sheridan Broadcasting Network, New York, to VP, regional sales, East.

Jeff Feyes, director of sales and marketing, Bahakel Communications, Springfield, Ill., joins WGRZ-TV Buffalo, N.Y., as general sales manager.

Mark C. O'Brien, national sales manager, WTOP(AM) Washington, named sales manager. **Jim Robinson**, WMZQ-FM Washington, succeeds O'Brien.

Eric Davis, station manager, KABY-TV Aberdeen, S.D., joins KTKA-TV Topeka, Kan., as sales manager.

Ken Weichert, president, Weichert-Moss Advertising Agency, Fort Myers, Fla., joins Colony Communications Inc., Providence, R.I., as director of advertising sales.

Ronald J. Pollock, account executive, USA Network, New York, named manager, new business, advertising sales. **Amanda Saw-**

yer, VP and associate media director, CME/William Esty, New York, joins USA Network there as account executive, Eastern region, advertising sales.

John Cormack, VP of sales and marketing, Kentucky and Virginia region, Storer Cable Communications, Louisville, Ky., joins Comcast Cable Communications, Philadelphia, as director of field marketing services.

Joseph Germani, district sales manager, Eastern regional sales office, Belden Wire and Cable, Shrewsbury, Mass., named Eastern regional sales manager.

Dave Madison, senior account executive, KRXY-FM Lakewood, Colo. (Denver), joins WRQX(FM) Washington as national/regional sales manager.

Nancy Birnbaum, senior account manager, The Spotwise Agency, Boston, to VP of sales and market development.

Karyn Blackmore, account executive, Financial News Network, Los Angeles, joins MTV Networks there as account manager, Western division, advertising sales.

Appointments at The Learning Channel: **Jay Barchas**, marketing manager, Southeast region, Rosslyn, Va., to director of marketing, Denver; **Richard T. Steele**, national marketing director, Rocky Mountain Communications, Denver, to marketing manager, Midwestern region there; **David de Kadit**, freelance producer, Synchronal Producer, New York, to marketing manager, Midwestern region, Denver.

Cindy King, director of new business development, KLTR(FM) Houston, joins KHOU-TV there as sales promotion coordinator.

Appointments in media department, Cranford Johnson Robinson Associates, Little Rock, Ark.-based advertising, marketing and public relations firm: **Betsy Culver**, media planner and buyer, to media planning supervisor; **Leigh Grant**, media assistant, to media planner and buyer; **Matt McLeod**, assistant media planner, Tracy-Locke Inc., Dallas, to planner and buyer; **Micki Meeks** and **Stacey Williams**, graduates, University of Arkansas, Fayetteville, to media assistants.

Kathy Henely, graduate, University of Kansas, Manhattan, joins Bozell Inc., Omaha-based advertising firm, as assistant media planner.

Teresa Ancona-McCammon, account executive, Seltel, Chicago, joins Raycom there in same capacity.

Ron Javier, sales manager, Shadow Traffic Network, New York, joins WFAS-AM-FM White Plains, N.Y., as general sales manager.

William Sternberg, director of sales proposals and development, ABC, New York, joins TV Horizons, New York-based national advertising sales arm for LBS Communications Inc., as account executive.

Programing

Greg Sher, director of medium market affiliations, Transtar Radio Network, Colorado Springs, named director of major market

sales. **Skip Joeckel**, Gulf states regional manager, succeeds Sher.



Kessler

March Kessler, VP, current programs, Lorimar Television, Culver City, Calif., named senior VP, current programs.

Jerry Weaver, VP, public broadcasting, Genesis Entertainment, New York, named senior VP.

Melinda Murphy, account executive, CBS

Radio Representatives, New York, joins Interep there as director of classical music marketing.

Camilla Carpenter, manager, home video, HBO, New York, named director, film programming and home video.

Vaughn Morrison, producer, CNN, Atlanta, named executive producer, *Daybreak*.

Kirk Varner, director, creative production services, ESPN, Bristol, Conn., joins SportsChannel America, Woodbury, N.Y., as coordinating producer, studio programming.

Nancy Weeden, program and operations manager, KDLT(TV) Mitchell, S.D. (Sioux Falls), joins KTKA-TV Topeka, Kan., as programming and special projects manager.

Pamela Hughes, senior producer, Movie-time, Hollywood, named executive producer/talent booking.

Tina Medina, producer, *Presencia Hispana*, noncommercial KCUR-FM Kansas City, Mo., adds duties of producer and host, *Hoy Kansas City*, KCPT(TV) there.

Mark Champion, play-by-play announcer, Tampa Bay Buccaneers and sports director, WRBQ-FM Tampa, Fla., joins WWJ(AM) Detroit as play-by-play announcer, Detroit Lions. **Jim Brandstatter**, color commentator, Detroit Lions, WJR(AM) Detroit, joins WWJ in same capacity.

Hilary Hartman, director of development, America First Run Studios, Sherman Oaks, Calif., joins Symphony Pictures, Culver City, Calif., in same capacity.

Kevin C. Lavan, controller and chief accounting officer, Viacom International Inc., New York, named VP, controller and chief accounting officer.

Richard Samuels, sales executive, Granada Television International, London, joins Atlantis Releasing, Sydney, Australia, as senior sales executive. **Ellen Windemuth**, VP of business affairs and co-productions, Fremantle International, New York, joins Atlantis Releasing, Rotterdam, Netherlands, as senior executive, sales and co-productions.

David Levy, executive director, Caucus for Producers, Writers & Directors, Los Angeles, joins Mark Goodson Productions there as creative consultant.

Lorraine Johnson, VP, corporate legal affairs, Lorimar Telepictures Corp., Los Angeles, joins Imagine Films Entertainment Inc. there as general counsel and secretary.

Susan Cho, director of sales, World Events,

St. Louis-based production and syndication company, named VP.

News and Public Affairs

Herbert J. Dudnick, news director, KRON-TV San Francisco, joins ABC News, Washington, as senior producer. *World News Tonight* with Peter Jennings.

Appointments at NBC News: **Larry Weidman**, bureau chief, Rome, to producer, Southwest bureau, whose site has not been chosen; **Joseph Alicastro**, producer, weekend editions. *NBC Nightly News*, succeeds Weidman; **Ike Seamans**, assistant bureau chief, Miami, to bureau chief, Tel Aviv.

Appointments at CNBC, Washington bureau: **Larry Moscow**, supervising producer, CNN, Washington, to bureau chief; **Jane Peterson**, field correspondent, NBC News, Houston, to correspondent; **Donald Van de Mark**, national correspondent, Group W Newsfeed, Washington, to correspondent.

Jerry Lopes, director of news, Sheridan Broadcasting Network, New York, to VP, news and sports programing.

John McConnell, VP of news and sports, United Stations Radio Networks, New York, joins KGO(AM) San Francisco as news director.

Brian Trauring, assignment editor, WLKY-TV Louisville, Ky., joins WTOV-TV Steubenville, Ohio, as news director. **Cristol Stavroulakis**, weekend anchor and reporter, WTOV-TV, named assistant news director.

Bart Feder, news director, KOVR-TV Stockton, Calif. (Sacramento), joins WJXT(TV) Jacksonville, Fla., in same capacity.

Jeff Hillery, news director, KMGC(FM) Dallas, joins KJMZ(FM) there in same capacity.

Orla Reese, managing editor, WILM(AM) Wilmington, Del., named news director.

Dave Burman, news and sports director, WHYL-AM-FM Carlisle, Pa., joins WKCY-AM-FM Harrisonburg, Va., in same capacity.

Dan Bradley, managing editor, WFLA-TV Tampa, Fla., named assistant news director.

Eric Johnson, sports director, KREM-TV Spokane, Wash., joins KGW-TV Portland, Ore., in same capacity.

Beverly Williams, anchor, WTNH-TV New Haven, Conn., joins KYW-TV Philadelphia as co-anchor.

Eric Shawn, political reporter, WPIX(TV) New York, joins WNYW(TV) there as correspondent.

Dave Eckert, general assignment reporter and fill-in anchor, WTAE-TV Pittsburgh, joins KMBC-TV Kansas City, Mo., as anchor and general assignment reporter.

Melissa Voetsch, weekend weathercaster and reporter, WCID(TV) Champaign, Ill., joins WTOL-TV Toledo, Ohio, in same capacity.

John Simmons, producer, Vision Productions, Macon, Ga., joins WITN-TV Washington, N.C., as news producer. **Paul Dunn**, associate producer, WITN-TV, to photographer.

Cash for action. The Society of Professional Journalists presented the California First Amendment Coalition with the first installment of a \$25,000 cash and challenge grant. The coalition is an umbrella organization of the nine major journalism and trade groups in California and has been in existence for one year. The grant is to sustain the coalition's ActionLine, a legal service hotline which provides journalists free legal consultation on freedom of information issues, and to fund litigation and public education programs. The award comes from the SPJ's Legal Defense Fund, established in 1972, and will be disbursed over a three-year period. The coalition is required to match a portion of the funds. The award was presented at a regional conference for Society members in Palm Springs.

Cathy Mastin, promotion assistant, entertainment producer and director, advertising and promotion department, WSPA-TV Spartanburg, S.C., to general assignment reporter.

Technology

Marvin Blecker, senior program manager, Videocipher division, General Instrument, San Diego, to VP, engineering.

H. Mark Bowers, director of technical planning, Centel Cable Television Company, Chicago, joins Warner Cable Communications, Dublin, Ohio, as VP of engineering.

Alfred J. Petzke, chief engineer, WTVQ(TV) Rockford, Ill., named VP, director of engineering for parent company, Young Broadcasting Inc. there.

Leonard Smith, assistant chief engineer, WTOV-TV Steubenville, Ohio, to chief engineer.

Ron Nepa, graphics services manager, WJXT(TV) Jacksonville, Fla., to station creative director.

David Snapp, senior designer, KHOU-TV Houston, named design director.

David Higgins, general manager, Videopac, Princeton, N.J., joins Hughes Television Network, New York, as director of engineering/satellite systems.

Mark J. Smith, independent producer, New York, joins Four D Computer Graphics there as producer and director of sales.

Amy Beer, independent video producer and writer, New York, joins Allied Film & Video there as sales representative.

Gary L. Carter, national sales manager, FOR-A Corporation of America, Newton, Mass.-based marketer of video and audio broadcast and post-production equipment, named national sales manager.

Promotion and PR

Carol Cummins, project manager, Phils Photo, national typography company,

Washington, joins The Learning Channel, Rosslyn, Va., as promotion manager.

Laurel Whitcomb, manager, program publicity, Capcities/ABC, Los Angeles, joins Walt Disney Television there as director of advertising, publicity and promotion.

Julie Osler, director of corporate public affairs, Cablevision Systems, Woodbury, N.Y., resigns to pursue other interests.

Steve Thaxton, manager of creative services consultation, Frank Magid Associates, Marion, Iowa, joins KPNX-TV Mesa, Ariz. (Phoenix), as VP, director of creative services.

Deborah Francis, advertising marketing director, Parnatown Mall, Parma, Ohio, joins WQAL(FM) Cleveland as promotion director.

Bill Tucker, creative director, KSNR(TV) Topeka, Kan., joins KTKA-TV there as promotions manager.

Appointments at WITN-TV Washington, N.C.: **John Kirk**, creative services videographer, to promotion director and producer; **Andy Raines**, photographer, WDBJ(TV) Roanoke, Va., succeeds Kirk; **Annette Kania**, graduate, Indiana University of Pennsylvania, Indiana, Pa., to creative services copywriter and producer.

Heidi S. Korzec, news writer and producer, WFSB(TV) Hartford, Conn., joins WMAR-TV Baltimore as news promotion producer.

Andi Lauren, midday air personality and promotions director, KROR(FM) Yucca Valley, Calif., has resigned. No future plans have been announced. **Arden Campbell**, air personality, KROR, succeeds Lauren.

Allied Fields

Mary Beth Hess, legal assistant, FCC, Washington, named acting chief of enforcement division.

Belva B. Brissett, VP, regulatory affairs, legal department, National Association of Broadcasters, Washington, named senior VP. **Janet Elliot**, manager, special projects science and technology department, NAB, named director, science and technology operations.

Appointments at Cabletelevision Advertising Bureau, New York: **Jane Levy**, publicity assistant, King World Productions, New York, to manager, promotions; **Noreen O'Donnell**, graduate, Brooklyn College, New York, to manager, audience promotion; **Liz Lubarsky**, senior account executive, to director, media planning; **Ella Blackmon**, office manager, to controller; **Michael Falzarano**, member services coordinator, to manager, member services.

Wayne Davis, supervisor, afternoon news report, Associated Press, Washington, named news editor. **David Sedeno**, correspondent, AP, San Antonio, Tex., named



Whitcomb

correspondent in charge of San Diego bureau.

Terence J. Clark, partner, Calfee, Halter & Griswold, Cleveland, joins Squire, Sanders & Dempsey there in same capacity.

Richard M. Brown, partner, Pepper, Hamilton and Scheetz, Washington-based communications law firm, joins Jeffer, Mangels, Butler & Marmaro, Los Angeles, in same capacity.

John F. Berentson, executive VP of Financial News Network, New York, named senior VP and chief operating officer, Infotechnology Inc., New York-based communications company that operates companies in information industry including FNN and United Press International.

Jacqueline Ponzini, senior accountant, Xidex, Santa Clara, Calif., joins Sun Country Cable Inc., Pleasanton, Calif., as staff accountant.

Doris Cross, executive administrator, *The MacNeill/Lehrer NewsHour* and *The MacNeill/Lehrer Report*, noncommercial WNET(TV) Newark, N.J. (New York), forms TV Talent Inc., New York-based talent representation and publicity company.

Radio-Television News Directors Association Awards: **Gordon Manning**, VP for editorial projects, NBC, and **Dick Yoakum**, former broadcast journalism professor, Indiana University, named 1989 recipients of John F. Hogan distinguished service award. Award given for distinguished service to electronic journalism. **Dean Mell**, news director, KHQ-TV Spokane, Wash., named 1989 recipient of Rob Downey Award "for exceptional service to RTNDA board of directors."

Jayne Marsh, assistant director of services, marketing and development, noncommercial WKAR-TV East Lansing, Mich., named 1989 recipient of Pioneer Award for outstanding radio professional. Award given by Michigan Public Broadcasting.

George L. Miles Jr., executive VP and CEO, noncommercial, WNET(TV) Newark, N.J. (New York), receives honorary degree of Doctor of Laws from St. Joseph's College, Brooklyn, N.Y.

Jeff Wagner, director of sales and marketing, Home Team Sports, Washington, elected to board of Advertising Club of Metropolitan Washington. Wagner is first cable executive elected to board.

Elected board members, Advertising Council, New York: **Ira C. Herbert**, executive VP, Coca-Cola Company, president of North American business sector and president of Coca-Cola USA, to chairman; **Ariel A. Allen**, VP Colgate-Palmolive Company; **Joseph Doherty**, VP, corporate marketing communications, Owens-Corning Fiberglas; **Jeremy L. Halbreich**, executive VP, *The Dallas Morning News*; **Jeff Smulyan**, president, Emmis Broadcasting; **Charlotte Beers**,

chairman and CEO, Tatham-Laird & Kudner; **Robert J. Blake**, director, advertising services, General Mills Inc.; **Eduardo Caballero**, president, Caballero Spanish Media Inc.; **Ronald L. Cole**, publisher, Reader's Digest Association; **Robert L. Edgell**, chairman, Edgell Communications Inc.; **David L. Goodman**, VP, public affairs and marketing service, Clorox Company; **Thomas A. Hedrick**, executive VP, Media-Advertising Partnership for a Drug Free America; **L.W. Lane Jr.**, chairman, *Sunset* magazine; **William F. May**, chairman, CEO, Statue of Liberty-Ellis Island Foundation Inc. and chairman of public policy committee, Advertising Council; **Jody Powell**, chairman and CEO, Ogilvy & Mather Public Affairs; **Clarence Smith**, president, Essence Communications; **Mary Lee Turner**, director of communications, International Business Machines Corp.; **Joel D. Weiner**, senior VP, marketing, Kraft Inc.; **Robert Wright**, president and CEO, NBC and chairman, industries advisory committee, Advertising Council; **Lester Wunderman**, chairman, Wunderman Worldwide.

Don Oylear, general sales manager, KING-AM-FM Seattle, elected president, Puget Sound Radio Broadcasters Association.

Elected board members, Radio-TV News Directors of the Carolinas: **Kevin Kelly**, news director, WPTF-TV Raleigh, N.C.; **Jack Jones**, South Carolina Network; **Margaret Murchison**, WWGP(AM)-WFJA(FM) Sanford, N.C.; **Bill Foy**, WBTW(TV) Charlotte, N.C.; **Mike Sullivan**, WCBT-TV Charleston, S.C.; **Dan Robinson**, WCOS-AM-FM Columbia, S.C.; **Paul Davis**, WKSF(FM) Asheville, N.C.; **Melinda Stubbee**, Duke University news bureau, Durham, N.C.

Deaths



Bullitt

call letters to KING. In 1949 Bullitt founded KING-FM and purchased KRSC-TV, both Seattle. She had television calls changed to KING-TV. Bullitt donated television equipment to noncommercial KCTS-TV Seattle in mid-1950's. Bullitt served as president of King Broadcasting until 1961, was chairman of board from 1961 to 1967 and continued to serve as board member until her death. King Broadcasting owns three AM's, three FM's and six TV's; King Vi-

Dorothy Stimson Bullitt, 97, founder of King Broadcasting Company, Seattle-based communications company, died of heart failure June 27 at her home there. Bullitt founded King Broadcasting in 1947, when she purchased KEVR(AM) Seattle and changed the

deocable Company; Major Market Radio Northwest; Northwest Television Sales, and Northwest Mobile Television. She is survived by her son, Stimson Bullitt, and two daughters, Priscilla Collins, chairman of board of King Broadcasting Company, and Harriet Bullitt, company board member.



Beville

from 1936 to 1940. He was with WINX(AM) Rockville, Md., as engineering supervisor for one year before joining War Production Board. From 1943 to 1966 he was chief engineer and then VP for engineering for WWDC-AM-FM Washington. He was Washington area coordinator for FCC/CONELRAD, forerunner of present emergency broadcast system, from 1950 to 1958. Beville was with Broadcast Electronics Inc., Silver Spring, Md.-based manufacturer of magnetic tape and electronic automation equipment, from 1960 to 1972 as chairman and chief executive officer. Beville was chairman of board from 1968 until his retirement in 1972. He held patents in magnetic tape recording area. In 1971 he was vice-chairman of National Association of Broadcasters special committee to develop standards for cassette tape recorders to make them compatible for broadcast transmission. He was member emeritus of Association of Federal Communications Consulting Engineers, member of Washington Executive Broadcast Engineers and Broadcast Pioneers. He is survived by his wife, Edna LaFon, one son, R. Harwood, and one daughter, LaFon.

Theodore Baron, 70, former communications lawyer, died of complications following several strokes June 26 at Hebrew Home of Greater Washington, Rockville, Md. Baron joined FCC's broadcast division in 1946. He was assigned to AM facilities section in 1947 and year later was acting chief of motions and rehearsals section. In 1948 he entered private practice. He was with Scharfeld, Jones & Baron, Washington-based communications law firm, until 1964. Baron then had independent communications law practice until retiring in 1982. He is survived by his wife, Jeanne, one son, Richard, and one daughter, Dorothy.

Howard W. Meagle Sr., 78, former West Virginia radio executive, died of heart failure May 16 at Wheeling Hospital, Wheeling, W.Va. Meagle began his broadcast career in 1946 as promotion manager of WMVA(AM) Wheeling. He retired from WMVA as general manager in 1965. Meagle was charter member of Broadcast Promotion Association (now Broadcast Promotion and Marketing Executives) and member of first board of directors in 1956. He is survived by his wife, Helen, one son, Howard, and two daughters, Helen Ann and Estelle.

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Michael Rau: Getting it right the first time

Over the last two years, the National Association of Broadcasters has established itself as the leading critic of the FCC's broadcast spectrum policies. As the head of NAB's science and technology department, Michael Rau has been a leader of that opposition.

Rau's philosophy is that government decisions about technical matters must not be made the way most government decisions are made. "A political decision—like the fairness doctrine or duopoly—can be changed again in five or six years," he says. "Technical decisions are like one-way ratchets, and they've got to be right when they are made."

At the science and technology department, says Rau, "we can be called on any technical or regulatory issue, from the proper FCC form to whether cellular telephones can be used to gather news [they can]." And they generally know the answer, or someone who does. His department also files comments with the FCC and other federal agencies on spectrum-related issues and has been researching some technologies, such as digital video and digital audio transmission. But Rau is most proud of the "file drawer of thank-you letters" from broadcasters and others he has helped.

Before becoming the head of the department in late 1987, Rau specialized in radio issues for NAB. He still spends most of his time with radio. "The politics of the radio industry are quite complicated. In TV, there isn't as much internal politics, but the issues are much bigger and have much bigger consequences and are more difficult to work out successfully." Because the results are easier to recognize in radio, it provides more satisfaction, he says.

Rau comes by his interest in radio naturally. His grandfather, Robert Rau, and great uncle, Henry Rau, operated Rau Radio Stations, a Washington-based station group. "But I really did not grow up in the family business," Rau says. He was first attracted to radio while working for his college radio station but did not decide that his career would be in the radio business until after graduation, when he joined the family-owned WDOV(AM)-WDSD(FM) Dover, Del. When he entered Clarkson University as an undergraduate, he had planned to be a scientist and chose physics as a major. But eventually he found that he "simply had much more fun in radio."

Years later, after joining NAB, Rau decided to attend law school, mainly because "I have always had a very strong intellectual curiosity about how the world works and about how organizations function....I was interested in learning the physics of man and how societies are structured."

The other reason Rau decided to become



MICHAEL CURTIS RAU—vice president, science and technology, National Association of Broadcasters, Washington; b. Nov. 20, 1956, New York; BS, physics, Clarkson University, Potsdam, N.Y.; JD, Catholic University, Washington, 1988; chief engineer, announcer and production director, WDOV(AM)-WDSD(FM) Dover, Del., 1978-79; director of engineering, Rau Radio Stations, 1979-80; consulting engineer, Jules Cohen & Associates, Washington, 1980-81; staff engineer, NAB, 1981-86; director, spectrum engineering and regulatory affairs, 1986-87; present position since December 1987; owner, WBBC-AM-FM Blackstone, Va.; m. Elizabeth Dedick, July 15, 1983.

a lawyer was professional. He found that technical matters and legal questions are often intertwined in proceedings at the FCC. It has not reached the point that a legal degree is a must for an NAB science and technology VP, he has concluded. But it is certainly handy.

Entering the summer of 1989, NAB and the rest of the communications industry are awaiting the installment of three new FCC commissioners. From a broadcast technology standpoint, Rau says, the first initiative he would like to see from the new FCC is an inquiry into new technical standards for FM radio. "The FCC now has maybe 500 applications for upgrade on file. What does FM sound like when all of those applications are approved? I don't know."

In recent years, NAB and the Electronics Industries Association have co-sponsored the National Radio Standards Committee (NRSC), which devised two standards to improve performance on the AM band. In the last year, NRSC has begun to turn its attention toward FM. Rau said he expects the committee will focus on two co-equal problems, multipath interference and the writing of a "base-band mask" to cut down on splatter interference between stations.

Some pending FM proceedings will also be waiting for the new FCC. Perhaps the most controversial is the rulemaking on Class A FM upgrades. Two proposals are being considered. The New Jersey Class A Broadcasters Association submitted a plan that would allow all Class A's to double their maximum power from 3 kw to 6 kw. NAB endorses a plan that would allow about 70% of all FM's to double their power, while stations in markets with crowded FM spectrum would remain at 3 kw.

Stands such as these have put NAB at odds not only with the FCC at times, but also with a fairly large percentage of NAB's membership. Rau responds that his job is to consider the interests of the entire industry by working to insure high technical quality for all stations. "Often a technical standard is looked upon as an obstacle to be overcome. But the question is, 'What purpose do those standards serve?' Some people say that I take a hard-line technical view. I think that is my function here."

Rau would also like to see increased FCC activity to improve AM. As with FM, there are pending proceedings on new ground-wave and skywave measurement techniques and other new technical rules. Other proceedings are also needed, Rau says, such as a study on how powerlines and other man-made sources interfere with AM.

During the NAB convention in Las Vegas last April, Rau participated in a panel discussion with the heads of the engineering departments of the three commercial networks on the biggest technical issue now facing TV broadcasters—HDTV. Rau said flatly that transmissions will start in 1994.

"I am sure because I have a lot of confidence that the broadcasting, receiver manufacturing and cable industries are going to settle the HDTV issue in the next few years," Rau says.

In addition to working for NAB, Rau has been a broadcaster himself. The Rau stations were sold in the early 1980's after growing to six AM's and six FM's at the group's peak. Later on, Rau bought WBBC-AM-FM Blackstone, Va. Because of the demands of his NAB job, he is now in the process of selling the stations. He probably will not make a profit, he says. But he would not have missed the experience, which he says taught him much about the industry. And he is proud to say that WBBC(AM) was one of the first in the country to conform to the NRSC audio standard.

In his spare time, Rau also chooses radio. He is a country music fan. Other spare-time activities include golf, softball and plenty of reading. Between articles in the *New Yorker*, Rau's reading is usually work-related, recently dealing with theoretical digital transmission. "I'm still educating myself. This is inevitably a lifelong process in my business. I find technology developments to be endlessly fascinating." ■

Following pattern established in 1987 sale of seven radio stations, **Price Communications signed contract last week to sell four TV stations** in exchange for \$70 million in cash, \$50 million in increasing rate notes—starting at 15%—and 10% in buyer, NTG Holdings. NTG will also be owned by Osborn Communications (25%) and Desai Capital (40%), with remainder split between NTG managers and Bankers Trust Co., which is providing financing. Desai is Price Communications' largest shareholder. Robert Price, chairman of New York-based group owner, said that imputed value was roughly 12 times estimated 1989 cash flow of stations, which are WAPT-TV Jackson, Miss.; WZZM-TV Grand Rapids, Mich.; WSEE-TV Erie, Pa., and WNAC-TV Providence, R.I.

July 17 is kickoff of NAB's national campaign to promote free, over-the-air television. Thirty-second spot featuring Walter Cronkite will air at start of prime time in each time zone simultaneously on ABC, CBS, NBC and on most independent stations.

Bill that would delay implementation date of FCC's syndex rule for one year was introduced in House last week by Representative Bill Richardson (D-N.M.). New rule takes effect Jan. 1, 1990. Richardson says extension is needed because of current "confusion" over it and likelihood that it will cause "major disruption" of programming to consumers. He wants to "preserve FCC rule in its original intent, but prevent the rule from creating unintended inconveniences to the American public." NCTA President James Mooney said measure "signals the beginning of an awareness in Congress as to how hard on consumers this syndex rule is going to be."

KVKI-AM-FM Shreveport, La., and KBFM(FM) Edinburg, Tex., were sold by Encore Communications to **Waldron Broadcasting Co. for \$7 million.** Seller is headed by George Duncan and also owns KHFI(AM) Austin, Tex. and KOKY(AM)-KZOU-FM Little Rock, Ark. Buyer's voting stock is owned by H. Patrick Swygert. Regina Amanda Goodwin, wife of group owner Ragan Henry, is nonvoting stockholder of Waldron Broadcasting. Waldron currently has no other broadcast interests. KVKI(AM) is fulltimer on 1550 khz with 10 kw day and 500 w night. KVKI-FM is on 96.5 mhz with 100 kw and antenna 1,000 feet above average terrain. KBFM(FM) is on 104.1 mhz with 100 kw and antenna 990 feet above average terrain. Broker: Americom Radio Brokers.

Stock of LIN Broadcasting fell to \$117 late Friday afternoon—down from \$123 at close of previous day—following early morning decision by New York Court of Appeals affirming July 1988 lower court ruling that LIN had no current claim to Metromedia Co.'s ownership in cellular telephone joint ventures in which LIN is also partner. Later in day, McCaw Cellular Communications said it would "review" \$120-per-share bid for LIN.

KEWB(FM) Anderson, Calif., was sold by Prather-Breck Broadcasting Inc. to **Radio Associates Inc. for \$850,000.** Seller is headed by Jeffrey Prather and Robert Breck, who also own KRDG(AM) Redding, Calif. Buyer is headed by Ken Miller and Robert Salmon. Miller is Kalamazoo, Mich., attorney and investor with no other broadcast interests. Salmon is general manager of and partner in KMIX-AM-FM Modesto, Calif. KEWB operates on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. Station has application pending to upgrade to class C-2 facility, switching from 94.3 mhz to 94.7 mhz, increasing power to 3.31 kw and increasing antenna height to 600 feet. Broker: Media Venture Partners.

Supreme Court last week let stand lower court ruling that CBS no longer enjoys trademark protection for Amos 'N' Andy radio and television shows. Justices, without com-



ment, declined to review decision of U.S. Court of Appeals for Second Circuit that CBS's failure to use marks for 21 years leading up to initiation of litigation over issue in 1987 constituted abandonment of trademarks. CBS took radio show off air in 1966 (television version aired from 1951 to 1953) under pressure from civil rights groups that charged it was racist. Trademarks were challenged by New York writer Stephen M. Silverman, who plans to produce musical play based on *Amos 'N' Andy* shows and their characters (BROADCASTING, March 27). Case now goes back to U.S. District Court in New York for resolution of other issues in dispute.

FCC's new syndicated exclusivity rule was attacked as violation of First Amendment, in briefs filed with U.S. Court of Appeals in Washington last week. Tribune Broadcasting Co., United Video Inc., along with number of cable operators and Community Antenna Television Association Inc. filed briefs in their effort to persuade court to overturn rule that requires cable operators to black out programs at request of broadcasters who have exclusive rights to them. Petitioners contend that rule—reinstated nine years after commission had repealed it—interferes with free speech rights of cable systems. Tribune, for instance, says that under syndex, cable systems lose "unfettered editorial discretion" they now enjoy as to distant signals they will carry. Tribune also said rule "suppresses" viewers' First Amendment rights by denying them multiple opportunities to view programs they now have. United Video contends, in addition, that, through its rule, commission poaches "on the preserve of copyright by administratively compromising the compulsory copyright licensing scheme and ousting the federal judiciary from its primary jurisdiction over such subject matter." Result, brief adds, is "extraordinary departure from due process and elementary legal decorum." CATA said that commission, in adopting rule, relied on "optimal theories" of syndicated programming—but did not provide reasoned analysis supported by empirical data, with result that its decision was "arbitrary and capricious." CATA also said rule would "wreak havoc on cable operators" like its members, generally smaller cable operators, that are less likely than larger ones to possess technical, personnel and financial assets needed to comply with new rule. Argument in case is scheduled for Oct. 16. Syndex rule becomes effective Jan. 1.

Beam Communications has filed for protection under Chapter 11 of bankruptcy code in Miami court. Key Biscayne, Fla.-based group owner said it had \$67 million in

liabilities and \$53 million in assets. Stations are WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz.; WTOM-TV Cheboygan and WPNB-TV Traverse City, both Michigan, and WDAM-TV Laurel, Miss. (Hattiesburg).

USA Today reported last Friday that billionaire Marvin Davis is **contemplating bid for Warner** and has discussed bid with investor A. Jerrold Perenchio. Neither Davis or Perenchio would comment.

Department of Defense authorization bill for fiscal 1990 has \$50 million earmarked for HDTV. Bill, which was approved last week by House Armed Services Research and Development Subcommittee, would assign funds to Defense Advanced Research Projects Agency (DARPA) for its HDTV grant program. Currently DARPA has \$10 million available for program for each of next three years. Subcommittee's action is result of bipartisan letter sent to House Armed Services Chairman Les Aspin (D-Wis.) from Mel Levine (D-Calif.) and Don Ritter (R-Pa.), and 19 other members, urging committee to support full DARPA funding.

Europe's top private TV companies have formed new lobbying group aimed at countering political dominance of region's state broadcasters. Founders of Association of Commercial Television are Silvio Berlusconi's Fininvest of Italy, Britain's Independent TV Association, TF1 of France, Leo Kirch's Sat1 of West Germany and Luxembourg's CLT, which together reach 35% of Europe's TV viewers. Membership has also been opened to other private TV companies and organizations of national scope. Berlusconi will be president of Brussels-based group, while TF1 executive Soune Wade will manage organization from Paris. Although group may consider funding program production for growing European TV market, as well as pooling resources for sports and news program acquisitions, initial aim is to represent private TV interests in European media politics. High on agenda is ongoing debate over European Community's new transborder broadcasting law and its quotas on imported programming and limits on ad time and content. ACT's working groups will hold their first meeting next Monday (July 10).

Soviet authorities last week abruptly canceled live radio and television coverage of country's new national legislature, Supreme Soviet, as it began its first deliberative session. Conservative legislators in May and June had opposed live coverage of Congress of People's Deputies, from whose membership Supreme Soviet is elected. Broadcasts had captured attention of entire country, and conservatives said presence of cameras encouraged grandstanding by members. Official said industrial output had dropped 20% during inaugural session of congress, as workers in offices and factories watched television coverage of their representatives attacking Soviet institutions and leaders.

Responding to letter from FCC (see page 23), **Paramount told commission** late last Friday that **it intends to place Time stock purchased as part of planned hostile takeover in voting trust** prior to obtaining local and state approvals for transfer of Time's cable franchises. Warner and Time contend that such action violates local, state and federal law.

NASA is inviting cable operators to carry **live Voyager 2's fly-by of Neptune** in last week of August. NASA is making its television feed available Aug. 21 through Aug. 29, saying that Aug. 24 and 25 will be best viewing days. Operators

can get NASA's TV signal off Satcom F2R, transponder 13. NASA plans hourly coverage each day from noon to 8 p.m., with news conferences, analysis and commentary.

NPR news crews will follow President George Bush to Europe next week and will broadcast live coverage of at least three events: July 10 (8:30-9 a.m. ET) joint session of newly elected Parliament in Poland; President Bush's address July 12 (7:30-8 a.m. ET) to Karl Marx Economic University, Budapest, and July 16 (12:05 p.m.) presidential conference from Paris. Correspondents and other specifics had not been designated last week.

Catherine T. MacArthur Foundation last week announced **new \$5 million, three-year grant for production of Bill Moyers weekly series A World of Ideas** (\$3.75 million) and for discretionary documentary-specials fund (\$1.25 million). Money will be split evenly between Moyers program's non-commercial co-presenters WTTW(TV) Chicago and WNET(TV) Newark, N.J. First 50 half-hour *A World of Ideas* shows launched last fall with \$5 million MacArthur support.

Discovery's new tack

The Discovery Channel plans to begin stripping most of its programming day beginning this fall, in changes that coincide with the cable operation dividing its programming into four areas—programming/TDC-U.S., co-productions, enterprises and original productions. In addition to several staff promotions, Discovery has hired Charles Gingold, former Lifetime programming VP and long-time broadcast executive, to help Discovery program its day to become "more compatible with the television environment," said Greg Moyer, Discovery senior VP, programming.



Gingold

The moves are also designed "to improve our appeal to advertisers," said Moyer. The service would like to see increases in the 0.8 rating in prime time and the 0.4-0.5 rating it scores in daytime.

In daytime, Discovery will carry nonfiction documentary and information programming geared to the higher proportion of women watching. For instance, a travel strip will likely appear from noon to 1 p.m. Science, technology and perhaps medical self-help programming will likely form other daytime strips. Discovery will strip programming from 10 a.m. to 8 p.m., with the 5-7:30 p.m. block likely to include nature and travel programming, to counterprogram existing news blocks on broadcast stations. World Monitor will move from 7 to 7:30 p.m. Discovery said it will announce final details of its fall program schedule in the next few weeks.

Prime time will not be stripped, said Moyer, and will continue to contain Discovery's best programming. The service will begin production on six annual environmental specials which will be part of the one major special event Discovery plans to carry each month beginning this fall.

In addition to Gingold, taking on new responsibilities will be Denise Baddour, who will be VP of the co-productions division, Tim Cowling, who becomes senior VP of original productions, and Clark Bunting, senior VP, enterprises. That division is responsible for ancillary markets; Assignment Discovery, the service's educational hour; TDC Magazine, and commissioning funds for co-productions.

Editorials

The First Amendment, the Fifth Estate... and five votes

The Supreme court has closed the book on its 1988-89 session, at least as concerns First Amendment and hence potentially Fifth Estate-related cases (see story, page 25). Its record, on balance, has been on the side of the First Amendment, even when that side was not the most popular, as in cases involving the publishing of a rape victim's name, proscriptions on indecency, and the burning of the flag.

Particularly encouraging was the court's ruling that a 24-hour ban on indecent speech when applied to telephone dial-a-porn services was unconstitutional. With that holding, the court rightly buttressed the argument—based on the ruling of an earlier court—that indecent speech may not be proscribed entirely, the argument used by those currently challenging the 1988 law banning indecent radio and TV broadcasts. According to attorney Henry Geller, who is among those taking aim at that law, it will now be "like shooting fish in a barrel."

The court took some of the shine off its record, however, with a decision last week that appeared to broaden the government's powers to limit commercial speech. In earlier rulings, the court had required government restrictions on commercial speech to be the "least restrictive" necessary to further the stated government interest. In the current court's reinterpretation—in a case involving a ban on Tupperware parties—such restrictions require only "a fit between the legislature's ends and the means chosen to accomplish those ends—a fit that is not necessarily perfect, but reasonable." We must side with the minority opinion in wishing the court had left such reinterpretation to "another day," preferably Feb. 30.

On balance, broadcasters can take some comfort from the court's current state of mind on First Amendment questions, and its willingness to hold boldly for the Constitution and at the risk of popular disfavor. But trying to outguess the court is a dicey game: whether one can count on this run of legal luck to last won't be known until the next freedom in broadcasting case comes up. At this moment, the Fifth Estate only has right on its side. It still needs five votes.

Intriguing possibility

There is legislation pending in the House to reallocate spectrum currently in government hands to commercial use, including the possibility of HDTV delivery. In a letter to colleagues circulated by the bill's co-authors, they made the point that, although government controls 40% of usable spectrum, it "is not subject to the same discipline as commercial users." Government, they concluded, should "be helping our industries to compete, not impeding their growth by inefficient use of resources."

Those sentiments in favor of a competitive marketplace, more responsible government, and the fostering of communications technologies come from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

Whether this will turn out to be a bonanza or a beehive will take a while to tell. If the government Messrs. Dingell and Markey are talking about is the same one with which we're familiar, it won't give up that spectrum without a fight and a chorus of "national security, national security." And even then there may be carnage of impressive proportions when all the competing media interests go after the prize.

All that said, the Dingell-Markey initiative may turn out to be

one of the more imaginative and innovative contributions yet made to solving the HDTV and other spectrum issues. Surely worth a silver star, with the potential of winning a gold one.

Attention must be paid

The bad news, of course, is that AM radio is so troubled. The good news is that so many people and organizations are trying to do something about it.

That's the import of a new series of articles—beginning with this issue—investigating just how bad things are on the AM side of the dial and what remedies might be available to amplify the asset/lighten the liability. It's an exciting prospect, really, if one has faith that inertia can be overcome.

There's no doubt the medium is worth saving. As they say, if AM didn't exist there would be a rush to invent it. It's without peer as a propagationist among the aural media—the only broadcast medium capable of national reception, and even at more discrete distances the one that can best keep up with an aggressively mobile population.

There's also the considerable consideration of diversity: with the FM band already saturated, where would we be without full implementation of AM's possibilities? Well, yes, we'd be less competitive, but is that the way to go?

Even on the subject of fidelity AM has a story and a chance. But that's a destiny more in the medium's hands than any other's.

Historically, AM has led the way for all the Fifth Estate. It would be poor policy and bad business to abandon it now.

Gift horses

Anheuser-Busch is upping its investment in anti-drunk driving advertisements by several million dollars annually as part of an overall campaign to promote responsible drinking habits. For its efforts, which follow the Surgeon General's call for more such actions, the company got further criticism from those who felt its motives might be public relations.

That the company, or any other for that matter, would wish to be viewed favorably by the public goes without saying, which gives it a vested interest in combating the alcohol misuse that has damaged the product's image. But that such an anti-abuse campaign would make good business sense does nothing to mitigate its effectiveness. On the contrary, it would seem a strong spur.

Public awareness and education, with the media and industry working together, as they have been, are the way to change drinking habits and attitudes. Anheuser-Busch's announcement is a step in that right direction.

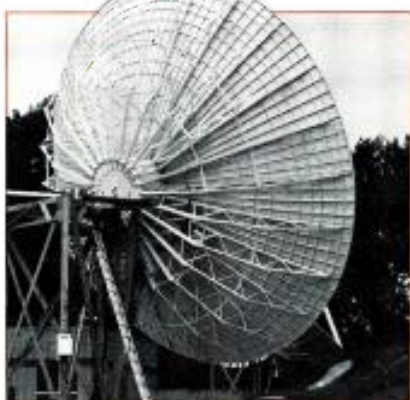


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