The Fifth Estate

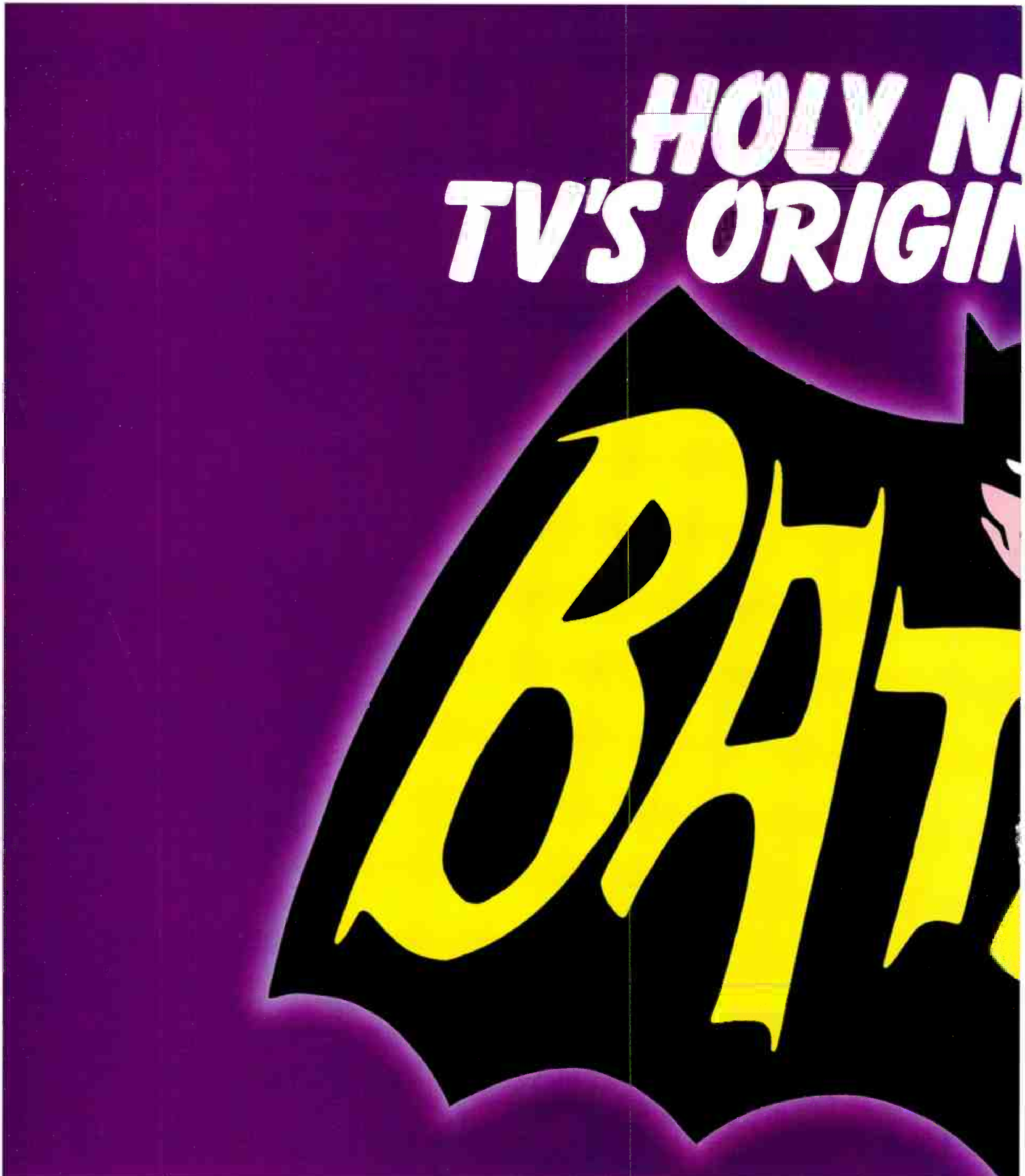
RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 21

58th Year 1989

CABLE'S BUSY WEEK

Network shares: summer doldrums


HOLY N
TV'S ORIGI
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- **IMPROVES 80%** OF **MAY '89** TIME PERIODS!
- **UP** IN **71%** OF TIME PERIODS **YEAR-TO-YEAR!**
- **BEATS COSBY** AND **E.T.** IN ST. LOUIS!
- **BEATS O & O NEWSCASTS** IN L.A. AND WASHINGTON!
- **TOPS JEOPARDY** IN ATLANTA!
- **DOUBLES MAY '89** RATINGS ACROSS THE COUNTRY!

Broadcasting Aug 21

Vol. 117 No. 8

Cable's busy week...

Among many announcements affecting cable industry last week: HBO takes control of Movietime; Turner Broadcaasting System Senior Vice President Robert Wussler resigns to head Comsat Video Enterprises; Lifetime announces it will present 15 world premiere movies beginning next spring. **PAGE 27.**

Book on Barrett...

New FCC Commissioner Andrew Barrett is veteran of regulatory give and take and Chicago politics, experience that should arm him for Washington. **PAGE 32.**

Andrew Barrett

On condition...

TVX Broadcast Group says renewal of its national sales representation contract with Seltel is conditioned upon Chase Enterprises' purchase of rep firm. **PAGE 30.**

29/ NEW VENTURES

Group W creates Group W Sports Marketing to sell national ads on regional sports networks. Company also joins NBC in announcing hour-long live show as first program to be developed under Group W-NBC joint programing effort.

30/ OWN REP

Independent WXON-TV Detroit drops its national sales representative to begin representing itself in national spot market.

31/ TOON TIME

Walt Disney Studios gives go-ahead to pair of two-hour children's programing blocks that include wraparounds taped at Disneyland and its KHJ-TV Los Angeles.

34/ ADVOCATE LOST

Friends and colleagues mourn death of Telecommunications Subcommittee member Mickey Leland, staunch advocate for disenfranchised.

35/ SUMMER LOW

ABC, CBS and NBC suffer all-time low combined share of total TV households during last half of July and first week of August, as cable and independents share credit for making inroads.

38/ SOUND QUALITY

This third installment in BROADCASTING's continuing series on AM radio examines AM's fidelity factor.

42/ CENTEL SALE

Buyers of Centel Cable Television Co. assets are paying healthy multiples as they bet on room for improvement in operating cash flow.

45/ FIBER USES

Cable Labs seminar in Boulder, Colo., tracks latest development in fiber optics.

46/ VOICE FROM WISCONSIN

Wisconsin Broadcasters Association says cable systems should be required to carry all local full power broadcast stations on first 12 channels.

47/ CTAM GATHERING

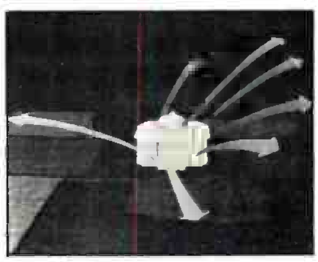
Group broadcaster George Gillett and Quantum CEO Robert Pittman are among speakers at Cable Television Administration and Marketing Society convention Aug. 20-23 in Chicago.

48/ 'THE OZ EFFECT'

Former news correspondent calls for reestablishment of National News Council to help stop degradation of news standards, especially during political campaigns.

36/ HAVE JUDGE, WILL TRAVEL

Warner Bros.' *People's Court* moves to WPIX(TV) New York; plans to take show on road to number of major cities.



Segment from new 'People's Court' opening

50/ EUROPEAN TV TALLY

Pan-European Television Audience Research survey says time spent watching and number of viewers of satellite TV in Europe is on rise.

71/ CHAPTER TWO

No sooner had Howard Monderer retired as NBC's chief Washington lawyer after 37 years than he became independent law consultant with NBC as his only client. It is relationship he intends to maintain.

DEPARTMENTS

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IMPACT
RESOURCES

WASHINGTON

Howdy, partner

FCC Commissioner Patricia Diaz Dennis is expected to announce resignation today (Aug. 21) to join Washington office of Jones Day Reavis & Pogue as partner and head of its communications law practice. Dennis, 42, joined FCC in June 1986. She will leave agency Sept. 30.

Dennis's new employer comes as no surprise. She has recused herself from numerous common carrier proceedings over past few months to discuss job with firm and avoid conflicts of interest. She had also recused herself from proceedings involving MCI so she could talk to long-distance carrier. Dennis was also said to be on short list to head Bureau of International Communications and Information Policy at State Department, but she apparently withdrew her name from consideration.

Renewal roundup

FCC is wrapping up processing of license renewals for some 1,500 radio stations in six states, District of Columbia, Puerto Rico and Virgin Islands, and has so far sanctioned 19 of them for EEO violations (eight are combos). Of 19, seven have been fined between $3,000 and $15,000 (WOOJ-AM-FM Lehigh Acres, Fla., and WSBY(AM)-WQHQ-FM Salisbury/Ocean City, Md., were fined $15,000); three stations fined were also given short-term renewals; and five were only given reporting conditions (periodic progress reports including recruitment efforts every time there is vacancy). Stations fined and given short-term renewals also must provide reporting conditions. Although some believe FCC's taking action against only about 1% of stations constitutes tough enforcement, others feel agency could be doing more. NAACP and National Black Media Coalition have filed to deny renewals of 87 stations in same states.

By the numbers

Yes, Common Carrier Bureau does know that 27 plus eight equals 35, not 32. Latter total is number of channels available at any one DBS orbital slot. But when commission assigned channels to eight prospective DBS operators three weeks ago (BROADCASTING, Aug. 7), it allocated 27 to Advanced Communications Corp. (ACC) and eight to Hubbard Broadcasting's United States Satellite Broadcasting—both of which have requested same orbital position, 110 degrees west longitude.

Upshot is ACC was left with choice between accepting fewer channels or less optimal position in sky from which to reach most states with best signal. Arithmetic anxiety is resolved for all concerned. ACC said it can live with 24 channels.

New recruit?

There is hope among those close to advanced television transmission testing that executive committee of Electronics Industries Association will decide to approve EIA's participation in Advanced Television Test Center's (ATTC) testing program. Association could provide money, equipment and personnel to effort. Similar agreement has already been reached between ATTC and Cable Television Laboratories. ATTC Chairman Joel Chaseman has in past public comments urged joining of "triangle" of interests—broadcasting, cable and consumer electronics—which are most directly affected by results of HDTV transmission system testing.

Forgotten but not gone

Two NAB radio technology projects, which were hot topics during Radio '88 Convention but have not had much public attention since, are still being actively pursued, according to NAB. One is "Super Radio" design introduced last year which incorporates AM stereo, NRSC deemphasis, FMX stereo and other high-end features in one receiver. NAB has been in negotiations with unnamed radio manufacturer for several months but has not been able to come to licensing agreement. Discussions focused on some need for redesign of radio and extent NAB will be willing to share costs of marketing and market research, said Michael Rau, NAB VP, science and technology.

Other project has been NAB testing of proposed new AM tranmitting antennas. Groundwave antenna designed by consultant Ogden Presthold has been built and there are hopes that report on testing could be done by end of year. Along with providing better groundwave propagation, broadcasters "could save thousands of dollars on ground system installation costs," because radials that must be buried in conventional antenna would be built above ground with Presthold design, Rau said. After groundwave tests, NAB plans to start testing on new skywave antenna.

Hook joins Marshall; swearings-in abound

New FCC Commissioner Sherrie Marshall (being sworn in today) is two-thirds along in naming staff. Lisa Hook, legal assistant to former FCC Chairman Dennis Patrick, will join Marshall as senior legal adviser. Commissioner had previously said she would bring aboard Peter Ross, colleague from Wiley, Rein & Fielding law firm, as mass media specialist. Common carrier aide is expected to be named this week.

□ Marshall's oath will be administered at 11 a.m. in office of Commissioner James H. Quello, who performed similar service for new chairman, Al Sikes. But it's only beginning of ceremonial process: more formal swearing-in, before audience of friends and supporters, is being arranged for September. Immediately after oath-taking Marshall will take up duties in offices formerly occupied by Mimi Dawson, now also at Wiley, Rein. Her confidential assistant will be Patricia Hunter, who has worked for Dawson and for Marshall when latter headed agency's congressional affairs office.

□ Sikes had his second swearing-in last Friday in Indian Treaty Room of Old Executive Office Building, with oath given by Supreme Court Justice Antonin Scalia before audience of FCC officials and friends. Press was barred.

NEW YORK

The beat goes on

Good news for broadcast television networks on advertising sales in upfront marketplace appears to be continuing in fourth quarter scatter market. According to network sales executives, cost-per-thousands on recently sold prime time units are higher than those sold in upfront by at least 10% to 15% premium that scatter has obtained in recent years. One network sales chief said CPM increases were 20% to 30% higher than upfront. Demand appeared to come from wide range of advertiser categories.

Mixed blessing

Television Bureau of Advertising's "Turn on the Power" program is getting mixed response from stations—"as expected," according to TVB President Bill Moll. Although TVB is getting positive response to marketing concept behind campaign, program's funding mechanism—resale of airtime donated by participating stations—is encountering some opposition. To coordinate program and lobby stations, TVB has retained sales veteran Jim McCann, former head of Top Market Television. TVB will make special satellite feed to stations later this month to address their questions about program.

On the fringe

While many in news business look down at Geraldo Rivera and tabloid brand of journalism he practices, his daily syndicated program has been upgraded to more valuable early fringe time period by many local stations

WE'RE GOING THROUGH THE TOP

80% of U.S. Households Will Be Looking At Divorce This Year.

Once again, Divorce Court is among the leading syndicated television shows. 10 of the top 10 markets. 22 of the top 25. More than 100 stations bringing Divorce Court to over 80% of U.S. TV Households.

It's really no surprise. Dramatic new stories and strong scripts spotlighting issues from today's headlines—all combine to make Divorce Court one of syndication's all time hits. With lots of surprises to come in the sixth season.

So if you've got your Divorce, you're all set. But if you still want one, call Mike Weiser at (212) 603-5954 or Howard Levy at (212) 603-5950. Let them help you put your ratings through the top, too.

BLAIR ENTERTAINMENT

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renewing it. Going into its third season, over 75% of 201 stations picking up show have scheduled it for early fringe (3 p.m.-5 p.m.), compared to 50% of 143 stations last season. Show will be seen in 99% of U.S. this fall. Number of changes are in store for program as it goes into year three, including new opening graphics and set. In addition, program will take advantage of New York base and do periodic programs from remote locations, such as Statue of Liberty, and possibly even from atop Empire State Building. New season opener will be set at city's South Street Seaport.

Ball control

NBA was last week researching PanAmSat, commercial competitor with Intelsat in providing transAtlantic satellite capacity. League broadcasting executives could not be reached for comment, but research would be in line with comments of NBA director of broadcasting Ed Desser, who told BROADCASTING last spring that NBA intends to improve its distribution of games outside U.S., moving from tape delay to live transmission of games overseas. Taking cue from some professional sports franchises, such as Oakland Athletics Major League Baseball team, NBA could even bring production and uplinking under its own roof.

ABC habla espanol

Top networks for Hispanic viewers, according to Strategy Research Corp.'s April-May survey, are Univision, Telemundo—and ABC. Top-rated English-language shows for women 18-34 are Friday night's *Just the Ten of Us*, ranked 18th with a 6 rating, and lead-in *Mr. Belvedere*, ranked 20th. Among men 18-34, top-rated show is same night's *20/20* (followed by Tuesday's *Who's the Boss?* and *Wonder Years*). ABC sitcoms have traditionally done well among Hispanics,

[redacted]

The Iger touch in program management

Bob Iger's new team at ABC Entertainment is finally in place, with addition of two new faces. Chad Hoffman, who exited company following Iger's appointment, is replaced by Gary Levine, vice president, dramatic program development. Kim Fleary, vice president, comedy program development, assumes post held by Stu Bloomberg. Both Levine and Fleary, directors in their respective divisions under Brandon Stoddard, previous program chief, report to Bloomberg, who was promoted by Iger to executive vice president, prime time, responsible for comedy and dramatic program development.

□ Bloomberg shares executive vice president, prime time title with Ted Harbert, who oversees current programing and scheduling. Both Bloomberg and Harbert report directly to Iger, as does Allan Sabinson, vice president, minis and made-fors. John Hamlin, vice president, special programing, and John Barber, vice president, current programing, both report to Harbert.

□ Hoffman, former vice president, dramatic program development, is major executive out after Iger's appointment. Hoffman, whose split with ABC has been described as amicable, recently formed his own production company.

observers say, and ABC has strong affiliates in markets with largest Spanish-speaking populations.

Inside track

Word has it that ABC will announce Marvin F. Goldsmith as new senior VP, general sales manager, for network sales. Goldsmith, who will report to executive VP of sales H. Weller (Jake) Keever, replaces recently deceased John Tiedemann (BROADCASTING Aug. 7).

HOLLYWOOD

Comedy comeback

Look for television veteran Carol Burnett to return to airwaves in mid-season comedy from Disney. Sources at NBC suggest project, with 13-episode initial commitment, is sure bet to make schedule

by first quarter 1990. Disney is keeping many details of format under wraps (for fear of copycats), but one source describes show as "semi-anthological," with Burnett playing different characters each week, in two-act stories, and with each episode having one or more guest stars.

MIAMI

Never mind

Missing in brouhaha over CBS President Howard Stringer's critical reflections on WCIX(TV) ("Top of the Week," July 31) was irony that remarks came just several days before measurable improvement in station's competitive position was revealed in July ratings. Preliminary results based on rolling overnight averages indicate CBS-owned station maintained sign-on-to-sign-off ratings and share during first seven months of new ownership while both other affiliates, including NBC-owned WTVJ(TV), lost audience, in part due to lower summertime homes using television. Factor helping WCIX was increased signal reception north of Miami, boosted in part by late April sign-on of channel 27 translator. Another factor may have been successful July 10 switch of Dan Rather from three-way network news race at 6:30 p.m. to 7 p.m., leading to 75% improvement in show's share of audience, according to Arbitron. Nielsen numbers indicate same story, although less dramatically. Also showing improved performance was early newscast at 6 p.m., which station executives hope will do even better once 5 p.m. lead-in, currently *Night Court*, which gets share below 10, is replaced by *Geraldo*, which does roughly 30 share in morning on competing Post-Newsweek WPLG(TV).

DENVER

Bargain basement

Next month, Tele-Communications Inc. is looking to announce experimental lifeline tier (low-cost tier of minimum level of cable service), which it would make available to subscribers next year. TCI is contemplating tier of broadcast stations, access channels and perhaps C-SPAN for price in $10 range. Company would not market tier heavily, but let it be known that it was available. One problem company has is concerns about securing signal, since its systems are not addressable.

CHICAGO

Voices of experience

Andrew Barrett will not be arriving in Washington to take his place on FCC until mid-September, but he is prepping for job by talking with some former commissioners. He had lunch in Chicago last Tuesday (Aug. 15) with Newton Minow, who served two years as chairman (1961-63), and he plans to do same with former Chairman Dean Burch (1969-74) and Commissioner Benjamin Hooks (1972-77). Minow and Burch are now attorneys in private practice. Hooks is national executive secretary of NAACP. "I want to know what their perceptions of the commission were when they were there and, having been away a long time, what their perceptions...are now," Barrett said.

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Bank on it, they have.

Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

At July 13 open meeting, FCC doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 500 stations will be able to increase power as of Dec. 1, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

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

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

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

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 in distributing video services.

General Accounting Office released long-awaited survey on cable rate increases over two-year period. According to GAO, there was 29% increase in basic cable rates and 14% increase in overall average subscriber bill. Report was presented at House Telecommunications Subcommittee hearing, and GAO witness asked to interpret result said cable was monopoly in need of reregulation (BROADCASTING, Aug. 7).

Meanwhile, group of mayors and elected officials gathered in New York last month issued resolution calling for restoration of city authority to regulate cable. Led by New York Mayor Ed Koch and Tucson Mayor Tom Volgy, group heard from Senator Howard Metzenbaum (D-Ohio), who says legislation reregulating cable could pass if mayors actively lobby. Metzenbaum, who chairs Senate Antitrust Subcommittee, convened hearing in April in which broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April. One would restore city authority to regulate rates while other would require cable programers (particularly those in which cable operators have interest) to make their programing available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee 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, although 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 programing 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 plan legislative strategy.

Crossownership

■ *Telco-cable*—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, began having second thoughts.

Commissioner Patricia Diaz Dennis continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition, which is contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

At present, barriers to Bell Regional Operating Companies crossownership include not only 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." Thus far, it has granted four waivers.

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

FCC commissioners on Aug. 2 granted 11 pairs of channels to each of four new direct broadcast satellites (DBS) and approved use of that high-power spectrum for services other than direct-to-home TV. Acting on latest (fifth) round of applications, FCC adopted policy of allocating to each applicant and permittee channels at two orbital slots—one in east, from which services can reach all 50 states, and one in west, from which only western half of continental U.S. (half-conus) can be reached. DBS operators will be allowed to offer full or half-conus services and

COMING FALL 1990

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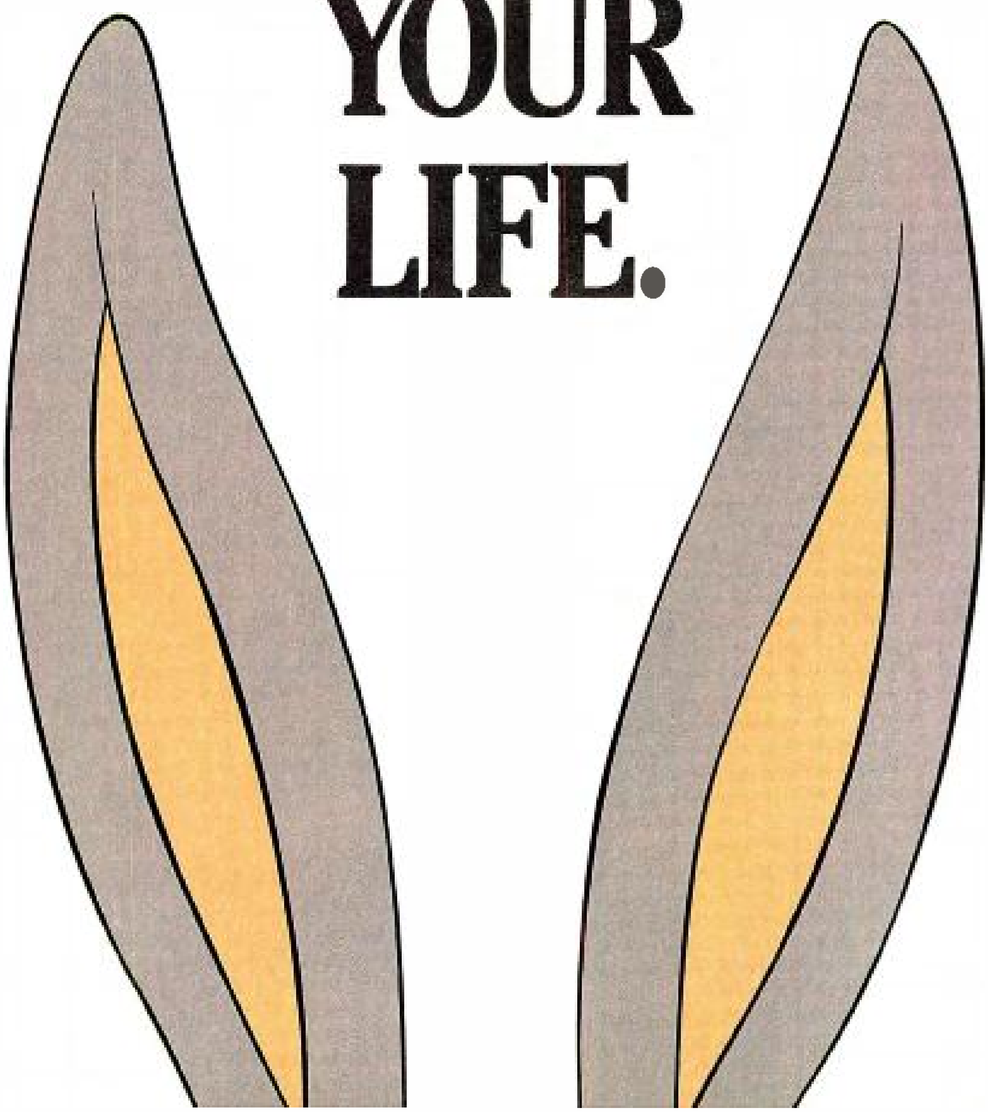
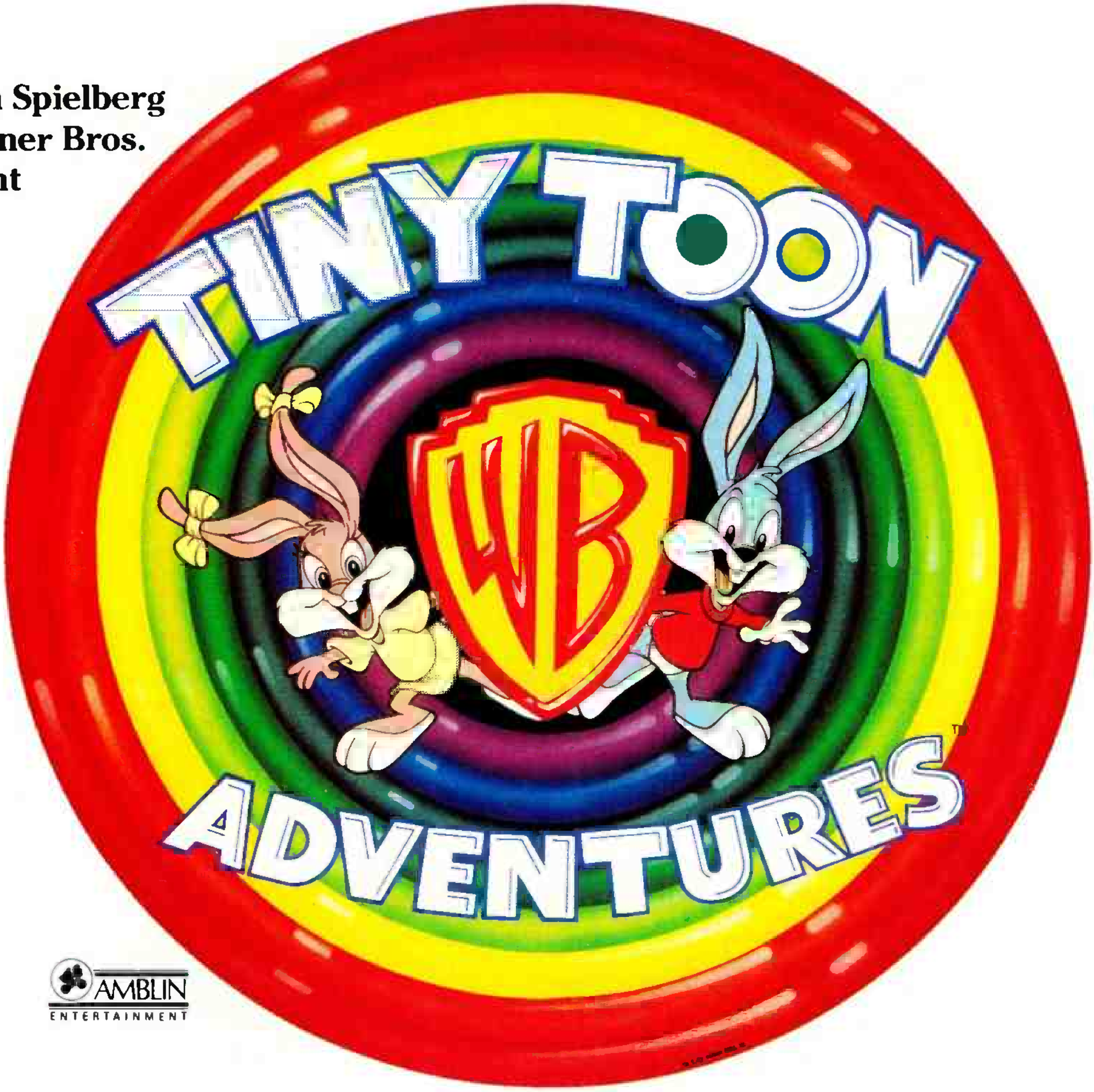


Steven Spielberg
& Warner Bros.
Present



AMBLIN
ENTERTAINMENT

BRAND NEW TOONS.
CLASSIC ADVENTURES.

Debuting

to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite, and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of which had previously been assigned 32 channels. FCC deferred action, pending further inquiry, on petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises.

Comments on paired slot proposal last January were mixed, with most accepting channel limitation but some arguing that FCC must allow 32-channel service from single slot to make any DBS service competitive with cable and broadcast TV. Others said consumers will be willing to buy steerable antennas to receive as many as 128 channels from multiple slots.

Permittees and applicants to launch "true" high-power (200 watt) 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 (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	2670	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	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* 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.

Mergers and Acquisitions

■ Time Inc. changed its name to Time Warner Inc. upon acquiring 100 million shares of Warner Communications in its $70-per-share tender offer. Time Warner owns 59.3% of Warner on way to absorbing whole company. Close of Time's tender came on July 24, only hours after Delaware Supreme Court upheld lower court ruling refusing request of Paramount Communications to block merger of Time and Warner. Structure of Time Warner's deal to acquire balance of Warner it does not own has yet to be announced. In related litigation, Warner shareholder Chris-Craft Industries contends its approval is necessary for completion of Warner acquisition. Companies are also fighting over nature of distribution of stock of BHC, company owned 57.5% by Chris-Craft and 42.5% by Warner.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for 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 most sales by end of August, following shareholder meeting Aug. 23.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co., and put systems up for sale again in hopes of better offers. Sale price said to be $1.58 billion, including value of minority tax certificate, less than 10% higher than January price. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications. InterMedia announced agreement in principle in early August to sell Tennessee systems it is acquiring to E.W. Scripps Co.

QVC Network will acquire rival cable home shopping service CVN Companies according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive $19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than $440 million. Merger requires shareholder approvals; transaction is expected to close in September.

Datebook

■ *indicates new listing*

This week

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.

Aug. 23—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Adrian Bogart, director of advertising sales, Travel Channel. Copacabana, New York. Information: (212) 768-7050.

Aug. 23—*Society of Cable Television Engineers, Rocky Mountain chapter*, technical session on "transportation systems." TCI headquarters, Denver. Information: (303) 792-0023.

Aug. 24—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*. Westin Crown Center, Kansas City, Mo. Information: Anna Johnson, (212) 779-4360.

Aug. 24-26—Libel/privacy conference, "Building Winning Strategies," sponsored by *Libel Defense Resource Center, American Newspaper Publishers Association* and *National Association of Broadcasters*. Westin hotel, Seattle. Information: LDRC, (212) 889-2306.

Aug. 25-26—*North Dakota Broadcasters Association* annual convention. Sheraton hotel, Bismarck, N.D.

Also in August

Aug. 27-29—*Nebraska Broadcasters Association* 56th annual convention. Interstate Holiday Inn, Grand Island, Neb.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Aug. 28-30—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y.

Aug. 29—*National Academy of Television Arts and Sciences* community service and PSA Emmy Awards. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

Aug. 29-30—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Chicago. Information: (212) 751-7770.

Aug. 30—*Ohio Association of Broadcasters* AM radio meeting. Embassy Suites, Columbus, Ohio.

Aug. 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Leavitt Pope, president, WPIX Inc. Copacabana, New York.

Aug. 31—Deadline for entries in Jumbo Prawn Awards, for "people...who apply their creative genius to the art form of radio," sponsored by *Northern California Broadcasters Association*. Information: NCBA, 151 Union Street, suite 385, San Francisco, 94111.

September

Sept. 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

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

Sept. 8—*USA Network* local ad sales seminar. Dallas-Fort Worth.

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.

Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7823.

Sept. 12—Presentation of News and Documentary Emmy Awards, sponsored by *National Television Academy*. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

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. 12—*MTV Networks'* local advertising sales workshop. Westin Lenox, Atlanta.

Sept. 12—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

Sept. 12-15—*National Association of Black Owned Broadcasters* 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington.

Sept. 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network. Copacabana, New York. In-

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. 4-7, 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, 1990—*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.

■ **June 10-14**—*Broadcast Promotion and Marketing Executives* annual conference. Las Vegas.

Her Grades
We're Letti
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Errata

In story concerning off-network sitcoms on cable (Aug. 7, 1989), **Steve Leblang,** vice president, Fox Television Stations, was misquoted as saying local stations renewing shows after their appearance on cable would probably renew at "substantially higher prices." Leblang **said shows were likely to be renewed at significantly *lower* prices.**

□

McFarland referred to in Aug. 14 article on Arbitron's MediaWatch (page 65) is **Doug McFarland,** Arbitron vice president, television station sales.

□

Raycom Sports' broadcast rights deals for Atlantic Coast, Big Eight, Southwest, Big Ten and Pac-10 conference **college basketball** each extends through at least next five seasons. **None will be up for renegotiation next year,** as reported Aug. 14.

□

Aug. 14 "Closed Circuit" rundown on departing FCC officials misreported ambitions of General Counsel **Diane Killory.** She **may go to work for business, but not necessarily as lawyer.** Also, she anticipates remaining at FCC for "several months."

formation: (212) 768-7050.

Sept. 13—*USA Network* affiliate marketing seminar. Embassy Suites-Denver Tech Center. Denver. Information: (212) 408-9100.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

Sept. 14—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication Commission.* Speaker: Tony Schwartz. Interchurch Center, New York. Information: (212) 683-5656.

Sept. 14—*USA Network* local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 14—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

Sept. 14—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

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

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

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

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

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

■ **Sept. 17-19**—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

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

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

Sept. 18-20—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

Sept. 19—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

Sept. 19-20—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

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

Sept. 21—*Cabletelevision Advertising Bureau* local sales workshop. Los Angeles Airport Marriott, Los Angeles. Information: (513) 752-4400.

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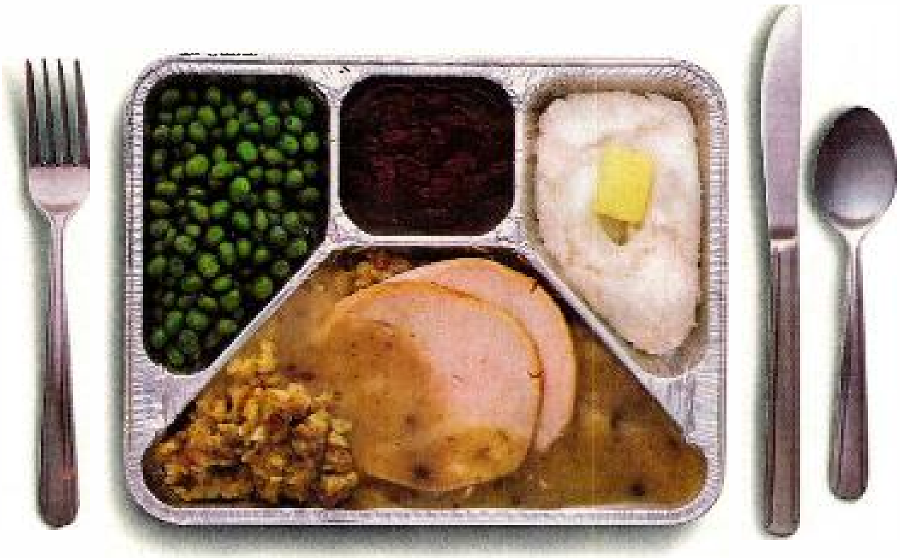
*NTI Average Audience estimates 9/10/88-7/23/89 Saturday AM programming & 4/7/77-4/19/89 for Warner Bros. specials vs. usual programming.
**Nielsen Homevideo Index, first quarter 1989.



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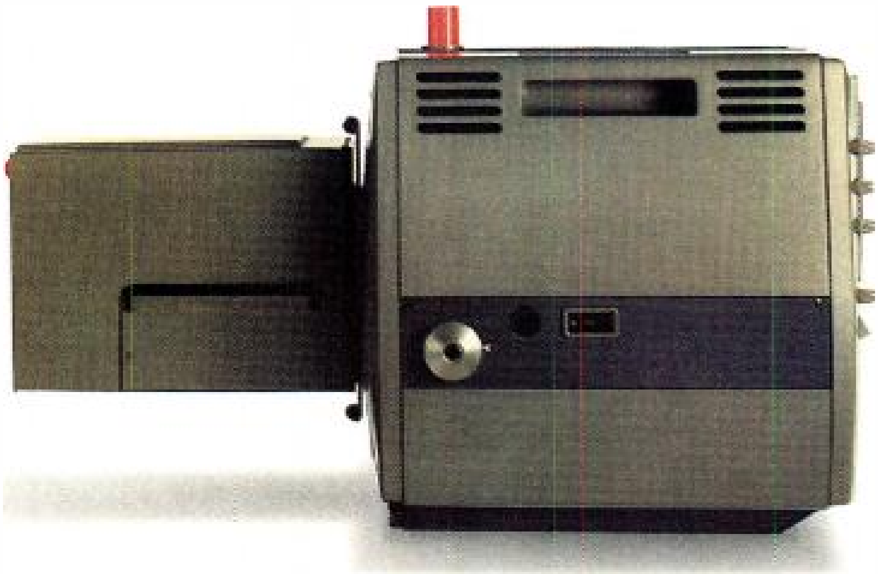

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Monday Memo

A broadcasting employment commentary by Dr. Robert H. Lochte, Murray State University, Murray, Ky.

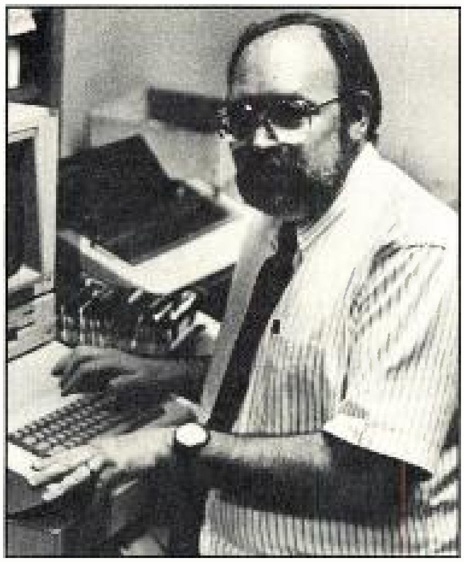
Recently, a colleague and I conducted a survey of Kentucky broadcasters to assess the economic impact of the proposed hike in the minimum wage. Because I have managed both a radio and a television station in small, rural markets, I am aware of the unique economic conditions that small-market operators face. Small-town economies can turn completely around, for example, when a plant opens or closes. Hence, the original supposition was that these stations would experience a more substantial cost increase than their counterparts in larger markets. Payroll is a major expense to all broadcasters. Those with the limited resource bases of small towns tend to hire young people and pay minimum wage or something close to it. The results of the survey, however, were surprising.

In a nutshell, we learned that the impact of the new minimum wage rate would be minimal for Kentucky broadcasters in all size markets. For small-market stations, operating cost increases due to the new minimum wage will average 3.5%-4%, depending on whether the cap is $4.25 or $4.55. This escalation will happen over a two- or three-year period, as the new rate is phased in. In radio markets of more than 15,000 population, and for television stations, the cost increase will be negligible.

We learned that many stations no longer use minimum wage as a base salary. About one-third of the station managers we interviewed said they had no minimum wage employes. In fact, nearly one-fifth of them reported having no one on the payroll at less than $4.25. The consensus of comments we received was that a station had to pay a decent wage to keep quality people. There were a few operators with a combination of large payroll and mostly minimum wage personnel. For these, the impact would be roughly triple the average. But for each station in this situation, there were two with no cost increase from the new minimum wage.

There is, however, a dark side to this issue. When asked what action they were considering to cope with the rising payroll costs, 36% of all station managers, and 40% of those in small markets, intend to curtail entry-level jobs. The options include layoffs and eliminating part time and summer jobs, as well as paid internships. Some station managers feel they can replace young staff members with experienced personnel at the new higher wage.

Two major training grounds for broadcast personnel are small markets and the nation's colleges and universities. Last year, the Roper study indicated widespread dissatisfaction with the quality of the latter sources. Now it seems that the broadcasters themselves are moving to decimate the former. Several questions arise. Where will the next generation of talented broadcasters



"There needs to be a strategic plan for personnel development just as there are strategies for marketing and capital expenditures."

come from? Will employment opportunities be bleak for college graduates who major in radio/television?

Corporate television is the single fastest growing area of opportunity for our graduates. Television is a cost-efficient way to establish and maintain a corporate culture and to meet certain specific communication objectives. When merged with live satellite transmission and interactive technologies, it becomes an even more effective tool. The importance of this sector of the television business is not lost on John Cleese and Jim Henson, both of whom have recently released videos to serve this audience.

So it is conceivable that corporate and educational radio/television will become the starting point for the careers of the next generation of college graduates. We are now offering courses to prepare students for such jobs, and Murray State is not alone in doing so. Broadcasters cannot, however, rely on this talent pool as a replacement for the small-market stations. The reasons are simple. Most corporate and educational positions offer better hours, better benefits, more job security and higher pay. Many people will opt to stay put once they have landed their first job.

The dilemma that I perceive for broadcasters is how best to compete for talented personnel in this environment. I believe the solution lies in evaluating the way broadcasters invest in human resources. There needs to be a strategic plan for personnel development just as there are strategies for marketing and capital expenditures. Hiring and keeping good people should be a priority. Without them, returns on investments in signal strength, physical plant and promotion will be minimized.

Many group broadcasters already have a "farm system" wherein they move worthy employes to better jobs in larger markets, creating entry-level jobs at the smaller market stations. This is a proven strategy, but I would like to see it go further. Perhaps investment in stations in the markets above 100 would make sense for the personnel development plans of some large groups whose television total is closer to 25% coverage than to 12 stations.

It seems more cost-efficient to look to higher education as the minor league of the future because the public provides the capital base. The major source of new personnel will continue to be colleges and universities, especially those with mass communications programs. There are several ways that broadcasters can tap this resource more effectively. The first is to get involved in whatever programs exist in your area. By this I mean more than just offering tours and furnishing guest speakers. Find out what the curriculum is and offer critical advice for changes where necessary. We can do a better job preparing your future employes if we know what your needs are. Keep these channels of communication open.

Second, start paying student interns. All internships offered to our journalism, advertising and public relations students are paid. Only half of those available in radio/television are. The better students follow the money. The best time to schedule an internship is either during a student's junior year or the following summer. Use grade point average and faculty recommendations as criteria, then schedule interviews to make your own choices. You will always have a few future employes in development at a fraction of the cost of a new studio camera or audio console.

Broadcasters still have a distinct advantage because they are known quantities. Kids grow up watching television and listening to radio, but most have never seen a corporate video presentation. When confronted with pocketbook realities, college graduates are learning rapidly about these private uses of the technology. Unless broadcasters realize this, they will find themselves picking through the leftovers.

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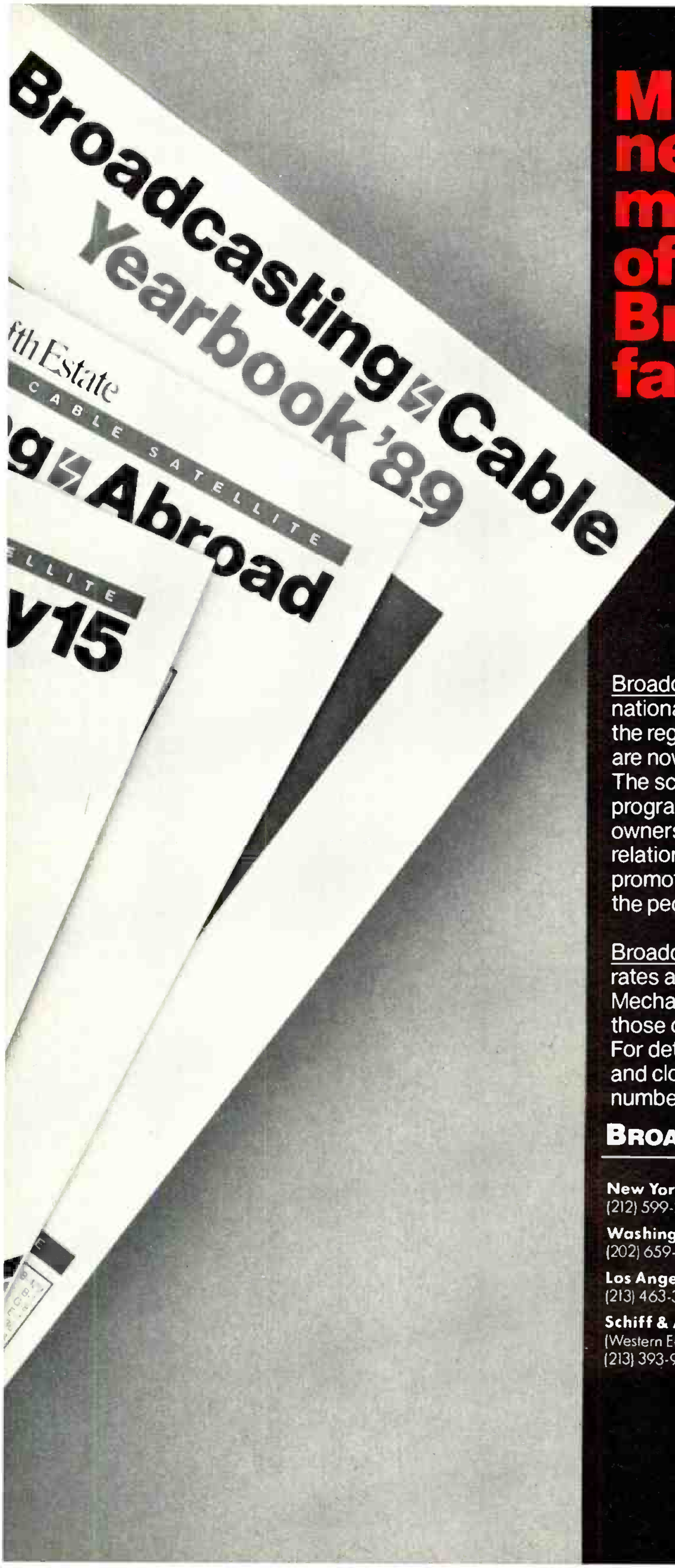
Cable Programing:
Less Borrowed, More New
There was a time when cable programing was chiefly the province of network reruns and feature-length Hollywood films. True, there were innovations—CNN, MTV and C-SPAN, for example—that brought something different to television homes. But for years, the rap was that there was nothing new on cable.
All that is gradually changing. It's estimated that roughly half of the $1.6 billion the cable networks will pay for programing this year will be earmarked for original production. The numbers pale in comparison to the broadcast networks, which collectively spend, they estimate, nearly $8 billion for program development. But cable has other numbers in its favor. It is the cable networks whose ratings are increasing, while those of the broadcast networks have declined. And it is cable whose household penetration keeps climbing—past 55% this year and with observers predi... it could well hit 70%—while the reach of... network grows only as a ratio...
With cable's new-found financial health, networks and operators see differentiated programing as the way to continue driving penetration and ratings. And differentiated programing means original product.
But cable programers have no intention of discarding past formulas. Off-network series and Hollywood-purchased movies will continue to have a significant place in the cable programing universe. But as cable steers toward differentiation, that course naturally leads to an increasing reliance on programing un... seen elsewhere.
And just as cable's prog... has been a mix of... high pr...



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RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 21

Vol. 117 No. 8

Fifth Estate activity puts bite in dog days

There was a flurry of news in the broadcasting and cable industries last week, culminating at week's end in the expected formation of Unistar, the company to be created by the merger of United Stations and Stargroup Communications (page 31).

In television, NBC and Group W announced their first joint programing venture, The Open House Show (page 29). On the rep side, Chase Enterprises has begun negotiations to buy Seltel (page 30).

In Washington, there was anticipation and sadness, as Andrew Barrett prepared to take his FCC seat (page 32) and mourners remembered Mickey Leland (page 34).

In cable, HBO took management control of Movietime and moved on plans to alter its format to short-form entertainment news (see below).

Robert Wussler, who as senior executive vice president at Turner Broadcasting System helped bring Ted Turner's vision to life, resigned last week to become president and chief executive officer of Comsat Video Enterprises (page 28).

And Lifetime announced it would enter original movie production, with the first of 15 films debuting in April (page 28).

HBO revamping Movietime

Grassi to be interim head; channel will drop long-form shows, will concentrate on entertainment news

HBO took over day-to-day management of Movietime, the basic cable network, last Monday (Aug. 14), and immediately put in place an interim management team. According to HBO Senior Vice President Seth Abraham, the company intends to reformat the Movietime service to make it "synonymous with entertainment news."

In addition to running the network for a short period of time—up to six weeks, according to the HBO game plan—the interim team will conduct a search for a new chief executive officer, to replace Larry Namer, a co-founder who has stepped down as CEO. Namer, however, remains on the board of directors.

In addition, two more cable MSO's have become partners in the network—Tele-Communications Inc. and Comcast Corp.—bringing to 10 the number of partners in the channel. According to Abraham, all the partners have an equal share in the service. It is "yet to be determined," said Abraham, whether the composition of the network's board of directors will change with the addition of the new partners.

Serving as acting president of Movietime is Bob Grassi, HBO senior vice president, affiliate relations. Steve Davidson, an HBO regional vice president based in Philadelphia, is serving as head of marketing and affiliate operations for Movietime during the interim period.

The interim programing chief is Fran Shea, a senior producer with the HBO On-Air Group. The fourth member of the interim team is Barbara Thomas, HBO's controller, who will serve as financial liaison between Movietime and HBO. She will report to Bill Keenan, who remains the chief financial officer at Movietime.

HBO Senior VP Seth Abraham

According to Abraham, the new Movietime will be as comprehensive in covering entertainment news as an entertainment section of a newspaper.

But information in the revamped channel would be repackaged and delivered in the crisp, fast-paced style of all-news radio (give us 22 minutes, we'll give you the entertainment world), with constant updates, Abraham said.

That would mean a phasing out of the current Movietime's long-form programing— half-hour interview shows and specials tied to awards programs, such as the Academy Awards.

"If it's show business, we want that to be Movietime's business," said Abraham. In addition to the movie industry, the network will continue to cover "all stripes of television—over-the-air, basic, pay, foreign," as well as such other areas as music, books, sports and theater. But, he stressed, the key will be the packaging, and it will be designed for "grazing," so that viewers can watch for short periods of time while switching channels, if they don't want to stay for longer periods.

Abraham said the reformatting would be gradually phased in. The existing channel, he said, "is not something that disappears overnight. It takes time to refashion a channel."

In addition to HBO, TCI and Comcast, partners in the channel include American Television & Communications Corp. and Warner Cable (the MSO's co-owned with HBO by Time Warner Inc.), Warner Communications, Continental Cablevision, Cox Communications, NewChannels Corp. and United Artists Entertainment. -SM

Wussler leaves Turner for Comsat

Robert J. Wussler, senior executive vice president of the Turner Broadcasting System, unexpectedly resigned last week to become president and chief executive officer of Comsat Video Enterprises, effective Sept. 1.

Considered the number two man at TBS,

Wussler joined the company in April 1980 as executive vice president. During his tenure he negotiated the 1986 agreement with Soviet officials establishing the Goodwill Games, served as president of WTBS-TV Atlanta, and was responsible for the company's international expansion, sports operations, sports and nonfiction programing, and the promotion, advertising, public relations and research departments.

Wussler characterized his departure from TBS as amicable. TBS President Ted Turner "has been in here to give me a hug four times today. I know he's going to miss me and I'm going to miss him."

Turner released a statement accepting Wussler's resignation "with regret.... Bob has been an integral part of the growth and success of our company over the past decade. We wish him success in his new challenge."

Turner also announced an internal reorganization of TBS in the wake of Wussler's departure. The TBS advertising and promotion, public relations, research and production departments will report to Gerry Hogan, president of TNT. The Atlanta Braves, Atlanta Hawks and Turner Sports will report to Terry McGuirk, president of Turner Cable Network Sales. Paul Beckham, TBS senior vice president of finance and administration, will oversee the Goodwill Games.

Hogan expects things to stay "pretty much as they were." McGuirk concurred. "I don't see any policies that I don't agree with, or any big surprises as I take over the operation," he said. Wussler's leaving, however, was a surprise to both executives. "We were not expecting Bob to walk in this week and leave the company," McGuirk said.

Wussler said he had been talking with Comsat for about six months before last week's announcement. "It's been a marvelous relationship," he said of the negotiations. "We share many of the same thoughts, and they are a company that is rich in technology and technological development."

Comsat Video Enterprises, which distributes a variety of cable and PPV programing via satellite to hotels, "will give me a core group of about 150-200 people to get started in looking at other areas," said Wussler, "including software, programing and distribution methods." Asked if his presence would lead Comsat into more of a programing direction, Wussler said, "I certainly wouldn't be going there, nor would they be hiring someone like me, if we were talking about the status quo."

"Our first objective is to grow the [$50 million] business," said Richard McGraw, Comsat vice president of corporate affairs, "but you don't need to hire someone like Wussler to do that. He brings expertise, talent and stature in three areas—entertainment distribution, cable and television—in which Comsat is involved. His presence gives us options to choose from."

Wussler expects to continue working with Turner and TBS in some form of collaborative capacity. "Comsat is a supplier of satellite services to Turner Broadcasting," he said, "and I certainly would hope to develop some kind of programing relationships once we get Comsat Video up and running and know what it is we're looking for."

Before joining TBS, Wussler spent 21 years at CBS, becoming president of the network in 1976 and president of CBS Sports in 1977. -RG

Lifetime to offer 15 original movies

Network begins looking for properties that are expected to be shown next April; films will all have 'female appeal'

In the wake of basic cable services' increasing attention to original movies for television as effective programing tools (BROADCASTING, Aug. 14), Lifetime Television said last week that it will present 15 world premiere movies, beginning in April 1990. The films will be tailored to the service's female audience, with a new one premiering every other month.

The projects will be made for "average network budgets," according to Pat Fili, senior vice president, programing and production, and will be produced and distributed by Lifetime's three parent companies, The Hearst Corp., ABC Video Enterprises and Viacom Inc., each of which will be responsible for five films.

Viacom will produce its movies through the Viacom Entertainment Group, while Hearst will use its subsidiary, King Phoenix Entertainment Inc., for its slate. ABC will use King Phoenix for three films, with the remaining two to be produced by mutually agreed upon entities.

Lifetime has just begun looking for properties, Fili said, and hopes to have the first several commitments set in the next couple of months. The films will encompass a wide variety of subjects, with the key ingredient in all being "female appeal" and women appearing regularly in leading roles, said Fili.

"Targeting women has been enormously successful and responsible for the network's phenomenal growth pattern," she

Pat Fili, Lifetime programing chief

said. "This commitment helps to propel us into the 1990's as we continue to meet the entertainment and informational needs of contemporary women."

Bristol-Myers has signed on as a major sponsor for Lifetime's films, and has the option to be involved in all 15 projects. Fili said she would like to add other advertisers as well.

The films will appear domestically exclusively on Lifetime for an undisclosed period, but will eventually be distributed elsewhere. Airing initially in prime time, the projects will be seen four times in the premiere month, then in an as yet undetermined repeat pattern. A foreign distribution window may run concurrently with the films' Lifetime exposure.

The films will be shot in locations that "are best for the particular film," Fili said, and it is a "good assumption" that there will be more beyond the original 15, perhaps produced by companies outside the Lifetime family.

"There is an enormous appetite for movies from consumers," Fili said, "and if you look at basic cable's track record for new films, such as on USA and CBN, you see their viewership can't get enough of them.

"Our aggressive expansion in the original programing arena signals to our female viewership, cable operators and advertisers that Lifetime is a major player in television production. Made-for-Lifetime movies continue to fulfill Lifetime's blueprint of providing high-impact, high-quality programing for women," Fili said. **–RG**

Group W forms regional sports ad unit

New division will market five services initially with offices in six cities and staff of 46

Group W moved further into the cable business last week, announcing the creation of Group W Sports Marketing, to market and sell national advertising on regional sports networks.

The move follows by several months Group W's purchase of 50% of Request TV, a pay-per-view service. "Certainly an area we like in general is cable programing," said Burt Staniar, chairman of Westinghouse Broadcasting, which is involved in cable network ownership, marketing and satellite transmission through The Nashville Network and Home Team Sports. The sports marketing group "is a logical extension of the business," he said.

GWSM announced it had reached agreement to represent five services—Prime Ticket, Home Sports Entertainment, Sunshine Network, Prime Sports Network and HTS ("Closed Circuit," May 1). But it hopes that is only the start, as it looks to bring other services owned by Tele-Communications Inc. into the fold. (TCI and Bill Daniels own parts of PSN, HSE and Sunshine, while Daniels is majority owner of Prime Ticket.)

Jeff Osborne, who will run the division as vice president, director of sales, said, "Our clients have committed their best-faith effort to include some of their newer networks currently in formation. These include the Bay Area Sports Network, Northwest Cable Sports, the networks serving St. Louis, Indianapolis and Cincinnati, as well as TCI's 100% owned KBL in Pittsburgh."

Osborne also said Group W has had discussions with Madison Square Garden Network (New York), Pro Am Sports Systems (Detroit) and the New England Sports Network about affiliation, and will likely present a more formal proposal to them in the future.

Group W will open sales offices in New York, Los Angeles, Chicago, Detroit, Dallas and Atlanta, said Osborne, with the initial staff numbering 46, the majority of whom will be in New York.

Although the combined size of the five networks is 10 million homes, Osborne said the initial sell will be on a network-by-network basis. But stringing together an unwired national network, especially if other services come on line, is a possibility, he said.

Osborne said Group W plans to go after business "wherever we can get it," whether it be national or regional clients, and believes it will be able to bring in many new advertisers to cable's sports offerings. **–MS**

High-priced sports. Cablevision Systems announced last Friday it was dropping ESPN from its sports tier in the Bronx and Brooklyn, meaning that ESPN was now only available on the full $25.95 family tier. ESPN's immediate comment last Friday was that it was "reviewing the matter."

Two weeks ago, the two companies announced they had reached a resolution of the carriage dispute. ESPN objected to being placed on a $15 sports tier that included SportsChannel New York, SportsChannel America and Madison Square Garden Network. Cablevision has split the basic package in those two New York boroughs into several clusters. The lowest tier is a 12-channel broadcast package for $9.95. After that, subscribers can purchase any or all of five clusters—children's and educational, news and information, arts and music, movies and entertainment, and sports—in prices ranging from $3 to $15. All those packages plus the broadcast tier comprise the $25.95 family package. There is also a $21.95 family package available, which includes all the basic clusters, minus the sports cluster, but with several shopping services added.

NBC and Group W host 'Open House'

New hour-long live show is to be joint production with NBC producing and Group W syndicating

Group W Broadcasting and NBC announced last week the selection of the first program to be developed under a joint programing venture created last December. It has the working title, *The Open House Show*, and will debut on all seven NBC-owned stations, as well as the five Group W-owned stations beginning in January 1990.

NBC Productions will produce the program and Group W Productions will syndicate it nationally (terms: cash plus barter). With the NBC and Group W stations already on board, the program has been cleared in 32.4% of the country.

As of last Thursday (Aug. 17), Group W Productions and NBC Productions were still negotiating the license fee that Group W would pay to distribute the show. (NBC is barred by FCC rules from taking a cut of syndication revenues, and has to negotiate an upfront distribution license fee with a syndicator for any program it produces that goes into syndication.)

Open House is a major undertaking for both companies. Sources say the two companies have agreed to a one-year commitment, with a weekly production budget of about $200,000, making the total budget over a year's time well over $10 million.

However, there are "certain protections," said one source, which the companies could exercise to pull the plug before one year if the program completely fails to live up to expectations.

While all 12 NBC and Group W stations have agreed to carry the program, time periods are not yet firm. But company executives last week said it was likely some stations would carry it in the morning, while others would use it in the late afternoon. The companies describe it as a "daytime or early fringe vehicle."

According to John Miller, senior vice president, NBC Entertainment, who is overseeing the creative production of the show for the network, the first choice is to produce the show in New York. "If that does not work out, then we'll bring it to Los Angeles," said Miller.

The pilot for the planned one-hour live program was produced at NBC Studio 8 H in New York, the home of *Saturday Night Live*. Barry Sand (*David Letterman*, *The Wilton North Report*) is the executive producer and Steve Doocy is the host. Doocy will leave his feature reporter post at NBC-owned WRC-TV Washington to concentrate on the new program, scheduled to begin pre-production in September.

When the two companies formed their partnership last December, they had hoped to launch something as early as next month. And, in fact, another pilot was produced, called *Back Talk*, a more conventional issue-oriented talk program, which could have been on the air in September. But both Group W and NBC officials said last week *Open House* got the nod because it appears to be a little different from other programs on the air and, with Doocy's potential star value, has a better chance of breaking out as a hit.

Miller said the show's format, a blend of comedy, entertainment and information, is pretty much set. "But by the time everybody came to a consensus, it would have just put too much stress on the property to get it on the air by September," he said. The January start, he said, "allows us to have an orderly production schedule."

According to Tom Goodgame, the Doocy project "has more potential to be a breakthrough type of program. It's high risk," he said, with a higher potential upside.

Derk Zimmerman, president of Group W Productions, said he has had "a lot of inquiries" about the show from outside stations. He said the show would be offered to stations some time after the distribution agreement is negotiated with NBC Productions.

Asked whether the program would be shopped to other groups, Zimmerman said, "We'll talk to anybody who wants it. We're flexible."

In addition to Doocy, the program will have a "family" of contributors, said Miller. Sand had lined up 20 such contributors for the pilot (some but not all of whom were used) and is auditioning more.

The show will feature an advice column segment, entitled "Dear Delores," as well as a segment known as "Let Bob Do It." Bob is a fellow people can ask to do unpleasant tasks they don't want to do or are afraid to do themselves, said Miller. "He draws the line at substituting for people on death row," Miller said.

The program will also have information segments, including a cooking segment. Miller said the program is close to signing "a well known chef," who will attempt to lose 100 pounds during the course of the program's first year. –SM

Chase negotiating for Seltel

As independent broadcaster TVX Broadcast Group renewed its national sales representation contract with Seltel last week, group owner Chase Enterprises was in negotiations to buy the rep firm.

According to TVX Broadcast Group President and Chief Executive John Trinder, the station group's renewal of its contract is conditioned upon Chase's purchase of Seltel. "We will be with Seltel as long as Chase Enterprises buys them," he said. Chase Enterprises is the parent company of Chase Communications, a television and radio group owner that earlier this month said it intended to purchase two independent stations and two radio stations from Outlet Communications (BROADCASTING, Aug. 14).

Seltel has "an agreement in principle" with Chase, acknowledged Seltel President Raymond Johns, but "nothing has been signed," he said.

"We're in the process of negotiating an agreement," said Ed Karlik, president of the television division of Chase Communications. "It's a matter of us being able to put the deal together with Selkirk." Toronto-based Selkirk Communications is the owner of Seltel, which was formed from the merger of two Selkirk-owned rep companies in 1979.

A reliable source said that the price under discussion between Selkirk and Chase for Seltel was between $14 million and $16 million.

Trinder said that the major issue during review of Seltel's contract—said by TVX to be worth $80 million in annual national billings—was the future of Seltel. "It was necessary to make sure that the financial security of the company was going to continue," he said.

Not at issue, he said, was Seltel's performance. National spot business for TVX in the first half of 1989 was up 8.2% over corresponding 1988 figures, Trinder said. "The performance was great.... Those people really deserved the renewal." Trinder said that neither commission rate nor the number of Seltel personnel working on TVX business was a major issue.

Trinder said that TVX put the account up for review earlier this year partially as a normal course of business because the contract was set to expire. Additionally, because Seltel was in the process of being sold, "We needed to protect ourselves," he said. The Virginia Beach, Va.-based group of independents amounts to about 25% of Seltel's business, according to Johns.

"Our interest [in Seltel] is based on a couple of things," Karlik said. "We are building a significant group of television stations and we're concerned...in the very near future about the quality of representation for those properties. We want to control our own destiny and we feel this is a good opportunity to do that," Karlik said.

Earlier this month, Chase agreed to purchase Outlet Communications stations WATL(TV) Atlanta and WXIN(TV) Indianapolis and it has also agreed to buy KDVR(TV) Denver from BMA Corp. If its proposed purchases are added to its current TV stations, WTIC-TV Hartford and WPTY-TV Memphis, Chase will have a group of five independents, four of which are Fox affiliates.

If it acquired Seltel and completed the station acquisitions, Chase presumably would have the stations represented by Seltel. None of those stations are currently repped by Seltel. In fact, Seltel does not represent any stations in the largest four of those five markets, implying a significant boost in business for the rep firm.

Seltel has been for sale for more than a year. Last year, media investor Robert F.X. Sillerman was close to purchasing the company. And Selkirk is in the process of being acquired by the Canadian company Maclean Hunter Ltd. That purchase was announced last year, but the two companies are still awaiting regulatory approval for the deal. Seltel represents 112 TV stations in the U.S., including 60 independent stations, and 41 of those independents are affiliated with Fox. Seltel also serves as U.S. representative for the English and French television stations of the Canadian Broadcasting Corp. on both a network and spot basis. –GM

Detroit indie going it alone

WXON-TV drops MMT and sets up own national sales team

WXON-TV Detroit, the second-ranked independent in the market, dropped its national sales representative last month and began to represent itself in the national spot market. Aside from superstation WTBS(TV) Atlanta, WXON-TV appears to be the largest single-station broadcaster that has chosen to represent itself nationally.

"We felt that we could better represent ourselves, versus the services of a rep," said the station's general sales manager, Jack Dabbah. Until last July, the station had been repped by MMT Sales, the station's third rep in the past five years.

"We don't think MMT did a bad job," said Howard Levinson, national sales manager, a former MMT salesman himself. "All three [reps] did as good a job as you can expect from someone going in all different directions." To illustrate his point, Levinson said that when WXON-TV first retained MMT, the station was one of three stations represented in New York by a six-person sales team. Last month, he said, the New York sales team responsible for WXON-TV was one person smaller, yet it represented six other stations along with WXON-TV.

Under the new arrangement, he said, "we're market specialists....All we do all day is sell Detroit." Station management had been investigating self-representation actively for about 6 months before the move, he said.

The station's national sales staff, including Levinson, consists of five people: two based in New York and one person each in Chicago, Detroit and Los Angeles. All East Coast business is covered by the New York office. All of the salespeople carry cellular telephones, said Dabbah, and they will have greater authority in making deals than national reps have traditionally had.

The national sales force will eventually represent related stations, said Doug Johnson, WXON-TV vice president and general manager. Johnson is building an independent in Houston and has made offers for other major market stations, he said. The fledgling national sales organization, named TV Rep, is co-owned by Johnson and his father, Aben Johnson, who owns a majority of WXON-TV.

Rep industry participants could not think of another major station that represented itself nationally other than WTBS, which because of its superstation status and tie-in with other Turner Broadcasting System cable services operates under different circumstances.

MMT President Jack Oken said that because of sales, research, computer and backroom costs, "there's a critical mass you need to operate an effective rep company. I think you have to be one of the largest groups to consider whether you can do that effectively." Oken said that several broadcasters have stopped self-representation in recent years, including Metromedia, Storer and RKO.

Group W stations, as well as the owned-and-operated stations of Capital Cities/ABC, CBS and NBC, have in-house reps established several years ago. National rep firms Adam Young and MMT Sales represent station groups owned by their respective corporate parents, in addition to outside stations. -GM

United Stations and Stargroup to merge

Another mega-radio company will be announced today, Aug. 21, with the merger of United Stations and Stargroup Communications, which consists of Transtar Radio Networks and The Research Group. The new entity, to be called Unistar Communications Group Inc., was created with an agreement reached last week in New York. Both companies' chairmen and chief executive officers, C. Terry Robinson of Stargroup and Nick Verbitsky of United Stations, will become co-chairmen and chief executive officers of Unistar, which will keep existing headquarters in both New York and Colorado Springs.

The agreement includes a refinancing of the merged companies, with a new bank loan being used to retire debt and pay a special dividend to stockholders, and culminates a strategic reevaluation begun more than a year ago. Both companies at that time retained investment banking firms—neither of whom assisted in the transaction completed last week—to examine future financial options ("Riding Gain," July 18, 1988).

This is not a marriage of strangers. Some of the principal owners of United, including Verbitsky and Dick Clark, were already part owners of Transtar. United had also begun acting as sales agent for Transtar almost two years ago, and the two companies were informally cooperating in other ways. Recently, for instance, it was said that each party refrained from introducing new programing directly in competition with existing programing on the other.

What effect the combination will have on the two companies remains to be spelled out by Verbitsky and Robinson. Recent ratings results have been good for both companies, with Transtar now ranked number one in adults 12-plus, according to the spring Radar survey (BROADCASTING, Aug. 14).

United Stations has Radio Networks 1 and 2 and the United Stations Programing Network, which consists of 14 regularly scheduled programing shows, in addition to concerts and specials. Transtar programs eight full-time radio networks: Format 41 (upscale adult contemporary); The Oldies Channel; AM Only; Music of Your Life; Niche 29 (young-adult light contemporary); Special Blend (soft-adult contemporary); Country, and Adult Contemporary. In addition, it provides four weekly radio shows and is the exclusive distribution agent for CNN Headline News and the full-service CNN radio news service. The Research Group is a Seattle-headquartered research company headed by William Moyes, chairman. □

NBC may test prime time start at 7

Network considers plan to begin its entertainment schedule at 7, rather than 8, at three stations; affiliates support idea but feel it would be less risky if other networks do same

NBC is apparently on the verge of giving a green light to a plan for three or more West Coast affiliates to roll back the start of the network prime time schedule from 8 p.m. to 7 p.m. Following a meeting in New York last Monday between NBC executives and several West Coast affiliates, the network is studying ramifications of the experiment and is expected to give the go-ahead some time after Labor Day, according to John Kueneke, general manager, KCRA-TV Sacramento, Calif.

Kueneke, who says support for the plan is almost unanimous among West Coast affiliates, said the network is waiting for more information from them, such as the kind of promotional campaign needed to make viewers aware of the change. He said a survey conducted by KRON-TV San Francisco shows all West Coast affiliates support the plan, with the exception of two—one of those being NBC O&O KNBC-TV Los Angeles, which is withholding its opinion.

The three stations currently set to launch the experiment, as it is being called, are KCRA-TV, KRON-TV San Francisco and KSBW-TV Monterey-Salinas, Calif.

Kueneke says if the stations get the green light from the network immediately after Labor Day (Sept. 4), the plan could begin as early as Oct. 30, which would coincide with the end of daylight savings time when it gets dark earlier in the evening and viewing patterns change.

However, Jeff Lee, president and general manager, KSBW-TV, said he will be surprised if the plan is executed before the start of next year. "I think everybody got a little excited about it." Lee said he will push to put off the start of the experiment until the summer of 1990 for two reasons. A summer start, he said, would be easier because business is slower at that time of year, and the change would be easier to promote. Secondly, putting off the rollback until the summer "will give the other two networks time to join us."

"There's a risk in doing this on your own," said Lee, "but it's a sure thing if all three do it." Lee said the change would benefit everyone, with the possible exception of syndicators, who would be losing an hour of access. "The syndicators aren't going to like it, but they seem to be doing all right in the Central time zones," he said.

As for ABC and CBS affiliates on the West Coast, some have indicated that if NBC begins its prime time schedule at 7 p.m., they will push for a similar plan.

NBC, for its part, said the plan is only being discussed, and no decision has been made. "The network has asked for a written proposal of the plan from the affiliates and we're open to discussing the plan with them," said Betty Hudson, vice president, corporate and media relations, NBC.

However, Lee said NBC has received everything it has asked for from the affiliates and is just doing its own research. "If we are going to go ahead with this, I want to get it announced and get working on it so the other two will have time to do the same," said Lee.

Kueneke said that when the plan is implemented, the three stations will go to an hour newscast at 10 p.m., followed by the current late-night lineup of *The Tonight Show*, which would run at 11 p.m., and *Late Night with David Letterman*, which would air at midnight. -SC

It's kids stuff for KHJ-TV

The Walt Disney Studios, which hopes to capture a share of the Los Angeles independent television market with a major investment in a three-hour prime time news operation for its KHJ-TV (BROADCASTING, May 15), will produce a pair of two-hour children's programing blocks with local origination wraparounds—taped at Disneyland and KHJ-TV's studio—to be carried on KHJ-TV.

In firming up the station's 1989-90 schedule, Program Director Walt Baker confirmed Sept. 18 premieres for *Chuck McCann's Fun Stuff* at 7-9 a.m. (PT) and *The 'Toon Jockey Presents Mickey and Donald* at 3-4 p.m. Buena Vista's syndicated strips *DuckTales* and *Chip 'n' Dale's Rescue Rangers* will follow *The 'Toon Jockey* in the 4-5 p.m. time period.

Mary Kellog, vice president of production for Buena Vista Television (Disney's production and syndication arm), said *The 'Toon Jockey* will package 85 classic Mickey Mouse and Donald Duck cartoons into 17 weeks of wraparound episodes. The weekday strip will run through Dec. 31, 1989, on KHJ-TV. She said Disney has not yet committed to do the show beyond that date.

Andrew Barrett: commissioner with credentials

Veteran of Chicago politics and regulatory give and take brings that background to new FCC post

Unlike the other two new FCC commissioners—Chairman Alfred Sikes and Sherrie Marshall—Andrew Barrett does not know Washington well and he lacks familiarity with many of the issues that the FCC is grappling with.

But, of the three, the Chicago-bred Barrett may be best equipped to deal with the rough-and-tumble of Washington regulatory and congressional politics that is at the heart of every major FCC decision.

For the past nine years, Barrett has served as a commissioner on the Illinois Commerce Commission, a seven-person board charged with regulating telephone, gas, electric and water in the state. The agency has been the focus of bitter and highly publicized disputes of late between consumers and utilities over rates and services. Said one ICC watcher: "The commerce commission has not been a quiet, peaceful backwater of government."

And in the decade prior to joining the commission, Barrett was a civil rights activist, squaring off against the late Chicago Mayor Richard Daley on the street and in the courtroom, and he was a top government official who helped manage state agencies for budgets far exceeding that of the FCC.

All in all, according to friends and colleagues, the experience has given Barrett the tools he needs to make the tough calls and to work within a small quasi-legislative, quasi-judicial regulatory organization without making enemies in the process.

James Zagel, who was Barrett's boss at the Illinois Law Commission, an agency charged with disbursing federal and state funds to local courts and police, and who is now a federal district court judge in Chicago, said Barrett has had "a lot of difficult jobs that required a lot of judgment."

Barrett has dealt with lobbyists and seekers of state grants who use every tactic "from hectoring you to abject begging" and told a lot of them "No," Zagel said. Barrett has "a gift for giving people bad news without driving them up the wall," he said.

(Zagel, who is a friend of Barrett's, has promised to swear him in as FCC commissioner prior to his going to Washington in mid-September.)

"I don't think I will frighten very easily," said Barrett. The FCC is far better insulated from the public than the ICC is, he said. "At the ICC, in major rate cases we were constantly bombarded with verbal abuse and any number of things. The people were in the room. They came to see how you were going to vote. On a number of occasions they would hang our pictures out: 'Wanted: Dead or Alive for Raising Rates.' "

Barrett also believes he will not become "enamored" of Washington and "become a victim of what people call Potomac fever. On different levels, my ego has been thoroughly stroked."

Some credit Barrett as being "street smart"; others, as just plain smart and fully capable of quickly getting up to speed on pending FCC matters. He has a full set of academic credentials: a bachelors degree from Roosevelt University (1968); a masters from Loyola University of Chicago (1971), and a law degree from DePaul University (1975).

Although some of Barrett's critics say—although not on the record—that he is "contentious" and difficult to work with, ICC Chairman Meg Bushnell and others believe such characterizations are way off the mark. She and Barrett have had "severe disagreements" on issues, but have been able to maintain a healthy working relationship. "It doesn't get into personalities," she said. "It's important to have regulatory disagreements without hating each other."

"He's a very decent, open guy," said Gary Maher, a former ICC staffer who now is president of the Illinois Cable Television Association.

Although the senior member of the ICC, Barrett has not been out front on issues or attracted a lot of attention. Nonetheless, said Maher, "I've seen him take the lead behind the scenes in putting together compromises behind major commission decisions."

Barrett's prominence at the ICC might have grown immensely had he not been drafted for the FCC. According to Ward Quaal, a veteran broadcast executive and consultant who helped secure Barrett's appointment, Barrett was Illinois Governor James Thompson's man to succeed Bushnell as chairman. Although Bushnell is continuing to serve as chairman, her term expired last January and the Governor has yet to reappoint her or name a replacement.

At the ICC, Barrett has developed a reputation and a voting record as a pro-utilities commissioner, more likely to vote with the utilities than with the consumer advocates. That Barrett is pro-business should not come as any surprise, says Maher. "It's political science 101: Barrett is a Republican."

Quaal said Barrett is a conservative, but not an ideologue out to eliminate all regulation in favor of some marketplace idea. He understands the need for some regulation, but is "death upon unnecessary regulation."

Bushnell said she and Barrett often found themselves at odds over implementing the social programs—various utility subsidies for low-income people—that the ICC is required to manage. "I am a fiscal conservative and a social moderate," she said. "I would say Andy is the opposite. He is more socially conservative than I. He ought to fit right in where he is going."

Consumer groups never felt they could count on Barrett's vote. Susan Stewart, executive director, Citizens Utility Board, a consumer advocacy group, said Barrett has not been "a consistent supporter of pro-consumer positions." He has been "very pro deregulation," advocating deregulation of noncompetitive and competitive services alike, she said.

Stephen Moore, of Illinois' Office of Public Counsel, said Barrett always seemed to favor Illinois Bell in proceedings involving the Ameritech company. He tended "to give too much weight to what [Illinois Bell] argued as opposed to consumers or his own staff."

Others see him as fairly evenhanded. According to Wally French, head of Regulatory Research Associates, a Jersey City, N.J., firm that tracks the goings-on of state regulatory commissions for investors in electric, gas and telephone companies: "Andy did not consider himself the consumers' representative or the investors' representative, but as there to balance those interests. I think he's done a fully adequate job of doing that, even though that commission is judged by investors as not doing a very good job of doing that."

Jack Tharp, executive vice president, Illinois Telephone Association, said Barrett has not always favored the telephone companies in his decisionmaking, but has been "fair" to them. "He's gone right down the middle with everybody."

Barrett bristles at any suggestion that he is in the pocket of the utilities. "If to say that I am pro-business is to say I am anti-consumer, I do not accept that," said Barrett. "You can be pro-business and help precisely the people [the consumer advocates] say you are hurting."

"Anyone that shouts out a lot of rhetoric about helping the consumers had better make damn sure that that decision is helping them in the long run as opposed to responding to the immediate shouts and screams that one hears," he said.

Barrett is currently reluctant to talk about issues that are before the commission or likely to come before the commission, having not talked to affected parties or analyzed the issues.

But Barrett revealed himself as a deregulator in the written answers to a questionnaire he filled out for the Senate Communications Subcommittee. He indicated that he would support reviewing rules with the burden of proof on those who want to keep them. "I believe the commission should continue to evaluate policies to see if they are needed as we enter an era of diversity abundance."

The FCC's multiple ownership rules "should not be written in stone and never changed," Barrett wrote. Such rules "should be amended to reflect changes in the competitive marketplace."

On the other hand, Barrett's responses indicated his support for the fairness doctrine, the equal time rule and maintaining the local and children's programing obligations of broadcasters. He also expressed opposition to allowing broadcasters to negotiate privately interference protection and coverage areas—an idea of former FCC Chairman Dennis Patrick that elicited little support—and the use of lotteries in awarding broadcast spectrum.

Barrett, who will be the first black to sit on the FCC since Tyrone Brown stepped down in January 1981, also said he favored policies aimed at increasing minority ownership. "I believe that the commission's minority and female ownership policies are good public policy and I would strongly support their retention," he wrote.

Barrett, who has been a member of the communications committee of the National Association of Regulatory Utility Commissioners, has been fingered as a proponent of allowing telephone companies to compete with cable systems in the same places the telcos provide telephone service. Such telco-cable crossownership is now banned by federal law. In an article published in *Public Utilities Fortnightly* last January, Barrett suggests that state regulators should encourage the fiber optics networks and competition between telcos and cable companies.

But Barrett maintains that he has not made up his mind on telco-cable crossownership. Maher, who as his state's chief cable lobbyist has discussed the issue with Barrett, said he is convinced Barrett has not prejudged the matter. "He told me he hasn't and I believe him."

Barrett got into trouble at his confirmation hearing when he suggested that regulation of the sex and violence on television and radio should be left to the market—the audience. Unable to undo the damage at the hearing, Barrett later sent a letter to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to make his position "clear for the record." If confirmed, he said, "I will do everything in my power under the law to ensure that licensees across the nation broadcast programs that comport with the highest moral standards of our society."

Despite the assertion, the anti-indecency forces should not count on Barrett's vote. "He is not the kind to cave into that kind of pressure if he thought some gut First Amendment issues were involved," said John Castle, who was Barrett's boss when Barrett worked for the Illinois Department of Commerce: "He would be very cautious about taking any action that would impinge on the First Amendment."

Barrett springs from the Chicago civil rights movement of the late 1960's and early 1970's. Amid the turbulence of 1968, Barrett, 28 years old and just graduated from college, joined the National Conference of Christians and Jews as associate director, where he was involved in administering the group's educational and human relations programs. Three years later, he became executive secretary of the Chicago branch of the National Association for the Advancement of Colored People.

While others took to the streets in the 1950's and 1960's, the NAACP went to federal courtrooms to secure rights of women and minorities. For the most part, Barrett's Chicago office took the same basic approach, initiating litigation to end employment discrimination—most notably by Mayor Richard Daley's then-notorious police force.

But, Barrett said, his branch also pushed its agenda through picketing and other types of demonstration. "I think probably we were more confrontational here and it probably put me at odds with the board periodically," he said.

After receiving his law degree from DePaul, Barrett was tapped by then Democratic Governor Dan Walker to be director of operations on the Illinois Law Commission. Not only did Barrett have to oversee the spending of the agency itself, said Zagel, but also of 400 to 500 recipients of the grants, he said. "You had to be able to smell a rat, and he was good at that."

In May 1979, Barrett was called on by Governor Thompson to help combine three state agencies involved in various aspects of economic development. A year later, the job was wrapped up with the creation of the Illinois Department of Commerce. Barrett became assistant director of the new department, and then was named by Thompson to the ICC.

Barrett grew up Catholic on Chicago's south side in a predominantly Irish neighborhood, attended the parochial schools and considered going into the seminary. He gave up on the priesthood, however, he said, after he "found out there were girls in the world." Barrett's father, John (and his father before him), owned the Silver Rail, a working class, "shot-and-a-beer" bar at 61st and Indiana.

After high school, Barrett worked at the postal service and at other odd jobs, picking up credits as a part-time student at the University of Chicago. He was drafted into the Army in 1963 and served two years in places no more exotic than Fort Bragg, N.C.

After the service, he pulled together his college credits earned at the University of Chicago and the University of North Carolina while in the service and began attending Roosevelt in earnest in 1966. Two years later, he had a liberal arts degree.

Barrett's south side neighborhood was one more gear in Daley's Democratic machine, and during his years as a student and civil rights activist he was a Democrat. He worked for Jimmy Carter in 1976, and a Democratic governor was responsible for his first government job.

But sometime after the 1976 election, when the Democrats lost the statehouse to Thompson, Barrett switched to the GOP. The move, he said, was born out of his disenchantment with the Great Society programs, which tended to make young people dependent on government, and with the local Democratic party, which began taking the black vote for granted.

Barrett denies that his switch was motivated by a desire to ingratiate himself with the Republican governor, but he doesn't deny that it contained some element of opportunism. Had he not felt the move would advance his career, he would not have made it.

The Republican party has been good to Barrett, landing him a series of jobs culminating with the FCC. House Minority Leader Robert Michel of Illinois first recommended Barrett to the White House for the FCC slot, and Republican Lieutenant Governor George Ryan kept up the pressure for the nomination.

Barrett expects to marry for the first time within the year. He's engaged to Janet Jeffries, who teaches mathematics at the City Colleges of Chicago. The date is not set, but the wedding will likely occur in either December or the following June. Jeffries will join Barrett in Washington. "But not before the wedding," he quipped. "The Bush Administration doesn't put up with that kind of thing." —HAJ

Mickey Leland, force in minority issues, dies in crash

Plane crash in Ethiopia claims Telecommunications Subcommittee member responsible for EEO provisions of 1984 Cable Act

American minorities, children and women seeking wider opportunities in television and radio learned last week that they had lost a powerful advocate in Congress when a six-day search ended with the Aug. 13 discovery that Representative Mickey Leland (D-Tex.) had perished in an airplane crash in Ethiopia.

The 44-year-old congressman from a district that includes his home town of Houston died with 15 others, including Leland's chief of staff, Patrice Johnson, when their twin-engine airplane slammed into a mountain in heavy weather 75 miles from their destination, a refugee camp near Ethiopia's border with Sudan.

Best known to the communications industry for his authorship of equal employment opportunity language in the 1984 Cable Act, and for his persistence in seeing that legislation through passage, the six-term congressman died fulfilling the mandate of the House Select Committee on Hunger, which he chaired: "To conduct a continuing comprehensive study and review of the problems of domestic and international hunger and malnutrition." Leland and his entourage of eight other Americans had left Washington for Ethiopia Aug. 5 to see what could be done for the health of Sudanese and Somalian refugees there. The crash of their plane brought Leland's sixth visit to the famine and war torn region to a tragic end.

Those who had worked with, and sometimes against, Leland during his 10 years on Capitol Hill were unanimous in their recollections that advocacy, action and effective compromise were characteristic of the former chairman of the Congressional Black Caucus. National Association of Broadcasters President Eddie Fritts, Association of Independent Television Stations President Preston Padden and National Cable Television Association President James Mooney similarly described Leland as a tough but open advocate willing to negotiate.

He was also, they said, diligent. "There are show horses and work horses," said Turner Broadcasting System vice president, government affairs, Bert Carp, National Cable Television Association executive vice president when Leland and Senator Orrin Hatch (R-Utah) hammered out the 11th-hour Cable Act compromise in 1984. "He was a work horse," said Carp, "one of the most effective members" of the Telecommunications Subcommittee, "and a real legislator." Added subcommittee spokesman Mike Connolly: "Some members don't come to hearings; some do. Mickey came."

Born on Nov. 27, 1944, George Thomas (Mickey) Leland graduated in 1963 from Wheatley High School and in 1970 from Texas Southern University, both in Houston. Following a 1970-71 term as clinical pharmacy instructor at Texas Southern, he entered politics, becoming a member of the Texas legislature in 1973. In 1978 his constituents elected him to the U.S. Congress and have reelected him ever since.

Coming home. For nearly a week beginning Aug. 7, Americans followed closely the search for a small plane that had disappeared in Ethiopia carrying Congressman Mickey Leland (D-Tex.) and 15 others. The Leland group had left Addis Ababa, Ethiopia, early that morning, expecting to spend a day among Sudanese refugees at the Fugnido refugee camp 270 miles away. The aircraft encountered strong rains and dense cloud cover, and contact with the party was lost. Hope that they would reappear was dashed early Aug. 13, when military rescuers began recovering the bodies of all 16.

"Over the past six years," said Larry Irving, Leland's former chief of staff (1983-87) and current senior counsel to the Telecommunications Subcommittee, on which Leland continued to sit, "if you were going to create legislation related to broadcasting or cable, be prepared to deal with Mickey on children, women and minorities."

Cable Act language authored by Leland, said Mooney, "made sure that we take our social obligations seriously."

However, said Irving, neither Leland's constituency, message nor methods were one-dimensional. "Mickey was a student of the media. He knew its power and believed it shapes our opinions of one another. Yes," said Irving, "the Cable Act has meant employment for literally thousands of minorities who might not otherwise have been hired" by the cable industry. But he "was always right there on children's television issues" and pushed hard for the inclusion of women in minority preference ownership rules. "Wherever there were politically or economically powerless people," Irving said, "that is where he wanted to be."

And, added his former top aide, "stereotypical depictions in the media really bothered him." Leland used not only legislation, said Irving, but also private conversations with Hollywood and network executives and hearings "as a bully pulpit" to exhort the industry to improve its representations of "women and children, Asians and Hispanics, as well as blacks."

Leland had an ally in FCC Commissioner James Quello, who said, "I had a guy there on the committee with whom I could reason. We agreed on many things, but even when we disagreed, we could talk," he said, recalling that Leland "went way out of his way to show up" at a Michigan Association of Broadcasters meeting that honored Quello last April. "He was a very warm human being. I will miss him."

Leland was to be buried in Houston Aug. 19. He is survived by his wife, Alison, and three-year-old son, Jarrett. Mrs. Leland is expecting another child in early 1990.—PDL

Networks hit summer doldrums

Record lowest-ever shares; cable, independents divvy up credit for inroads

ABC, CBS and NBC suffered an all-time low combined 55% share of total TV households over the last half of July and the first week of August. That erosion is a topic familiar to network executives, while providing cable television, the Fox programing service and independent TV programers the opportunity to explain how their counter-programing moves have been taking bites out of the Big Three.

Nielsen's July "Status Report" to the cable industry reported that network-affiliated stations accounted for a 57% share of the total prime time TV universe for the 31-day period (a decline of one percentage point from the 58% of July 1988). All other sources (independent commercial stations, basic cable originators, pay cable services and public TV stations) recorded a combined 50% share of the viewing audience.

Bob Niles, vice president of research for NBC, downplayed the share decline, saying the networks "have not lost reach, they have lost frequency," and pointed to the historic summer share drop-off. He cited the three past summers (1986-88), each of which saw 11- to 12-share-point declines from the networks' fall prime time showings. "With a nine- to 10-point share loss this summer, we're starting to fall back to the smaller share losses of the early 1980's." Niles estimated the full season share average would be about 64%. "We're still the reach vehicle," he emphasized. "The only difference is that if I held a party today and the same number of people were invited as 10 years ago, they would show up but probably wouldn't be sticking around as long."

CBS's Vice President of Audience Measurement, Mike Eisenberg, agreed with Niles's assessment that the networks sell rating points and not shares to prospective advertisers. "There is not one cable network that will deliver 100% of the audience. Only seven of the 23 basic cable services are achieving over 50% penetration (of total U.S. TV households). In one simple shot, the broadcast networks can deliver 100% of the country."

In terms of 1988-89 advertising revenue, Eisenberg said free TV will have combined ad sales revenues of over $4 billion (the three networks and FBC), with CBS generating $1.1 billion in sales. Niles said $1.7 billion will be added to NBC's coffers, and estimated ABC should earn $1.2 billion in gross advertising sales.

Network executives have watched their share drop from 91% for the 1976-77 season in all TV households to a 66% 1987-88 average, and Fox Broadcasting affiliates' airing of original summer programing may have additionally turned up the summer heat.

"All the networks do during the summer is air busted pilots," said Jon Mandel, vice president and associate media director, Grey Advertising. "The American public is not stupid. Network thinking is, 'Why should I do original programing in June when the HUT levels are down?' It's about the same kind of thinking Detroit used to have about competing against the Japanese in the automotive markets."

During the July sweeps period, Fox rolled out original episodes of *Totally Hidden Video*, *America's Most Wanted* and *Cops*. It gave the program service a July rating increase of 110% over July 1988.

Fox Affiliate Board Chairman and KTXL-TV VP and General Manager Michael Fisher credited FBC executives for "developing a strategy that has vastly increased sampling" of the program service's shows. But also, as an independent station executive, Fisher added that "it is the best of both worlds" to be able to get 20th Century Fox product and "concentrate programing dollars" on other locally originated programs.

From April 24, 1989, to August 13, 1989, Fox garnered an 11 share prime time average in Nielsen overnight ratings. NBC scored a 23 share average, while ABC and CBS earned identical 18 share averages for the same period. Basic cable services pulled in a 14 share average, and independent TV stations accounted for a 23 share tally. But, according to Sue Rynn, research director for the Association of Independent Television Stations (INTV), Fox's share numbers should be combined with independents, since its affiliates air fewer than 15 hours of national programing.

"Without the 200 or so indie stations,

Expanding universe

While network shares are declining, there may be some consolation in the news that Nielsen Media Research will revise the value of a rating point to 921,000 homes, a 1.9 percent increase over the 1988-89 season figure. A Nielsen spokeswoman confirmed that the research service will upgrade the rating August 28, reflecting the growth of the country's television universe to 92.1 million households.

Last year, Nielsen raised the value of the rating point 2.0 percent (to 904,000 households per point), when Alaska and Hawaii were included for the first time in the national household figures.

Talk trial

Bohbot Productions is testing a new program, *Girl Talk*, designed as an afternoon transition vehicle (from children's programing to adult programing). Girls 8 to 18 years old are the target audience. A package of five half-hour episodes has been cleared by stations covering 80% of the country, according to Bohbot executive vice president Shelly Hirsch. Stations in the top three markets carrying the show include WPIX-TV New York, KTTV(TV) Los Angeles and WGN-TV Chicago. Stations will air the program over the next four weeks and repeat the episodes in November or December. The program is hosted by Soleil Moon Frye (*Punky Brewster*) and features interviews with teenage celebrities, singing, dancing, fashion news and more. According to Hirsch, if the test goes well, Bohbot expects to offer it as a strip for the 1990-91 syndication season. Bohbot Communications is one of the leading buyers of advertising time in children's television.

they [FBC] would not have been afforded the ability to compete with the networks," Rynn said. "At the same time, this has provided an additional revenue stream for independents to cope with spiraling programing costs. Fox's programing has been a big part of the growth of independent stations. They offer a wide variety of movie packages not available to other stations."

Rynn pointed out that basic cable's 15% share "has to be divided among 23 originators. The growth of the cable pie has maybe been three-tenths of a share [point] over last year's figure," she said.

According to Jonathan Sims, vice president of research for the Cable Advertising Bureau (CAB), researchers could point to any "broad set of terms" to attribute the erosion of share points of networks and the growth of other sources. "In noncable homes, you can probably trace the erosion to independent stations," Sims says. "In cable homes, it's the ad-supported cable networks that are eroding broadcast network numbers. Within cable homes, the independent stations have been downtrending."

"Any way you look at it, the share point loss hurts the networks' credibility to reach the audience," said Steve Grubbs, senior vice president, national broadcast buying, BBDO Advertising. "It will continue to decline in proportion to the additional cable systems, pay systems and satellite systems. When you reach the limits of 36 channel availabilities, you can bet media buyers are going to look into every alternative." —MF

Change of venue for 'People's Court'

Judge Wapner and company move to WPIX(TV) in number one market; New season will have show holding court from variety of cities

It took Warner Bros. Domestic Television Distribution Co. just two weeks to get a new New York affiliate for its long-running first-run program, *The People's Court*—WPIX-TV. The show was dropped by WCBS-TV New York, which has been airing it at 4:30 p.m. (after the now-canceled *Superior Court*, also a Warner Bros. first-run court show). WCBS-TV picked up *Geraldo* for 4 p.m. to 5 p.m. *People's Court* has been renewed by over 160 stations covering 90% of the country. Michael Eigner, recently appointed vice president and general manager, WPIX-TV, confirmed last week the station picked up the program, and will use it at 7 p.m. as a lead-in to its 7:30 p.m. newscast.

Word of the new clearance in the nation's largest market came as the program is about to enter its ninth season on the air. The program has been a key local evening news lead-in for many affiliate stations since its debut.

Program analysts said last week, however, that the program's ratings delivery was diluted somewhat with the introduction of other court programs, such as Warner's own *Superior Court* and *The Judge*, from Genesis Entertainment, but that *People's Court* remains a solid performer.

According to Scott Carlin, senior vice president, first-run television, Warner Bros. Domestic Television, *People's Court* is used by about 100 stations as a news lead-in, more than any other single program. "Fundamentally he is right," said one rep program executive who tracks the show. "And getting rid of *Superior Court* this season was a good move. That can only help strengthen the ratings of *People's Court*."

Warner Bros. is adding some new twists this season to freshen the program. Plans include taking the show on the road to a number of major markets. Judge Joseph A. Wapner will hold court for a week's worth of episodes in each city the show travels to. Those cities include New York, Chicago, Boston, Houston, Atlanta, Washington and New Orleans. "We'll have thirty-some shows on the road, in different courtrooms, with different cases, and with different people and different accents," said Scott Carlin, senior vice president, first-run television, Warner Bros. Television Distribution.

The show will also have a new opening this coming season. It will feature a graphic of a map of the U.S., with arrows pointing to various destination points on the program's itinerary, to illustrate the program's relevancy to viewers nationwide.

In New York, *People's Court* has been placing second in its time period, beaten only by *Oprah Winfrey*. For the first time, after stints on all three owned-and-operated stations in the market, the program is moving to prime time access, where it will gain over a million more available adult male viewers, a key demographic for the program as a news lead-in, said Carlin.

With *People's Court* scheduled for 7 p.m., *Cheers* will discontinue its current double run on the station, airing just in late night at 11 p.m. "We are committed to news in a big way," said Eigner of WPIX. The station's 7:30 p.m. newscast, he said, was "lacking a strong lead-in. *People's Court* has never been lower than second place in the New York market. It's proven to be the best news lead-in the country, and an entertainment vehicle at the same time. It just seemed to make a lot of sense."

Eigner also confirmed that the new off-network *Growing Pains* is now scheduled for 6:30 p.m., and *Charles in Charge* will be stripped at 6 p.m. The two other VHF independents in the market will also program comedy during that hour. WNYW-TV will launch *Night Court*, probably tying it to *Family Ties* in the 6 p.m. to 7 p.m. block.

WWOR-TV is expanding its comedy block, currently an hour from 7 p.m. to 8 p.m., perhaps to three hours from 5 p.m. to 8 p.m. Currently, *The Cosby Show* and *Kate and Allie* are scheduled between 7 p.m. and 8 p.m. The station has picked up the rights for this coming season to *Who's the Boss*, *Silver Spoons*, *It's A Living*, and the colorized *McHale's Navy*. —SM

USA builds its programing strategy

Cable network close to announcing purchase of film package going straight to cable and acquisition of two new series; it also lines up stars for its original TV films

The USA Network is "on the edge" of announcing the acquisition of a major film package that will go directly to cable, bypassing the syndication market, according to David Kenin, senior vice president, programing. Last year, USA acquired the Pegasus I package from Televentures, which was the first major package to contain a basic cable window prior to syndication (BROADCASTING■CABLE, June 19). The network also hopes to announce within the next month the acquisition of two new series, a half-hour suspense drama and a one-hour action drama.

USA is also stepping up its production of original made-for-cable films (BROADCASTING, Aug. 14) and has lined up a number of stars for these original projects. Among the titles scheduled to premiere in the fourth quarter: *Hollywood Detective*, starring Telly Savalas as an actor who portrays a TV detective becoming involved in a real mystery; a remake of "Sorry, Wrong Number," starring Loni Anderson and Hal Holbrook; *Final Notice*, a drama with Gil Gerard, Steve Landesberg and Louise Fletcher, and *Jake Spanner, Private Eye*, featuring Robert Mitchum, Stella Stevens, Ernest Borgnine, Dick Van Patten and Edie Adams.

USA also has a deal with Blair Entertainment, London Weekend Television and Germany's Taurus Films to producemade-for-television movies based on the works of Frederick Forsythe, the first of which will be *Just Another Secret*, starring Beau Bridges. Other USA made-for-television movie titles include *Spy*, starring Jameson Parker, Ned Beatty and Michael Tucker, and *High Desert Kill*, the story of a hunting group's encounter with aliens, starring Chuck Connors and Anthony Geary.

"Original films are a key part of our current programing strategy," said Kenin. "They bring tremendous attention to USA from the advertising community, the cable operator and the viewer." □

'Nine' on 9

New York independent WWOR-TV will debut a three-hour weekday live show with the working title of *Nine Broadcast Plaza* on Sept. 18. The show, which will air from 10 a.m. to 1 p.m., replaces the two-hour live *People Are Talking* and a one-hour news broadcast. While unwilling to discuss the format of the new show, Tom Petner, the station's vice president of news, said *NBP* would be a "50-50 split between programing and news." Petner and co-creator Bob Woodruff, the station's executive producer, have not yet found an executive producer.

Syndication Marketplace

Courtroom strip *The Judge* has been cleared by 102 television stations, representing 73.4% of U.S., distributor **Genesis Entertainment** announced. First-run drama has firm production commitment for its fourth syndicated season and has been purchased in 20 of top 25 markets. New market clearances on major independent stations are WNYW-TV New York, WXON-TV Detroit, KTSW-TV Seattle, KPHO-TV Phoenix, WSVN-TV Miami and KETV-TV San Diego. New network affiliate signings include KXAS-TV Dallas, KPRC-TV Houston, WSB-TV Atlanta, KTVI-TV St. Louis, WJZ-TV Baltimore, WDSU-TV New Orleans and KTVX-TV Salt Lake City.

Genesis Entertainment is division of Gannaway Enterprises Inc., which syndicates *Highway to Heaven*, *The Great Escape* and *The Byron Allen Show*.

□

Republic Pictures Domestic Television's feature film package, Republic Premiere One, featuring 12 made-for-TV movies such as *Indiscreet* (starring Robert Wagner and Leslie Anne-Down), *Mistress* (featuring Victoria Principal) and *Promised A Miracle* (with Rosanna Arquette and Judge Reinhold), has been picked up by five additional stations, increasing its clearance to over 25 stations representing 54% coverage. Package is offered to stations with an initial barter window of two runs over four weeks, and stations can receive "cash back-end" license term of three runs over three years. Individual titles will be available between 1990 and 1995.

Republic also announced that Color Movies II, eight-film package of colorized features, has been picked up in five additional markets, raising U.S. coverage to 26%. Tinted classics include John Wayne in "Fighting Seabees," Jimmy Stewart in "It's A Wonderful Life," Ava Gardner in "One Touch of Venus" and Kirk Douglas in "Champion." Color Movies II is available for two airings per station in five-week windows, and is being sold on barter basis (11½ minutes national, 12 minutes local).

ITC Domestic Television secured clearances for its new feature film package Volume VIII on WGN-TV Chicago, WSBK-TV Boston and WJLA-TV Washington, bringing its clearance record to 24 of nation's top 25 markets. Included in package is "The Big Easy," "Volunteers," "Target," "Rent-A-Cop" and "The Flamingo Kid." Volume VIII consists of 18 titles, and is being offered on cash-plus-barter basis (12 minutes national, 12 local) beginning in November 1989. After initial two barter runs, entire package will be sold for cash. ITC is offering titles for eight runs over six-year period including two previous runs.

□

Fox/Lorber, which syndicates *Michelob Presents Night Music*, said program has been cleared in 69 markets (over 70% of country) for 1989-90 season, its second season on air. New stations in top 10 markets include KDAF-TV Dallas and WTFX-TV Philadelphia.

□

King World said Jack Anderson will join *Inside Edition* as investigative correspondent. Company also said Ralph Nader will also return to show in its second season as occasional commentator. Both developments were announced two weeks after arrival of Av Westin to KWP, as senior vice president in charge of reality programing (BROADCASTING, July 31).

□

Catalina Production Group Ltd., headed by actor-producer Gregory Harrison and producer-manager Franklin R. Levy, has entered into agreement with Lorimar Television to develop all forms of television series programing. First project of association will be co-venture between Lorimar Television and MGM Television to develop series for CBS, in which Harrison will star and serve, along with Levy, as executive producer.

NBC wins prime time, CBS takes news

NBC's 20.6/10.9 rating/share took week 47, with ABC recording a 9.8/18.4 for second place and CBS a 9.1/17.1 for third. In the evening news race, CBS was first with 9.0/20, followed by ABC with an 8.7/19 and NBC with 8.3/19.

Nielsen	□	Net	□ Show
1	18.7/33	A	Roseanne
2.	17.8/33	N	Cheers
3	15.6/29	A	Wonder Years
4	15 5/28	N	Dear John
5.	15.3/30	N	A Oifferent World
6.	14.5/25	A	Coach
7.	14.5/30	N	Golden Girls
8.	14.4/30	N	Cosby Show
9.	14.0/28	A	Who's the Boss
10.	13.9/28	N	Empty Nest
11.	13.8/27	A	20/20
12.	13.4/29	C	60 Minutes
13.	13 1/27	A	Mr. Belvedere
14.	13.0/25	N	Special: Fatal Addictions
15.	13 0/24	N	Night Court
16.	12.9/25	A	Just the Ten of Us
17.	12 9/25	N	L.A. Law
18.	12 7/21	C	Designing Women
19.	12 6/27	A	Full House
20	12.6/22	C	CBS Sunday Movie
21.	12 5/25	A	Perfect Strangers
22.	12 5/21	C	Newhart
23.	12 4/25	N	227 special
24.	12 4/22	N	Hogan Family
25	12.1/23	N	Unsolved Mysteries
26.	12.0/20	A	ABC Monday Night Movie
27.	11.9/22	N	ALF
28	11 8/20	C	Murphy Brown
29.	11.7/21	C	Jake and the Fat Man
30.	11.6/22	C	Matlock
31.	11.4/21	N	Midnight Caller
32.	11.4/19	N	NBC Monday Nighl Movie
33.	11.3/20	N	In the Heat of the Nighl
34.	11.2/22	A	Growing Pains
35.	10.9/21	A	Head of the Class
36.	10.6/19	A	MacGyver
37.	10.6/18	F	Married...with Children
38.	10.4/22	N	Oh, Henry
39.	10.0/18	F	Totally Hidden Video
40.	9.9/16	A	ABC Sunday Night Movie
41.	9.9/18	C	Married to the Mob
42.	9.7/19	C	48 Hours
43.	9.5/18	A	Primetime Live
44.	9.4/17	C	CBS Tuesday Movie
45.	9.4/17	N	Knight and Oaye
46.	9.1/17	A	thirtysomething
47.	9.0/19	N	13 East
48.	9.0/17	F	America's Most Wanted
49.	8.7/15	N	NBC Sunday Night Movie
50.	8.3/15	C	Equalizer
51.	8.2/15	A	Robert Guillaume Show
52.	8.2/15	N	My Two Oads
53.	8.1/15	A	China Beach
54.	8.0/15	C	Kate & Allie
55.	8.0/16	N	NBC Movie of the Week
56.	7.9/15	C	Smothers Brothers
57.	7.8/15	C	Family Ties
58.	7.7/14	A	Mission: Impossible
59.	7.7/14	A	Hooperman
60.	7.6/14	C	Wiseguy
61.	7.5/14	C	Best of Knots Landing
62.	7.5/17	N	Amen
63.	7.3/14	C	CBS Friday Movie
64.	7.2/15	C	West 57th
65.	7.2/15	N	Magical World of Oisney
66.	6.8/12	C	Ed Begley Jr. Show
67.	6.6/13	C	CBS Summer Playhouse
68.	6.4/11	F	Tracey Ullman
69.	6.3/13	A	San Berdoo
70.	6.2/14	C	Paradise
71.	6.0/12	C	Tour of Outy
72.	5.5/12	C	Beauty and the Beast
73.	5.5/12	F	Cops
74.	5.4/11	F	21 Jump Street
75	5.2/10	A	A Man Called Hawk
76	5.0/10	A	ABC Saturday Night Movie
77.	4.6/8	F	Garry Shandling's Show
78	4.4/9	A	Incredible Sunday
79.	3.9/8	F	Reporters
80.	3.6/7	F	Duet

*Syndication * Scorecard*

(Week ending Aug. 6)

1.	11.8	Wheel of Fortune, syn.	229	98
2.	11.0	Jeopardy!	213	99
3.	9.0	Cosby Show	198	98
4.	8.9	Oprah Winfrey special	216	99
5.	8.4	Star Trek	228	97
6.	8.0	TV Net Movie	187	96
7.	7.3	Wheel of Fortune-wknd	209	92
8.	7.0	Current Affair	146	90
9.	6.8	Entertainment Tonight	170	94
10.	5.7	Donahue	228	98
11.	5.4	Geraldo	201	99
12.	5.4	Wake of the Red Witch	153	95
13.	5.3	People's Court	186	92
14.	5.1	Mama's Family-syn	192	92
15.	5.1	Nat. Geo on Assignment	131	92
	9.9	World Wrestling Fed.	248	97

* Nielsen syndicated weekly pocketpiece

BROADCASTING's third installment in an ongoing series on AM radio looks at recent advancements in fidelity, starting with the FCC-mandated NRSC standards, whose purpose is to reduce adjacent-channel interference and whose adoption holds the promise of wider-band radios and a more competitive AM stereo.

In coming weeks, other facets of AM—its programing, marketing, standalones and small-market stations, and prospects for an extended AM band—will be examined. Stay tuned.

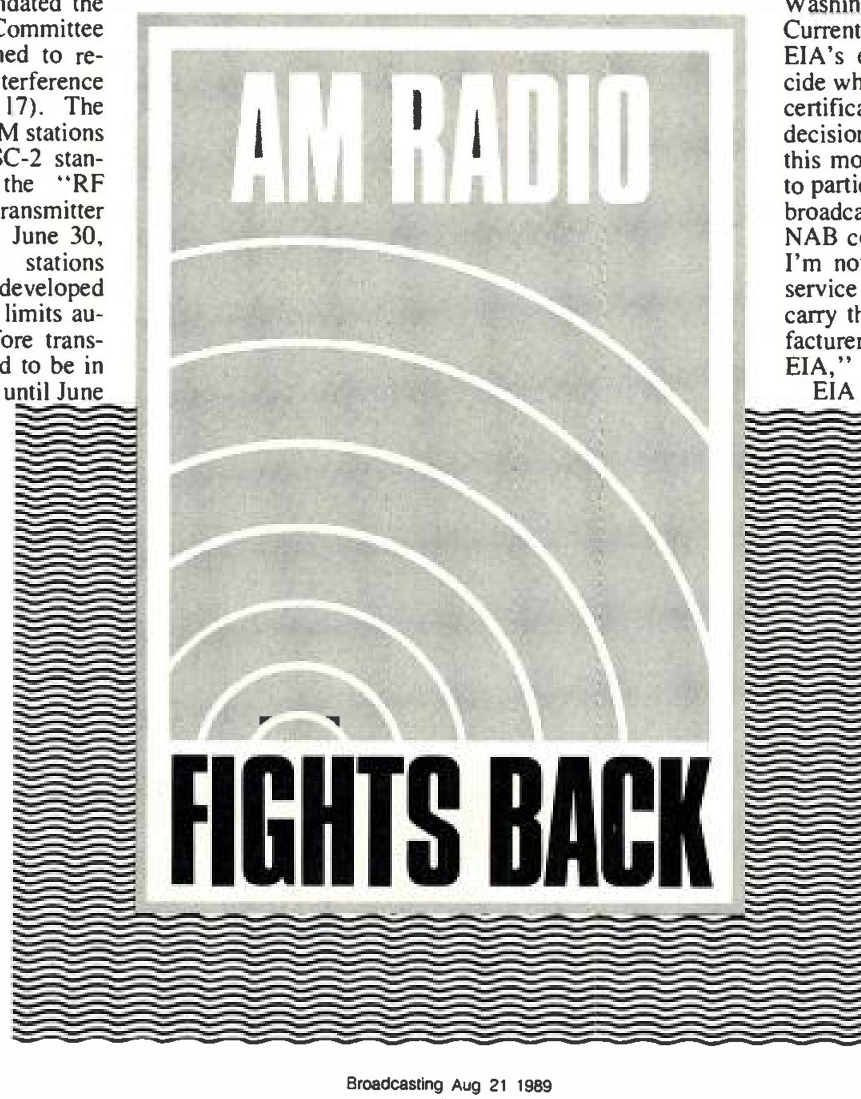
AM radio: the fidelity factor

AM broadcasters, handicapped for years by low fidelity compared to their FM competitors, have recently been receiving quite a bit of good news, and their outlook will probably improve even more within the next few months. Steps were taken last spring by the FCC to treat adjacent-channel interference in the band. As a result, broadcasters and consumer electronics manufacturers have been meeting over the summer to discuss the development of AM receivers that will have more than twice the frequency response typically offered today.

The first major advancement toward better fidelity on AM was made when the FCC mandated the National Radio Systems Committee (NRSC) standards designed to reduce adjacent-channel interference (BROADCASTING, April 17). The commission ordered all AM stations to comply with the NRSC-2 standard (also known as the "RF mask")—which limits transmitter emissions to 10 khz—by June 30, 1990. However, those stations which install the earlier-developed NRSC-1 standard, which limits audio inputs to 10 khz before transmission, will be presumed to be in compliance with NRSC-2 until June 30, 1994.

NRSC was formed in the mid-1980's to address the problem of AM adjacent-channel interference. It is cosponsored by the National Association of Broadcasters and the Electronics Industries Association (EIA), the trade association representing consumer electronics manufacturers.

A long-running disagreement between manufacturers and some AM station operators has been whether the frequency response of AM receivers, typically 2 khz-3 khz, has been too narrow, even considering the heavy adjacent-channel interference that exists in many radio markets. About a year ago, as it became apparent that the FCC would eventually mandate one or both NRSC standards, some in the broadcast industry, led by Michael Rau, NAB vice president of science and technology, called on manufacturers to start designing wider band radios and said that in order to promote higher AM quality, a joint NAB-EIA certification mark should be placed on the new receivers.



The first substantial meeting between the two associations on the certification mark was held last June during EIA's Consumer Electronics Show in Chicago; a follow-up meeting was held in Washington about a month later. Currently, NAB is waiting for EIA's executive committee to decide whether to participate in a joint certification mark program. That decision is expected at the end of this month. If the EIA chooses not to participate, it would be a blow to broadcast interests. "I suppose NAB could do it on their own, but I'm not sure that having an NAB service mark for receivers would carry the same weight [with manufacturers] as one done jointly with EIA," Rau said.

EIA officials point out that they view the issue somewhat differently than broadcasters. While broadcasters view adjacent-channel interference and wideband radio receivers as technical problems, manufacturers tend to view them as marketplace problems. "Our work in the National Radio Systems Committee may be a little weak in that it came a little late," said Bart Locanthi, a consumer electronics consultant who has been active in NRSC proceedings. Some manufacturers believe that there will be low demand for high-fidelity AM. Others are concerned because the NRSC standard will not be mandatory for another year. "The question is: 'What do you do in the interim?' You don't want to sell a radio that's going to sound good on some stations and not sound good on others," said Tom Mack, EIA director of engineering. But the current assumption among most in both industries is that AM radios with wider response will be introduced soon and that a certification mark will probably be approved.

What has not yet been decided is the minimum frequency response of the radios bearing the mark. But both industries seem to be approaching agreement on 7.5 khz. According to Rau, broadcasters would like to see 10 khz AM radios put on the market, but most know that it would be unrealistic to expect manufacturers to agree to that response. A compromise of between 6 khz and 8 khz would be widely accepted. "The selecting of precise numbers for a mark like this is largely a matter of judgment. I don't have and I don't think anybody could come up with a precise, methodical way to select a number," Rau said.

Automobile AM receivers are playing an especially important role in the deliberations of what should be wide enough. If, in the short term, radios with about 7.5 khz are widely marketed, both broadcasters and manufacturers predict that AM quality will be competitive with FM in the car because of the ambiant noise and the lower bandwidth of typical automobile speakers. After having listened to prototype 7 khz AM car radios, John Marino, vice president, engineering, NewCity Communications Inc., Bridgeport, Conn., said he believes they could be competitive with FM "because a lot of FM stations are processing so heavily right now that they are lucky if they get much frequency response above that area. Now, in the home environment, where you have a large system and you're sitting in front of it, there is no comparison. You can certainly tell the difference between a restricted bandwidth AM receiver and FM."

The 7.5 khz number "is quite reasonable," said Almon Clegg of Denon Inc., a Parsippany, N.J., radio manfuacturer. "Set manufacturers will need a little time to work their bandwidth out [to an eventual 10 khz]. AM radio is not a simple matter like FM when it comes to bandwidth." He agreed that improvement in the new radios will be most noticeable in the car. "The average consumer at about 8 khz would have a difficult time differentiating between AM and FM. It really does sound quite good." All of Denon's current inventory of AM radios are built with frequency responses of 2 khz to 3 khz, Clegg said. But within the next few months, Denon plans to introduce its first 8 khz receivers, and the company's policy is that all newly introduced AM radios will be 8 khz.

But some broadcasters take a harder line. "What qualifies a practical approach to true hi-fi has already been determined—the NRSC standard," said Charles T. Morgan, vice president, engineering for Susquehanna Radio Corp., York, Pa., and chairman of the NRSC. "The NRSC standard, which will allow stations to preemphasize and receivers to deemphasize, will produce good quality out beyond 8 khz. I think that there


Rau


Clegg


Rudman

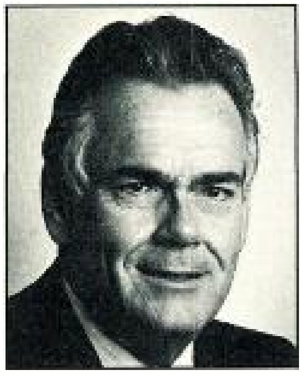
should be no compromise between that and anything else."

Some believe that eventually there will be a technological answer to the fidelity question. "What I would be willing to see personally is some kind of a circuit in the radio that if interference was high or signal strength was low, it would automatically pull in the response of the radio, so you could have radios that I would term 'dynamic response,' " said Richard Rudman, engineering manager, KFWB(AM) Los Angeles, who is also immediate past president of the Society of Broadcast Engineers (SBE). "That would be the most useful thing in the market you could get."

In fact, Motorola Inc. has introduced such an IC (integrated circuit) to be used with its C-Quam AM stereo system. The chip was first announced during NAB's Radio '87 convention in Anaheim and has been in development since. It would result in a 10 khz radio that would automatically narrow to 5 khz in conditions of heavy adjacent-channel interference. Rau praised the Motorola chip and said he believes that radios containing it should qualify for the certification mark, even if the lower setting is below the chosen minimum frequency response.

Clegg also had nothing but praise for manufacturers now working on variable response IC's. Over the years, AM radio, the oldest of the broadcast media, has changed little, and consumer manufacturers have directed their most creative designing and engineering toward other aspects of consumer electronics. But more attention has been paid to AM in recent years because of the effort to improve its technical quality. "Motorola should be complimented for leading the pack," Clegg said.

However, EIA's Mack again cautioned


Morgan


Marino


Smith

that consumer manufacturers will view developments such as the Motorola IC from a marketplace perspective. It will cost more to build radios with the chip. "Will people be willing to pay for it? Manufacturers will build what customers demand." Mack said.

The prospect of wider-band radios has led some broadcasters to become more optimistic about another AM radio technology—stereo. The current AM stereo technology "works given a decent AM stereo receiver and a decent AM stereo signal. What one gets in the field is fairly convincing stereo," said Milford Smith, vice president, radio engineering, Greater Media Inc., New Brunswick, N.J. "Hopefully, with the formalization of NRSC and, we hope, the introduction of wider bandwidth AM receivers, we will end up with an AM stereo product that is not terribly dissimilar to FM."

Manufacturers are usually not quite as optimistic. They agree that wider frequency response will result in better-sounding AM stereo, especially for music programing. But "so many of AM stations have converted to talk stations and I don't know how much good stereo will do for a talk station," Locanthi said. If higher fidelity does help AM stereo, he predicted that it will happen gradually as listeners become accustomed to the improved AM. —RMS

Heftel and Suarez form Viva America

Two owners of Spanish-language stations have teamed up to acquire radio stations in major markets with large Hispanic populations and form a national Spanish-language radio network.

Cecil Heftel, a former Democratic congressman from Hawaii and longtime broadcaster, and Amancio Victor Suarez, a Miami broadcaster and consumer electronics retailer, announced last week their plans to create Viva America Media Group Ltd.

If all goes according to plans, they said, Viva America will end up with up to 16 stations in eight markets, and between 30 and 40 affiliates covering 60% of the country.

At the the core of the broadcast group/-network will be Heftel's KTNQ(AM)-KLVE(FM) Los Angeles and Suarez's WAQI-AM-FM Miami.

Heftel has agreed to take a 49% interest in Suarez's Miami stations (for $4 million cash and $7.5 million assumption of debt). Suarez will acquire a 10% interest in Heftel's Los Angeles stations in exchange for 10% interest in Cosmo Communications Corp., the publicly traded consumer electronic company of which Suarez is chairman.

According to Charles Fernandez, executive vice president of Mambisa Broadcasting Corp., licensee of Suarez's Miami stations, Heftel and Suarez will be 50-50 partners in the planned purchases of stations. "With two balance sheets like Suarez and Heftel, the banks are lining up," said Fernandez.

Viva Media will focus on top-10 markets for its acquisitions. Rumors are circulating that the next purchase may be WKDM(AM) New York, and Fernandez confirmed that there is interest in the station. □

Stock Index

	Closing Wed Aug 16	Closing Wed Aug 9	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	506 1/4	529 1/4	-23	-04.34	22	8,216
N (CBS) CBS	210	215 3/4	- 5 3/4	-02.66	18	4,953
A (CCU) Clear Channel	12 1/4	12 1/4		00.00	20	47
A (HTG) Heritage Media	3 3/4	4	- 1/4	-06.25	-3	83
O (JCOR) Jacor Commun.	7 1/8	6 7/8	1/4	03.63	-8	70
O (LINB) LIN	106	109 1/8	- 3 1/8	-02.86	63	5,412
O (OBCCC) Olympia Bcst.	2 1/4	2 1/2	- 1/4	-10.00		5
O (OSBN) Osborn Commun.	14	14		00 00	-12	71
O (OCOMA) Outlet Commun.	28 1/4	29	- 3/4	-02 58	42	185
A (PR) Price Commun.	6 7/8	6 7/8		00.00	-3	50
O (SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-5	14
O (SCRP) Scripps Howard	79	80	- 1	-01.25	46	815
O (SUNNC) SunGroup Inc.	1 3/4	1 1/2	1/4	16 66	-2	4
O (TLMD) Telemundo	5 1/8	5	1/8	02.50		86
O (TVXGC) TVX Broadcast	3 1/8	2 5/8	1/2	19.04		23
O (UTVI) United Television	38	37	1	02.70	48	415
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	39 7/8	39 3/4	1/8	00.31	67	790
O (ASTVC) Amer. Comm. & TV	1/16	1/16		00.00		4
N (AFL) American Family	16	15 3/4	1/4	01.58	11	1,296
O (ACCMA) Assoc. Commun.	35 1/2	34 3/4	3/4	02 15		507
O (BMAC) BMA Corp.	35 1/2	35 1/4	1/4	00 70	18	344
N (CCN) Chris-Craft	38 1/2	40	- 1 1/2	-03.75	45	866
O (DUCO) Durham Corp.	32	32 3/4	- 3/4	-02.29	18	269
N (GCI) Gannett Co.	46 3/8	47 5/8	- 1 1/4	-02 62	20	7,469
O (GMXC) GMX Commun.	1/32	1/32		00.00	20	7,469
O (GACC) Great Am. Comm.	11 3/8	11 1/8	1/4	02.24	-4	357
N (JP) Jefferson-Pilot	38 1/4	38 1/2	- 1/4	-00.64	14	1,474
N (KRI) Knight-Ridder	56 1/8	56 1/2	- 3/8	-00.66	21	2,980
N (LEE) Lee Enterprises	32 7/8	34 1/4	- 1 3/8	-04.01	19	811
N (LC) Liberty	36	36 7/8	- 7/8	-02.37	12	311
N (MHP) McGraw-Hill	79 1/8	76 1/4	2 7/8	03.77	21	3,839
A (MEGA) Media General	37 3/4	37 5/8	1/8	00.33	102	972
N (MDP) Meredith Corp.	36 1/8	37 3/8	- 1 1/4	-03.34	21	687
O (MMEDC) Multimedia	107	106 1/2	1/2	00.46	43	1,184
A (NYTA) New York Times	31 3/4	32 1/4	- 1/2	-01.55	16	2,516
N (NWS) News Corp. Ltd.	26 1/2	26 7/8	- 3/8	-01.39	10	7,065
O (PARC) Park Commun.	35 1/2	35	1/2	01 42	25	489
O (PLTZ) Pulitzer Publishing	30	29 3/4	1/4	00.84	15	314
N (REL) Reliance Group Hold.	7 3/4	8 1/4	- 1/2	-06.06	24	577
O (RTRSY) Reuters Ltd.	47	47 3/8	- 3/8	-00.79	27	19,453
O (STAUF) Stauffer Commun.	138	138		00.00	46	138
N (TMC) Times Mirror	40 1/2	43 1/4	- 2 3/4	-06.35	16	5,208
O (TMCI) TM Communications	3/8	5/16	1/16	20.00	-1	2
N (TRB) Tribune	57 7/8	58 5/8	- 3/4	-01.27	20	4,330
A (TBSA) Turner Bcstg. 'A'	60 1/4	61 7/8	- 1 5/8	-02.62	-18	2,770
A (TBSB) Turner Bcstg. 'B'	56	55 3/4	1/4	00.44	-17	1,355
A (WPOB) Washington Post	286	290 3/4	- 4 3/4	-01 63	22	3,679
PROGRAMING						
O (SP) Aaron Spelling Prod.	8 1/8	7 7/8	1/4	03.17	11	263
O (ALLT) All American TV	3 1/8	3	1/8	04 16		3
O (BRRS) Barris Indus	9 3/4	9 3/8	3/8	04 00	-4	105
A (CLR) Color Systems	1 7/8	2 1/8	- 1/4	-11.76	-1	10
N (KPE) Columbia Pict. Ent.	21 1/8	23 1/8	- 2	-08.64	1056	2,339
O (CAVN) CVN Cos.	20 1/4	20 1/8	1/8	00.62	32	356
A (DEG) De Laurentiis Ent.	1/8	1/8		00.00		1
O (dcpl) dick clark prod.	5 3/4	5 3/8	3/8	06.97	-575	47
N (DIS) Disney	115 3/8	116 7/8	- 1 1/2	-01.28	27	15,507
O (FNNI) Financial News	6 7/8	6 7/8		00.00		83
A (FE) Fries Entertain.	2 1/8	2 1/8		00.00	-3	10
N (PCI) Gulf + Western	61 1/8	62 1/8	- 1	-01.60	18	7,102
A (HHH) Heritage Entertain.	2 1/2	2 3/8	1/8	05.26	-8	13
A (HSN) Home Shopping Net.	3 3/4	3 3/4		00.00	15	335
N (KWP) King World	31 5/8	30 7/8	3/4	02.42	11	791
O (KREN) Kings Road Ent.	15/32	21/32	- 3/16	-28.57		2
N (MCA) MCA	67 7/8	69 3/4	- 1 7/8	-02.68	30	4,956
N (MGM) MGM/UA Commun.	19 1/4	19	1/4	01.31	-9	969
A (NHI) Nelson Holdings	7/8	3/4	1/8	16.66		23
O (NNET) Nostalgia Network	1 7/8	2 1/4	- 3/8	-16.66	-2	10
N (OPC) Orion Pictures	21 5/8	22	- 3/8	-01.70	40	375
N (PCC) Pathe Commun.	3 1/4	3 3/8	- 1/8	-03 70		36
N (PLA) Playboy Ent.	13 7/8	14 1/8	- 1/4	-01.76		130
O (QNTX) Qintex	8 3/4	8 5/8	1/8	01.44		184
PROGRAMING						
O (QVCN) QVC Network	20 1/2	19 7/8	5/8	03.14	34	206
O (RVCC) Reeves Commun.	5 3/4	6	- 1/4	-04 16	52	72
O (RPICA) Republic Pic. 'A'	10 1/4	11 1/4	- 1	-08.88	146	44
O (SMNI) Sat. Music Net.	5 1/2	5 1/2		00.00	32	49
O (JUKE) Video Jukebox Net.	3 13/16	3 5/8	3/16	05.17	-31	30
N (WCI) Warner	67 5/8	67 1/4	3/8	00.55	23	10,968
O (WONE) Westwood One	11 3/4	12	- 10 1/4	-85.41	-8	25
SERVICE						
O (AMEA) A.M.E. Inc.	12	11 1/8	7/8	07.86	29	59
O (AGRP) Andrews Group	5 3/4	5 5/8	1/8	02.22	-2	52
O (BSIM) Burnup & Sims	20 7/8	22	- 1 1/8	-05.11	24	333
N (CQ) Comsat	37	38 1/4	- 1 1/4	-03 26	10	682
N (CDA) Control Data Corp.	19 1/2	19 7/8	- 3/8	-01.88	-278	823
N (DNB) Dun & Bradstreet	57 5/8	59 1/4	- 1 5/8	-02.74	20	10,786
N (FCB) Foote Cone & B.	29 5/8	26 5/8	3	11.26	18	248
O (GREY) Grey Advertising	153	151	2	01.32	13	182
O (IDBX) IDB Communications	8 1/4	9 1/4	- 1	-10.81	165	40
N (IPG) Interpublic Group	36 1/2	34 1/2	2	05.79	19	1,275
O (OMCM) Omnicom Group	23 7/8	23 3/4	1/8	00.52	15	589
N (SAA) Saatchi & Saatchi	15 7/8	15 5/8	1/4	01.60	6	2,485
O (TLMT) Telemation	2	2		00.00	-33	9
A (UNV) Unitel Video	13 5/8	13 3/4	- 1/8	-00.90	21	29
CABLE						
A (ATN) Acton Corp.	19 3/8	20 5/8	- 1 1/4	-06.06	-17	30
O (ATCMA) Amer. TV and Comm.	50 1/4	49 3/4	1/2	01.00	75	5,474
O (CTEX) C-Tec Corp.	22 3/4	22 3/4		00.00	24	378
A (CVC) Cablevision Sys. 'A'	44 7/8	46	- 1 1/8	-02.44	-6	986
O (CNCAA) Centel Cable	45 1/4	45 1/4		00 00	125	1,131
N (CNT) Centel Corp.	55 5/8	53 1/4	2 3/8	04.46	32	3,522
A (CTY) Century Commun.	22	22 1/2	- 1/2	-02.22	-64	955
O (CMCSA) Comcast	26 3/8	26	3/8	01.44	-37	1,767
A (FAL) Falcon Cable Systems	20 3/8	20 5/8	- 1/4	-01.21	-113	130
O (JOIN) Jones Intercable	18 3/8	19 1/2	- 1 1/8	-05 76	-14	227
T (MHP.Q) Maclean Hunter 'X'	13 3/8	13 1/2	- 1/8	-00.92	37	985
T (RCI.A) Rogers Commun. 'A'	144	148	- 4	-02.70	-244	1,942
T (RCI.B) Rogers Commun. 'B'	125	126	- 1	-00.79	-211	1,686
O (TCAT) TCA Cable TV	19 3/4	19 1/4	1/2	02.59	45	476
O (TCOMA) Tele-Commun.	37 3/8	37 7/8	- 1/2	-01.32	120	6,597
N (TL) Time Inc.	141 3/4	143 1/8	- 1 3/8	-00.96	29	8,036
O (UAECA) United Art. Ent. A	21 5/8	21 3/8	1/4	01.16	-32	1,428
O (UAECB) United Art. Ent. B	21 7/8	21 1/4	5/8	02.94	-32	1,445
N (VIA) Viacom	58	57 7/8	1/8	00.21	-16	3,095
N (WU) Western Union	1 1/4	1 3/8	- 1/8	-09.09		48
O (WSMCA) WestMarc Comm.	29 3/8	29 1/4	1/8	00.42	-34	478
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	79 3/4	78 3/8	1 3/8	01.75	15	17,890
N (ARV) Arvin Industries	20	20		00.00	20	372
O (CCBL) C-Cor Electronics	13	14 3/4	- 1 3/4	-11.86	12	53
N (CHY) Chyron	4 1/4	3 5/8	5/8	17.24	-42	47
A (COH) Cohu	11 5/8	11 1/2	1/8	01.08	7	21
N (EK) Eastman Kodak	49 7/8	50 5/8	- 3/4	-01.48	11	16,180
N (GRL) Gen. Instrument	32 1/4	33 5/8	- 1 3/8	-04 08	12	1,090
N (GE) General Electric	57 1/4	58 3/8	- 7/8	-01.49	14	51,919
N (HRS) Harris Corp.	34	34 1/8	- 1/8	-00.36	17	1,316
N (MAI) M/A Com. Inc.	7 1/4	7 3/8	- 1/8	-01.69	12	171
N (IV) Mark IV Indus.	15 1/4	15	1/4	01.66	7	164
O (MCDY) Microdyne	3 7/8	4	- 1/8	-03.12	-25	15
O (MCOM) Midwest Commun.	7 1/2	9 1/4	- 1 3/4	-18.91	30	22
N (MOT) Motorola	57 1/8	59 3/4	- 2 5/8	-04 39	16	7,409
N (OAK) Oak Industries	1 3/8	1 1/4	1/8	10.00	8	113
A (PPI) Pico Products	1 1/8	1 1/8		00.00	-1	3
N (SFA) Sci-Atlanta	19 1/2	19 7/8	- 3/8	-01.88	14	465
N (SNE) Sony Corp.	62	59 3/8	2 5/8	04.42	35	16,043
N (TEK) Tektronix	21 7/8	22 5/8	- 3/4	-03.31	121	615
O (TVTK) Television Technology	9/16	11/16	- 1/8	-18.18	56	3
N (VAR) Varian Assoc.	27 3/4	27 3/4		00 00	10	575
O (WGNR) Wegener	3 3/8	3 5/8	- 1/4	-06.89	9	24
N (WX) Westinghouse	68 3/4	69	- 1/4	-00.36	12	9,897
N (ZE) Zenith	17 3/8	17	3/8	02.20	434	464
Standard & Poor's 400	396	393		.76		

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 & Poors or as obtained by Broadcasting's own research.

Centel sale brings better prices

Purchases of company assets have brought in healthy multiples; buyers are betting on room for improvement in operating cash flow

Valuations of the six operating groups of Centel Cable Television Co., which were put up for sale last November, show that buyers of the company's assets are paying prices ranging from 14.3 to 19.5 times projected 1989 cash flow.

These valuations, along with other information about the Centel Cable sale, are found in the company's proxy statement for its shareholder meeting to be held later this month.

Although the purchase prices of the Centel Cable properties were publicized earlier this year (BROADCASTING, March 27 and April 3), the prices expressed as multiples of operating cash flow of the individual groups were not.

The highest multiples paid for operating groups were American Television & Communications' purchase of Centel Cable's Central Florida group, for 19.5 times 1989 operating cash flow, and Warner Cable Communications' purchase of the company's Illinois systems for about 19 times cash flow. The cash flow multiples paid for the other groups were 17.7 for Southeastern Florida; 17 for Ohio; 15.8 for Michigan, and roughly 13.5 for the Kentucky systems, according to information in the proxy statement.

One observer suggested that the high multiples reflected buyers' expectations that they could easily improve the company's relatively low cash flow margins. Centel Cable's cash flow margin for 1988 was about 39%, compared to one average, calculated from major systems, of 43.7%.

Centel Cable's board, after consultation with its advisors, including Daniels & Associates and Morgan Stanley, tentatively decided March 17 that the company's minority stockholders should receive $39 for each of their shares in the company. Nearly 82% of Centel Cable, which is being dissolved via the sale, is held by Centel Corp. However, because Centel Cable's stock was trading higher than $39 because of market expectations of a bigger payout, the board on March 21 chose a price of $45.625, the stock's closing price for the previous day, the proxy said.

About half of Centel Cable's stock not held by Centel Corp. is owned by Gabelli & Co. and affiliates, according to the proxy. The value of that stake, at $45.625 per share, is $105.2 million. □

Bottom Line

Gridiron gold. Football telecasts as an advertising vehicle are in strong demand. Agency executives say that as of now, network schedules may already be as much as 90% to 95% sold, with some games completely sold out. Prices, as measured by cost per thousand viewers, increased in the most recent upfront by over 10%, in some cases approaching 20%. This strength was said to have carried over to many of the syndicated football packages as well.

Bill Croasdale, senior vice president and director, television and radio, Backer, Spielvogel, Bates, called the upfront sports marketplace "one of the quickest upfront markets with respect to the fourth quarter...in I don't know how many years.... Typical sports increases range from 12% to 18%, and I wouldn't be surprised if some [advertisers] paid higher than that."

The strong market for advertising on football is largely due to demand, not shortage of supply. One top-10 agency executive said that, as elsewhere on the networks' schedule, automobile manufacturers are buying a lot of time. Beer advertisers were also big spenders, he said. But more than one agency executive noted that concerns over a possible NCAA ban on beer advertising for the basketball championship series might lead beer companies to contain their spending to other sports, including football.

Agency executives see little change, overall, in audience delivery by the football schedules. Larry Novenstern, vice president, national television supervisor, BBDO, said the increase in cable households would continue to help ESPN during the week, while not hurting the three broadcast networks, whose games are mostly on weekends.

Advertisers are already carefully thinking about the upcoming negotiations for new rights to televise NFL and college football. Soon after the rights are handed out, some advertisers will establish category-exclusive arrangements with the winning networks.

□

On loan. Viacom International has signed agreement making Citibank agent and Bank of New York co-agent for obtaining $1.4 billion senior unsecured credit facility. Most of money will go to refinance Viacom's $1 billion bank debt. Interest rate will be "significantly" lower, according to Gerald Hassell, Bank of New York senior vice president. Loosening of debt covenants will permit Viacom to make investments of up to $250 million in existing lines of business where it exercises control and up to $50 million in joint ventures in which company does not have controlling share, he said. Facility "is in recognition that they're past the LBO stage, and things are going well," Hassell said. Parent company, Viacom Inc., will also be permitted to buy back $450 million in junior subordinated debt, Hassell said, $200 million of that almost immediately after expected September closing of facility.

Cablecastings

Growing

CNN NEWSROOM, which launched Aug. 14, has received endorsements and pledges of support from cable operators representing approximately 50% of U.S. cable TV households, including Telecommunications Inc., United Artists Entertainment, Continental Cablevision, Warner Cable Communications, Cox Cable Communications, Jones Intercable, Times Mirror Cable TV, Sammons Communications, Scripps Howard, Prime Cable, Heritage Communications, Post-Newsweek Cable, Maclean Hunter Cable TV, TCA Group, Rifkin & Associates, Multimedia Cablevision, Colony Communications and Western Communications.

Quarterly report

Tele-Communications Inc. reported a net loss of $63.6 million for the second quarter, compared to a loss of $21.9 million in the corresponding quarter in 1988. Revenues were up 32% to $726.4 million. The company said that cable television revenues were up 39.5% over the first quarter last year, with the majority of growth coming from acquisitions. Net losses came from increased interest expense and increased depreciation and amortization related to the purchase of 42.5% of SCI Holdings and the business combination of United Cable Television and United Artists Communications. Interest expense for the quarter was up 48% over second quarter 1989 to $205.9 million.

FNN scramble

FNN said it will scramble its signal full time Jan. 1, following a test phase that will begin Sept. 1. FNN will go to part-time addressable testing Dec. 1, before the full changeover a month later.

Broader reach for MSG

Eight systems in New York, Connecticut and Pennsylvania, serving 380,000 subscribers, have signed up for MSG, giving the sports network a reach of 3.4 million homes. Among the additions are United Cable, Hartford, Conn., and Storer in New Haven, Clinton and Groton, Conn., and TCI in Schenectady and Poughkeepsie, N.Y.

By the numbers

CAB analysis of Nielsen November 1988 peoplemeter data reveals the degree advertisers can efficiently reach segments of the population through cable advertising. CAB President Robert Alter said that with today's segmented audiences "the size of individual ratings are irrelevant." For instance, CAB said that "realistic cable schedules can reach 86% of cable households with a frequency of 6.9 times per month." In other categories, analysis found that advertisers could reach 91% of homes with one child and $30,000-plus income with 6.6 monthly frequency; 83% of homes with college-educated residents with 7.2 monthly frequency; 81% of county cable homes with 7.4 frequency; 89% of pay cable homes with 6.8 frequency; 86% of $40,000-plus homes with 7 frequency; 83% of professional manager homes with $30,000-plus income with 7.3 frequency; 86% of new car and truck prospect homes with 7.0 frequency; 88% of two-car-plus homes with 6.8 frequency; 87% of pet owner homes with 6.9 frequency; 81% of women 55-plus with 7.4 frequency; 83% of men 55-plus with 7.2 frequency; 80% of women 18-34 with 7.5 frequency; 81% of men 18-34 with 7.4 frequency; 83% of women 25-54 with 7.2 frequency, and 84% of men 25-54 with 7.2 frequency.

Lucky 13

Video Jukebox Network said new launches in Los Angeles, Detroit, Newark, N.J., and Jackson, Miss., totaling 190,000 subscribers puts the network's reach at 1.97 million homes in 13 states.

Local news window

Manhattan Cable TV and WNYW-TV, the Fox affiliate in New York, are jointly producing a five-minute local newscast that will be inserted in a five-minute local news window on Headline News. The reports will be carried from 5:54 p.m. to 5:54 a.m., totaling 24. "Fox 5 City Edition" will be written and reported by the station's personnel. Manhattan will sell the one-minute local avail in a local news break. The two companies said the overnight news service will run as a 13-week test, beginning Sept. 5.

Trap buy

TCI is planning an order of 250,000 next-generation negative addressable traps from Jerrold Instruments. The off-premise unit attaches to the outside of the house, and allows the pay service to be turned on or off from a headend, without a truck roll. The unit also meshes well with TCI's corporate decision of free second set hookups.

More segments

Prevue Guide is expanding its use of Prevue Tonight, two-minute programing segments highlighting same-day programing, increasing the number of airings from 14 to 38. The segment will run from 3:58 a.m. to 10:30 p.m. Pacific time, giving the service greater coverage on the West Coast.

Changing Hands

WPTA(TV) Fort Wayne, Ind. □ Sold by Pulitzer Publishing Co. to Granite Broadcasting Corp. for $26.5 million cash including accounts receivable and tax certificate because Granite is controlled by minorities. **Seller** is headed by Joseph Pulitzer Jr. and also owns KTAR(AM)-KKLT(FM) Phoenix; WLKY-TV Louisville, Ky.; KETV(TV) Omaha; KOAT-TV Albuquerque, N.M.; WXII(TV) Winston-Salem, N.C.; WGAL-TV Lancaster, Pa., and WYFF-TV Greenville, S.C. Pulitzer also publishes four newspapers. **Buyer** is headed by W. Don Cornwell and also owns WEEK-TV Peoria, Ill., and KBJR-TV Superior, Wis. WPTA is ABC affiliate on ch. 21 with 562 kw visual and 55 kw aural and antenna 760 feet. *Broker: Wood & Co.*

WWNC(AM)-WKSF(FM) Asheville, N.C. □ Sold by Heritage Broadcast Group to Radio Ventures I limited partnership for $25.5 million ("In Brief," August 14). **Seller** is headed by James T. Cullen and also owns AM-FM combinations in Gadsden, Ala.; Tupelo, Miss., and Rock Springs, Wyo., and standalone FM's in Gainesville, Ormond Beach and Fort Myers, all Florida. It purchased Asheville stations in 1986-87 for $13.5 million. **Buyer** is headed by former RKO General radio group president Jerry Lyman. Radio Ventures I is limited partnership comprising Lyman, Washington-based Carlyle Group, and 1255 Equities, group of Washington communications attorneys. It is also purchasing WMXB(FM) Richmond, Va. (see below). WWNC is fulltimer on 570 khz with 5 kw. WKSF is on 99.9 mhz with 53 kw and antenna 2,672 feet.

WMXB(FM) Richmond, Va. □ Sold by Ragan Henry to Radio Ventures I for $23.5 million. **Seller** is headed by Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WDIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, Mich. CMN is licensee of WXTR(FM) Waldorf and WWIN-AM-FM Baltimore, both Maryland. Henry also has interest in following: KDIA(AM) Oakland, Calif.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WXLE(FM) Columbus, Ohio, and WOOK(FM) Raleigh, N.C. Henry is also purchasing WCOS-AM-FM Columbia, S.C., and KCCV(AM) Independence, Mo. ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. **Buyer** is headed by Jerry R. Lyman, who is also purchasing WWNC(AM)-WKSF(FM) Asheville, N.C. (see above). WMXB is on 103.7 mhz with 18.5 kw and antenna 750 feet. *Broker: Chapman Associates.*

KKYS(FM) Bryan, Tex., and KMJJ-FM Shreveport, La. □ Sold by Radio USA to SunGroup Inc. for approximately $5 million. **Seller** is headed by James A. Reeder and has no other broadcast interests. **Buyer** is headed by Frank Woods and also owns WERC(AM)-WKXX(FM) Birmingham, Ala.; KESY-AM-FM Omaha; KKSS(FM) Santa Fe, N.M., and KEAN-AM-FM Abilene, KYKX(FM) Longview and KKQV(FM) Wichita Falls, all Texas. It is also purchasing WOWW(FM) Pensacola, Fla. ("Changing Hands," July 17). KKYS is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. KMMJ-FM is on 100.1 mhz with 3 kw and antenna 300 feet. *Broker: John Barger.*

WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. □ Sold by Tenncom Ltd. to Lenk Broadcasting Co. for $2.5 million. **Seller** is headed by Jerry Oakley. Stockholders in seller also have interest in WLHQ-AM-FM Enterprise, Ala., and WIRC(AM)-WXRC(FM) Hickory, N.C. **Buyer** is owned by Bayard Walters, who also owns WVEL(AM)-WGLO(FM) Pekin; WSHY-AM-FM Shelbyville, and WMCI(FM) Mattoon, all Illinois; WKCM(AM) Hawesville, Ky., and WCTZ(AM) Clarkesville, Tenn. WHAL is fulltimer on 1400 khz with 1 kw. WYCQ is on 102.9 mhz with 100 kw and antenna 820 feet. *Broker: Blackburn & Co.*

KTGR(AM)-KCMQ(FM) Columbia, Mo. □ Sold by Donald Boyers to Desnick Broadcasting Co., for $2.15 million. **Seller** has no other broadcast interests. **Buyer** is headed by Harvey Desnick, who also owns WCCY(AM)-WHUH(FM) Houghton, Mich. KTGR is on 1580 khz with 250 w-D. KCMQ is on 96.7 mhz with 3 kw and antenna 155 feet. *Broker: Chapman Associates.*

KZZB-AM-FM Beaumont, Tex. □ Sold by Triplex Communications Inc. to Design Media Inc. for $2.1 million. **Seller** is principally owned by Jerry Condra, who has no other broadcast interests. **Buyer** is owned by John C. Thomas and Leonard Bolton, who also own WKEU-AM-FM Griffin, Ga., and WOIS(AM)-WNSL(FM) Laurel, Miss. KZZB(AM) is on 990 khz with 1 kw-U. KZZB-FM is on 95.1 mhz with 100 kw and antenna 500 feet. *Broker: Blackburn & Co.*

KCIN(AM) Victorville and KATJ(FM) George, Calif. □ Sold by Sid King and Crown Broadcasting Services to Victor Valley Broadcasting for $1.36 million. **Seller** is headed by Sidney King, who has no other broadcast interests. **Buyer** is headed by Kenneth Devine, Peter Trosclair and John Binsfeld, partners in New Orleans-based engineering firm of Broadcast Technical Inc. They have no other broadcast interests. KCIN is on 1590 khz with 500 w-D and 135 w-N. KATJ is on 100.5 mhz with 850 w and antenna 1,548 feet above average terrain. *Broker: Questcom Radio Brokerage Inc.*

KVMT(FM) Vail, Colo. □ Sold by Sky Hi-Vail Inc. to Vail-Aspen Broadcasting Ltd. for $750,000. **Seller** is owned by Richard Sucher, who has no other broadcast interests. **Buyer** is owned by Ronald E. Crider, Cara Ebert Cameron, Henry D. Vara Jr. and Charles Goldmark. Henry D. Vara Jr. is chairman of and owns 26.556% of stock of 99 Broadcasting Inc., which owns 100% of Gulfstream Broadcasting Inc., licensee of WKGR(FM) Fort Pierce, Fla.; he is general partner of WRCC Partners, licensee of WRCC(FM) Cape Coral, Fla., and director and 33.333% owner of TV 44 Inc., general partner of Channel 44 Ltd., licensee of WJTC-TV Pensacola, Fla. Cara Ebert Cameron is general partner of WRCC partners and secretary and director and 33.333% owner of TV 44 Inc. KVMT is on 104.7 mhz with 80 kw and antenna 1,186 feet.

For other proposed and approved sales see "For the Record," page 51.

Cable Labs seminar focuses on current uses for fiber

Attendees from 40 MSO's discuss merits of various fiber transmission methods, use of low-cost lasers for sending encoded information

"The preponderance of opinion and attitude is that there are applications for fiber in many things" that can be done today at cable systems, said Richard Green, president of Cable Television Laboratories Inc. (Cable Labs), of Boulder, Colo. That was a principal finding of a Cable Labs-sponsored fiber optics seminar held in Boulder.

When it was formed last year by the top multiple cable system operators, Cable Labs was given two charges. One mission was to research, develop and test new technologies that will have an impact on the cable industry in the future (with high-definition television high on the priority list). Cable Labs was also planned as an information clearinghouse for cable operators to come to learn the latest in cable technology. The seminar, entitled "Fiber Optics: Strategy, Tactics, Implementation," was Cable Labs' first major step toward fulfilling the second purpose.

Green was pleased with the turnout for the seminar, which surpassed 100 attendees from 40 MSO's. "I was rather pleased by the response we had. That was a lot of people we had, and on rather short notice too," he said. Attendees had only one month's notice of the event.

The focus of the gathering was on the present rather than the future. Rather than discussing fiber-to-the-home scenarios, which most experts believe is several years away from widespread implementation, the cable operators were looking at ways to start working cable into their operations now.

Although strategies for eventual sophisticated fiber-to-the-home installations were discussed, Green said, "the emphasis of the conference was on the present. The main reason we had this conference now was to provide the kind of data that planners need to do their budget planning for next year. We wanted to catch them at a time when that information would be most useful."

The format for the seminar was different from other technical conferences in that it provided more time—90 minutes—for each expert to speak, followed by 30 minutes of questions and answers, an arrangement similar to the "hell week" conference held last year by the FCC's advisory committee on advanced television services (BROADCASTING, Nov. 21, 1988). The extra time was designed to give the attendees a more complete understanding of the issues. Perhaps the main issue of the seminar dealt with what modulation technique would be best for near-term fiber implementation, AM, FM or digital.

Among those at the reception were (l to r): Kevin Casey, Continental Cablevision; James Chiddix, ATC, and Richard Green.

AM systems have already been installed at a few U.S. cable systems in tests of hybrid fiber/coaxial designs, which use fiber for trunking applications. These systems have been found to be able to carry high-quality NTSC signals farther with fewer repeaters. "I think most of the participants were particularly focused on the AM technology, basically because of the fiber trunking," Green said. But he said that there was significant interest in digital and FM as well. "There are people who are advocates of them," he said.

Cost-saving is one of the prime concerns of cable operators planning fiber implementation. Especially costly are the lasers that are needed to transmit encoded information. Some researchers in the U.S. and Europe have been studying using the same mass-produced lasers currently installed in consumer compact disk players for video transmission ("Closed Circuit," July 10). An in-depth discussion of the state-of-the-art in laser technology was a main part of the Cable Labs seminar, Green said.

Engineers have been searching for cost-cutting measures such as CD lasers because manufacturers of fiber optic equipment have recognized only in the past year that there is a developing market for the equipment in the cable TV industry, Green said. "We've seen a lot of developments in products that are needed on the cable television side for lasers, terminal equipment and processors." -RMS

ATV preference test

The Advanced Television Test Center (ATTC), Alexandria, Va., is searching for outside labs to conduct research measuring consumer acceptance of "letterbox" video displays. Many of the high-definition and enhanced-definition 16:9 transmission systems that will be tested by ATTC beginning next year will produce a letterbox image on conventional NTSC 4:3 screens. Letterbox systems retain the full 16:9 aspect ratio of original production systems on a 4:3 screen by leaving black bars on the top and bottom of the picture.

Other transmission systems proposed to ATTC use techniques to retain the current pan-and-scan display in which the side panels of 16:9 pictures are cropped. ATTC is asking for research to determine whether consumers recognize the difference between letterbox and pan-and-scan and, if so, which they prefer. ATTC is asking for proposals to be submitted by Sept. 8 with announcement of one or more contract winners by Oct. 18. The goal for completion of research is Dec. 29.

The Media

Wisconsin broadcasters worried about cable

Association says systems should be required to carry all local TV stations on lowest channels

The Wisconsin Broadcasters Association, alarmed by the growing threat to broadcasting posed by cable, has taken the most extreme position yet in the ongoing must-carry debate, demanding that cable systems be required to carry all local full-power broadcast stations on their first 12 channels.

Without such a requirement, said Bill Schereck, general manager of WMSN-TV Madison, Wis., who led the WBA board to adopt the position at its Aug. 10 meeting, cable systems will be able to carry out their strategy to replace broadcast stations on the heavily viewed lower channels with cable services, aggressively sell local advertising on the services, and "bleed the market of profitability" for broadcasters.

Eventually, he said, cable systems will come to dominate the local advertising markets and "locally based free, over-the-air TV will be gone."

The broadcasting and cable industries' two principal trade associations—the National Association of Broadcasters and the National Cable Television Association—reached a compromise last month on must-carry legislation that would require cable systems to carry local stations (BROADCASTING, July 17). It would also give stations the right to be carried "on-channel"—that is, on the same cable channel as their broadcast channel—whenever technically possible. A TV station on ch. 3, for instance, would have the right to demand carriage on cable ch. 3.

The compromise never made it to Capitol Hill to become law because the Association of Independent Television Stations objected to the channel positioning provisions.

Representing mostly UHF stations with high broadcast channels and recognizing the importance of their being on low cable channels, the INTV refused to sign off unless cable agreed to guarantee stations the right to whatever channel they were on prior to July 1985. That is when a federal court's ruling striking down the FCC's must-carry rules took effect and cable systems were freed not only to drop local stations, but also to arbitrarily assign stations they did carry on any channel they wanted.

"From our perspective, the NAB compromise was terrible," said Schereck, a member of INTV and NAB. "That would have been a disaster for broadcasting. I applaud [INTV President] Preston Padden for stopping it."

Although the INTV was criticized at the time for scuttling the deal by insisting on its solution to the channel assignment dispute, the position is, by contrast with WBA's, moderate. And, as Jim Hedlund, vice president, government relations, said: "It's seldom INTV has been considered too moderate on these issues."

Hedlund viewed the WBA position as a positive development for those who feel on-channel carriage is not enough. In future negotiations with the cable industry, he said, the NAB will be able to show NCTA that cable positioning is "a big issue in the hinterlands" and that broadcasters—VHF and UHF—believe it is important for all stations to have low-channel carriage.

"I think it is a credit to the [VHF stations] that they they would go along with this," Hedlund said. "I'm sure this thing would not have passed if [they] had objected strenuously to it."

Schereck's leadership on the issue was triggered by the troubles his station has been having with the Jones Intercable system in Janesville, Wis., a community between Madison and Rockford, Ill. The system announced last April that it was reassigning the channels of the four Rockford stations it carried to channels 39-42, which require a converter to receive (BROADCASTING, May 1, 1989).

NAB is well aware of the Madison-Rockford controversy. NAB President Eddie Fritts used it as an example of cable monopoly power in testimony before the Senate Antitrust Subcommittee last April.

The vote by the WBA board followed a unanimous vote by the full membership of the WBA at its annual meeting on July 10.

Prior to that July vote, Schereck urged VHF stations to join UHF stations in calling for must-carry and low-channel carriage for all stations, even though VHF stations would be guaranteed low channel assignments through the on-channel plan.

If the UHF stations are scattered throughout the cable systems' lineup, he said, they will lose audience and, eventually, revenue. "You and your market are not helped if you have broadcast competitors who have excess inventory that they have to sell at low rates because of marginal ratings," he told the VHF broadcasters. "If you were to insist that all broadcast stations in your market were placed on the first 12 channels in your home market cable systems, all of your ratings would improve."

Schereck presented another argument: If cable systems can bump UHF stations from the channels, it will replace them with cable services and sell advertising on them at rates much lower than the TV stations. That is because cable programing is supported by a combination of subscriber fees and advertising. "When a competitor who is selling your principal product or service doesn't have to live off the proceeds, he can drive the profitability out of your business without ever having to achieve a fraction of the success that you do."

Schereck said he hopes other state and regional broadcasting organizations will follow WBA's lead and call for carriage of the first 12 channels. "Broadcasting is special," he said. "It deserves special protection. It belongs on the lowest channels. End of conversation." —HAJ

CTAM conference: focus on performance

Group broadcaster George Gillett and Quantum CEO Robert Pittman among speakers; how-to sessions and discussions of TV's future top agenda for Chicago gathering

The continued importance of marketing in the cable industry may be best exemplified by the swelling ranks at the Cable Television Administration and Marketing Society convention Aug. 20-23 at the Chicago Marriott. From 1,400 two years ago to 1,800 last year, registration for this year's event is expected to pass 2,000.

The theme of this year's show is "Winning Through Performance...A Bright Promise." It has been put together by the convention committee, chaired by John Reardon, president of MTV Networks. (He will take over as CTAM chairman from David Van Valkenburg, president of Cablevision Industries, at the end of August.)

The convention begins with a Sunday afternoon reception followed by an evening presentation of the association's marketing awards, under the theme "The Future's So Bright I Gotta Wear Shades." Comedian Robert Klein will present the top awards, along with Thayer Bigelow, president of HBO. This year's awards drew 2,058 entries, from which 312 finalists were chosen.

The convention gets underway Monday with a speech—"Committing to Performance: Your Product, Your People, Your Service"—by George Gillett, chairman of the Gillett Group, a major group broadcaster. Monday's luncheon speaker will be Robert Pittman, chief executive officer of Quantum Media Inc.

Tuesday opens with a general session entitled "Past, Present and Future Television: Cable's Influence," with CNN commentator Linda Ellerbee and ABC News media analyst Jeff Greenfield. Tuesday's luncheon will feature the Chairman's Association Awards. On Wednesday morning, CTAM is putting together a panel session on implementing the FCC's syndicated exclusivity rules.

In between, CTAM attendees will have five "mini" general sessions, 25 how-to panels and five human resource sessions. The five mini general sessions run from 10:30 a.m. to noon on Monday and Tuesday. They include "Information to Assure Performance" with Nancy Hayward, vice president, Yankelovich, Clancy & Shulman, and Charlotte Rettinger, Charlotte Rettinger Inc., and moderated by Marshall Cohen, MTV Networks executive vice president; "Image Advertising: The Smart Investment" with Peter Fould, Pepsi's director of advertising, and Robert Weinstein, vice president, advertising, Metropolitan Life Insurance Co., and moderated by Scott Wills, president, Wills and Evans Advertising; "Great Customer Service: Total Company Commitment" with George Offerman, managing director, customer service, Federal Express, and moderated by Mike Ritter, executive vice president of Continental Cablevision; "Successful Niche Marketing...Essential to Performance" with Joanne Black, executive vice president, communications, MasterCard; Peter Hansen, director of advertising, *Modern Maturity*, and Carolyn Jones, president, Carolyn Jones Agency, and moderated by Greg Liptak, president, Jones Intercable, and "Winning Performance Stars with Your Employes," moderated by Ted Livingston, senior vice president, marketing, Continental. Monday panelists will be Phil Moses, vice president, marketing services, Maritz Inc., and Bonnie McElroy, manager, sales support, Illinois Bell, with McElroy joined on Tuesday by Bob Voyles, vice president, marketing services, Carlson Marketing Group.

Monday afternoon "how-to" discussion topics include learning ways to build and budget for a program promotion plan; develop a proved customer retention strategy; position the range of products to the customer; implement new services and manage shelf space; make cause-related marketing work; effectively evaluate creative for print ads; market to the older demographics; quantify and evaluate excellent customer service; work with local broadcasters; build a marketing plan; execute publicity and press relations and improve response rates, and make every marketing dollar count.

Tuesday sessions include how to market through added value instead of discounting service; implement a rate increase without losing subscribers; decide whether to unbundle or not unbundle basic; use research data for marketing and promotion; make geocoding work in a system; research and expand pay per view; use PPV technology to sell subscription pay services; create great local promotion; market in a competitive environment; use broadcast as a medium for direct response; improve your image; balance acquisition with retention efforts, and take advantage of international cable marketing opportunities.

There will be five human resource sessions running concurrently with the how-to sessions: "Workforce of the 90's and Beyond" and "EEO—What the FCC Is Looking For" slated for Monday from 2:30 p.m. to 4 p.m.; "Measuring the Bang for Your Training Buck" on Tuesday, and "Termination: A Costly Decision" and "Benefits—Are We in Sync?" on Wednesday.

Other highlights of the convention include presentation of the winning case study entries, plus discussions of CTAM's database, PPV, marketing co-ops and customer service. —MS

Satellite Footprints

If at first. A collective sigh of relief among Deutsche Bundespost (postal and communications) officials may have created a slight breeze across West Germany last week as that nation's second high-power direct broadcast satellite passed through several crucial hoops that its predecessor had failed to negotiate on its way to geostationary orbit 18 months ago. At that time, following a successful late 1987 Arianespace launch, the solar array on TV-Sat 1 failed to deploy, and the satellite was written off as a total loss.

TV-Sat 2, designed identically with TV-Sat 1 to deliver five television channels to West Germany and other European nations, was launched Aug. 8, again by Arianespace. This time, West German postal and telecommunications office technicians successfully guided the bird through positioning rocket burns and deployment of solar array and antennas. TV-Sat 2 was scheduled to reach its assigned orbital slot at 19 degrees west longitude last Friday (Aug. 18). It will carry two public and three commercial TV channels and digital radio service.

However, a string of satellite mishaps beginning with TV-Sat 1 continued as ground controllers repeatedly failed to ignite the European astronomic satellite Hipparcos's apogee kick motor (AKM), designed to move it from initial transfer orbit to permanent geostationary orbit. Hipparcos had been injected into orbit aboard the same Ariane rocket with TV-Sat 2. Last fall, imbalanced fuel loading kept GTE Spacenet from moving its GStar III satellite toward geostationary orbit, despite successful AKM burns. And several months ago, India's Insat bird was badly damaged when a heavy crane hook fell on it during assembly.

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At the half. IDB Communications last week reported a nearly 200% increase in revenue between the first half of 1988 and the first half of 1989. However, although IDB said the 193% rise in revenue (from $9,481,000 to $27,826,000) was "primarily due" to its acquisition last January of major sports television uplinker Hughes Television Network (HTN), that acquisition also accounted for a 2,000% increase in IDB's interest expenses, from $107,000 for the second quarter of 1988 to $2,209,000 for the first quarter of 1989. The combined result was a drop in net income for that quarter of 25%. Nevertheless, said IDB Chairman Jeffrey Sudikoff, operating income increased from 18% to 21% of revenue between the first two quarters of 1989. "Overall," said Sudikoff, "IDB has...continued its profitable growth." The company's interest expenses and operating income may experience similar leaps in the second half of 1989, due to its June acquisition of Contel ASC's CICI international satellite network facilities.

IDB will certainly be busy in August and September, uplinking music special events for television, including an Aug. 24 Who concert and a Sept. 9 Yes concert (both from Los Angeles and both for pay-per-view distribution by DIR Broadcasting) and the Sept. 6 MTV Video Music Awards (to both MTV and MTV-Europe). IDB supplied digital stereo audio transmission to Westwood One of the Aug. 13 Moscow Music and Peace Festival.

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Due diligence. As part of the allocation of direct broadcast satellite (DBS) channels adopted by FCC commissioners Aug. 2 (BROADCASTING, Aug. 7), permittees Hughes Communications, United States Satellite Broadcasting, Dominion Satellite Video and Advanced Communications Inc. have been given until Oct. 15 to submit updated and, in some cases, more specific information on their current satellite construction contracts, according to a memorandum opinion and order issued by the commission last Monday, Aug. 15. Of those permittees, which will have to report on building and payment timetables, three have contracted GE Astrospace to build their birds. Hughes Communications has contracted co-owned Hughes Aircraft to build its birds.

Journalism

Former news correspondent calls for new NNC

Jerry Landay says reestablishment of National News Council is needed to help halt degradation of news standards, especially during political campaigns

A former network news correspondent who is now a visiting associate professor of journalism at the University of Illinois is calling for the reestablishment of the nonpartisan and nonpolitical National News Council once headed by former CBS News President Richard Salant. Jerry M. Landay sees the council as necessary to help halt the degradation of news standards he believes the reporting of the 1988 presidential campaign made evident.

Landay, a former correspondent for Group W Stations, ABC News and NBC News who covered presidential campaigns from 1960 through 1980, expressed his views in the current issue of *Television Quarterly*, published by the National Academy of Television Arts and Sciences. The article is headed "The Oz Effect," and describes the manner—the successful manner, Landay says—in which presidential candidates and their handlers use smoke and mirrors to manipulate the media and, through them, the voters.

"The successful national politician is a theatrical impresario," Landay writes. "He no longer deals in the politics of marketing. His inner councils, his brain trust, are no longer staffed by men and women of ideas,

Trying to plug leaks

The Justice Department has announced a tougher policy of cracking down on government officials who leak information to reporters. The deputy assistant attorney general in charge of the criminal division, John C. Keeney, told Congress that officials who disclose information regarding criminal investigations may be prosecuted for theft of government property. In some cases, he said, reporters might be called to testify before grand juries to identify leakers. A subpoena for their testimony would not be issued without the approval of the attorney general, Keeney said. Still, civil libertarians expressed concern that the policy could be used to undermine reporters' First Amendment protection against revealing confidential sources.

The new policy is actually a narrowing of one adopted 11 years ago that was designed to protect governmental "whistle blowers" and members of the media from prosecution for receipt of stolen property. But, said Keeney, a review convinced Justice it was "too broad" and would "no longer be applicable to government employes who leak information obtained from criminal investigations." He also said prosecution would be considered if a leak violated noncriminal statutes, such as the Privacy Act.

but media illusionists. The media consultant has not only become the most highly visible player. He has been institutionalized with the apparatus of politics and governance and made a member of the praetorian guard." He says it was "the 'Bob Dole straddles' television campaign that won the New Hampshire primary for George Bush" and the " 'Mike Dukakis is a softy and a commsymp' which won him the presidency."

Harsh as his criticism of the politicians' use of illusionists' tricks is, his criticism of the media, particularly television, is even stronger. For he says that while "the responsibility of television journalism to penetrate and dispel the Oz Effect has never been greater...the 1988 campaign saw a precipitous decline in the vigor of television news, characterized by the willingness of most news managers and practitioners to cede their editorial prerogatives to the mediacrats; most particularly the Bush team." Then he said: "Television, like the exponents of the oldest profession, has become an all-too-living accomplice of those who would have their way with it."

Landay's principal recommendation for cleaning up the journalistic landscape is reestablishment of the National News Council that was created in 1973 with the goal of strengthening public support for press freedom by advancing accuracy and fairness in journalism. It died in 1984 because of a lack of support from important elements of the media. *The New York Times*, for instance, opposed the council on the ground that, as the newspaper's publisher, Arthur Ochs Sulzberger, put it, it was a "form of voluntary regulation in the name of press freedom."

But Landay expresses the hope that "the excesses of '88 might well have convinced the newspaper industry to rectify the error of its own indulgent ways, and to contribute to a healthier brand of American politics, instead of simply carping about it."

Landay would change the focus of the council to that of media watchdog concerned with national media campaigns. It would, he says, establish news standards, "issue running, critical evaluations during the course of the campaigns on adherence to those standards, the behavior of the candidates, their media praetors, and on journalistic coverage of the campaign." The reports would—Landay hopes—be published prominently by the news media. And the reports, he says, "would carry their own built-in compulsions and incentives for sensible, ethical responsible conduct."

Landay also suggests that the advertising industry consider setting up a panel of watchdogs to monitor campaign excesses in political spot ads and in print. Exposure of slander and innuendo would diminish their power, he said.

Landay's suggestion was not endorsed by the last head of the old NNC, Richard Salant, former president of CBS News. "Politicians should do their worst, and we should do our best," Salant said. Monitoring political coverage is not what the old council did, and is something he would not assign to a single agency. "All of the press should monitor," he said. —LZ

News moves at NBC

NBC News announced redeployment of personnel last week that will result in opening of bureaus in Dallas; Budapest, Hungary; Barcelona, Spain, and restructuring of its Moscow bureau. The new Moscow setup will mark the first time that NBC News has shared office space with the BBC and Visnews (38% owned by NBC), although the three news organizations have previously shared editing and other facilities. Joseph Angotti, senior vice president, said that each news organization will maintain separate staffs.

The redeployment will also see the closing of its Paris bureau, leaving ABC as the sole network news bureau there. NBC said that the growing importance of news from Eastern Europe justified establishing a bureau in Budapest, which will have responsibility for coverage of Hungary, Czechoslovakia and Rumania. The announcement said the Barcelona bureau was being established "in preparation for the 1992 Barcelona summer Olympics," which will be televised in the U.S. by NBC Sports. Establishment of the Dallas bureau marks a reversal of an earlier decision to eliminate a Southwest bureau. The new bureau will be at LIN Broadcasting-owned KXAS-TV, with another office in Houston at H&C Communications-owned KPRC-TV.

The news division also said it would close its trailer at the Johnson Space Center except for times when NASA is conducting a mission.

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Project Watchdog Campaign's second wave

Television, radio and print ads aimed at strengthening the media's image in the mind of the public have been released by the Society of Professional Journalists. The ads are the second wave of the Project Watchdog Campaign developed under the supervision of the Advertising Council. They continue the theme created in 1987: "If the press didn't tell us, who would?" and add a new twist, asking: "How far *should* the press go?" Frank Gibson, metro editor of *The Tennesseean*, who heads the Society's Project Watchdog, said: "The ads give the American people a glimpse of how the news media work and remind us why it is critically important that the press remain free." The public service campaign began as a response to several studies measuring the public's attitudes toward the news media. One of the studies, a 1985 Roper poll, showed that one in five Americans favored more restraints on the press. The ads were prepared by Lowe Marschalk, the New York advertising agency.

Satellite TV on the rise in Europe

Time spent watching and number of viewers up dramatically, says survey

European viewers with access to the region's commercial satellite TV channels spend 20% of their viewing time with the new services, a 27% increase over viewing levels a year ago, according to the just-released Pan-European Television Audience Research (PETAR) survey.

The study, conducted during four weeks last April, also found the number of commercial satellite TV's daily viewers in 11 countries surveyed jumped by 58% from the same period last year, up to 11.6 million.

The potential audience, all those with access to cable-delivered or direct broadcast satellite channels, climbed 30% to more than 43 million viewers, or 17.3 million homes.

The PETAR research, now in its third year, also studied the UK direct-to-home satellite market and the viewing habits of European business executives.

The survey of British direct-to-home viewing showed that the Luxembourg Astra satellite, which carries Rupert Murdoch's four-channel Sky TV package, as well as other largely English-language programs, had an average viewer share of 32%, compared to British terrestrial TV's 66% share. Sky Movies had the largest four-week audience cumulation with 83%, followed by Sky Channel's 82%, MTV's 52%, Eurosport's 49%, Sky News's 48%, and Screensport's 39%.

Across the 11 countries, average viewers surveyed watch 3 hours and 22 minutes per week of commercial satellite TV, a substantial increase over last year, the survey found, even though total weekly television viewing increased just 1% to 16 hours, 48 minutes. The average home receives 11.6 cable channels out of the survey area's total of 93 cable channels, 35 of which are satellite-delivered.

More than 25 million individuals viewed some commercial satellite TV during any given week and, over the four-week period, 32 million were satellite viewers, representing three-quarters of the available universe.

On a country-by-country basis, Germany was the largest single market for commercial satellite TV, with 11.75 million potential viewers, up 50% over 1988. Satellite channels there reached 95%, or 11.2 million, of its viewers over the four weeks.

The Netherlands is still the second largest market, with over 10 million potential viewers, 54% of whom viewed the channels during the survey period. Among the other countries surveyed, satellite TV reached 5.9 million viewers over four weeks in Belgium, 2.8 million in Switzerland, 1.1 million in Denmark, 975,000 in Norway, 960,000 in Austria, 956,000 in Ireland, 821,000 in the UK and 639,000 in Finland.

Other European nations, such as France, Spain, Portugal and Greece, and Eastern Bloc countries such as Hungary, also receive commercial satellite channels, but were not included in the current study, although the research consortium indicated that future studies may cover a wider area and include the direct-to-home markets beyond the UK.

Demographic research found that over the four-week period, satellite channels were viewed by 43% of females 16 and over, 32% of males 16 and over, and 16% of children aged 4-15. The channels reached 32% of 16- to 34-year-olds, 31% of 35- to 54-year-olds, and 22% of those 55 and over.

The satellite channels with the greatest reach over the four-week survey period were German channels Sat-1 with 13.3 million viewers and RTL-Plus with 13.2 million.

Sky Channel, the UK-based, Murdoch-owned entertainment channel that withdrew from some European cable systems earlier this year to refocus its efforts on the British market, saw its reach drop from 12.4 million viewers in spring 1988 to 10.3 million this year.

Entertainment service Super Channel climbed slightly in viewership to 8.3 million, MTV Europe was up from 1.3 million last year to 4.1 million, a satellite version of Italy's RAI dropped slightly to 1.3 million, and a European version of the U.S. news channel CNN was at 300,000 viewers.

Sky Channel still has the greatest potential access, available to 35.6 million of the total universe of 43 million, while Super Channel has a potential reach of 34 million individuals. RTL-Plus's potential reach is 18.7 million, Sat-1's is 17.1 million, MTV's is 15 million, and RAI's is 11.5 million.

CNN's potential reach was counted as 3.1 million, although the survey acknowledged underrepresenting the news channel's coverage, inadvertently excluding it from the Belgian diaries, where CNN recorded 754,000 viewers at the time of the survey.

The study was sponsored by CNN, MTV Europe, RAI, RTL-Plus, Sat-1, Sky TV, Super Channel and W.H. Smith TV (Lifestyle and Screensport), as well as first-time sponsors BBC TV Europe and the European Business Channel. McDonalds Development Corp., the UK's Independent Broadcasting Authority, and Italy's SIPRA also sponsored the work, and the European Advertising Agencies Association and the World Federation of Advertisers were participants. **—AAG**

Distant Signals

Telecable Holdings, whose principal shareholder is Larry Hudson, a former cable operator in the U.S., has won the franchise to wire five cities in New Zealand that would cover 500,000 homes. Telecable, in winning the franchise late last month, said it would build in the cities of Wellington, Auckland, Christchurch, Dunedin and Hamilton. The grant was made by New Zealand's Overseas Investment Commission.

Cable operators in New Zealand are bound by the Broadcasting Act of 1989, except for the 15% foreign ownership limitation. Minister of Commerce David Butcher said "the foreign ownership of the company does not constitute grounds for declining network operator status."

Hudson's bid reportedly called for 10 to 12 channels of programing, with the project's cost pegged at $340 million.

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TV rights to National Hockey League games will be sold exclusively outside North America by **Trans World International**, TV division of Mark McCormack's International Management Group. Effective starting with the 1989-1990 season, the arrangement is part of the NHL's targeting of international TV, marketing and promotion development as a "major area for growth for the next decade and beyond," according to NHL President John Ziegler.

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International Broadcasting Systems will become the exclusive international distributor of *The Lawrence Welk Show*, following an agreement with Welk Entertainment Group. Dallas-based IBS has rights to up to 260 episodes of the show, which ran for 27 years, first on ABC, then in first-run syndication.

In related news, IBS has signed an exclusive service contract with Television Nacional de Chile, the Chilean government's national TV network. IBS will provide services, including broadcast management, program acquisition and distribution, advertising and promotional support, and broadcast equipment procurement, the company said.

For the Record

As compiled by BROADCASTING from Aug. 10 through Aug. 16 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

Applications

■ KORG(AM)KEZY(FM) Anaheim, CA (AM: BAPL890726EE; 1190 khz; 10 kw-D; FM: BAPLH890726EF; 95.9 mhz; 2.5 kw; ant. 330 ft.)—Seeks assignment of license from Anaheim Broadcasting Corp. to ML Media Partners for $15,125,000 ("Changing Hands," July 17). Seller is headed by Tim Sullivan and also owns KHQT(FM) Los Altos and KCAL(AM) Redlands, both California. Buyer is headed by Elton I. Rule and I. Martin Pompadur. It also owns KATC-TV Lafayette, LA; WREX-TV Rockford, IL; WROC-TV Rochester, NY; WTOV-TV Steubenville, IL; WEYI-TV Saginaw, MI; WRDW-TV Augusta, GA; WBRE-TV Wilkes-Barre, PA, and WNWO-TV Toledo, OH. Filed July 26.

■ KRZN(AM) Englewood, CO (BAL890801EA; 1150KHZ; 5KW-D, 1KW-N, DA-2)—Seeks assignment of license from Sudbrink Broadcasting of Arkansas to RMF Broadcasting Co. of Denver for $490,000. Seller is headed by Robert Sudbrink, and owns WXTL(AM) Jacksonville Beach, FL.; WAWA-TV Rome, GA, and WCEE(TV) Mount Vernon, IL. Buyer is owned by William J. Mcentee, Vic Rumore and Robert J. Frederick. Rumore is general manager of stations WLAC-AM-FM Nashville, TN. Filed Aug. 1.

■ KVMT(FM) Vail, CO. (BALH890801GR; 104.7 mhz; 80 kw; ant. 1,186 ft.)—Seeks assignment of license from Sky Hi-Vail Inc. to Vail-Aspen Broadcasting Ltd. for $750,000. Seller is owned by Richard Sucher, who has no other broadcast interests. Buyer is owned by Ronald E. Crider, Cara Ebert Cameron, Henry D. Vara Jr. and Charles Goldmark. Henry D. Vara Jr. is chairman of and owns 26.556% of stock of 99 Broadcasting Inc., which owns 100% of Gulfstream Broadcasting Inc., licensee of WKGR(FM) Fort Pierce, FL; he is general partner of WRCC Partners, licensee of WRCC(FM) Cape Coral, FL; and director and 33.333% owner of TV 44 Inc., general partner of Channel 44 Ltd., licensee of WJTC-TV Pensacola, FL. Cara Ebert Cameron is general partner of WRCC partners and secretary and director and 33.333% owner of TV 44 Inc. Filed Aug. 1.

■ WLVH(FM) Hartford, CT (BALH890728GP; 93.7 mhz; 21 kw; ant 780 ft.)—Seeks assignment of license from Sage Broadcasting Corp. to Daytona Group of Connecticut Inc. for $7,618,000 ("Changing Hands," July 17). Seller is headed by Jerry Poch, and is also selling WAMT(AM) Titusville, FL ("Changing Hands," July 17). Sage owns WKHT(AM) Manchester and WNAQ(AM) Naugatuck, both Connecticut; WTAX(AM)-WDBR(FM), Springfield, Ill.; KMNS(AM)-KSEZ(FM), Sioux City, Iowa; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WSGD(AM) and WKOL-FM Amsterdam, N.Y.; WCDL(AM) and WSGD-FM Carbondale, Pa.; WACO-AM-FM Waco, Tex., and WRFB(FM) Stowe, Vt. Buyer is headed by Norman Drubner and David Pearlman. Daytona owns KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas; KZRC(AM) Milwaukie and KXYQ-FM Salem, both Oregon; KIVA(FM) Santa Fe, NM; WVMX(FM) Richmond, VA, and KGRX(FM) Globe, AZ. Drubner is also licensee of WPAP(FM) Panama City, FL., and WCOA(AM)-WJLQ(FM) Pensacola, FL. Filed July 28.

■ WBTY-FM Homerville, GA (BALH890711HT; 105.5 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Southern Broadcasting & Investment Co. to Clinch County Broadcasters Inc. for $100,000. Seller is headed by Berrien L. Sutton, who has no other broadcast interests. Buyer is owned by Lonnie C. Carter and Harold B. Carter. Lonnie C. Carter is general manager of WBTY. He is also president, director and 50% stockholder of Johnson County Broadcasting Inc., licensee of WIML(FM) Wrightsville, GA. Homerville, city of license of WBTY, is located about 120 miles South of Wrightsville. WBTY and WIML are class A FM stations whose 3.16 MV/M contours extend about 8 miles from their transmitters. Filed July 11.

■ WKCB-AM-FM Hindman, KY (AM: BAL890726GZ; 1340 khz; 1 kw-U; FM: BALH890726HA; 107.1 mhz; 770 w; ant. 650 ft.)—Seeks assignment of license from Knott County Broadcasting Corp. to Hindman Broadcasting Corp. for $100,000. Seller is headed by John Morgan, who has no other broadcast interests. Buyer is owned by Randy Thompson and Walter E. May. May is also president, director and sole stockholder of East Kentucky Broadcasting Corp., licensee of WPKE(AM)-WDHR-FM Pikeville, KY. In addition, May holds 102 shares of preferred non-voting stock in Ladon Broadcasting Co., applicant for new FM on channel 294A at Reidland, KY. Filed July 26.

■ KHFT(TV) Hobbs, NM (TEMP890801; ch. 29; 1279 kw-V; ant. 538 ft.)—Seeks assignment of license from Hobbs Family Television Partnership to Warren Electronics Systems Inc., for assumption of debt. Seller has no other broadcast interests. Buyer is headed by Pete Warren, who has no other broadcast interests. Filed Aug. 1.

■ WSMR(AM) Raeford, NC (BAL890802EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Faith Enterprises Inc. to Gospel Tabernacle Enterprises Inc. for $150,000. Seller is headed by D.W. Long and also owns WZOO(AM) Asheboro, NC. Buyer is headed by Rev. James Ross and has no other broadcast interests. Filed Aug. 2.

■ WMMR(FM) Philadelphia (BTCH890726GU; 93.3 mhz; 29 kw; ant. 670 ft.); KTWV(FM) Los Angeles (BTCH890726GV; 94.7 mhz; 58 kw; ant. 2,835 ft.), and WNEW(FM) New York (BTCH890726GW; 102.7 mhz; 7.8 kw; ant. 1,220 ft.)—Seeks assignment of license from Sillerman-Magee Communications Management Corp. to Group W Radio Inc. for $385,000,000 (BROADCASTING, April 24, 1989). Sale also includes WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; KILT-AM-FM Houston; and KDWB(AM) St. Paul and KDWB-FM Richfield, both Minnesota. Seller is headed by Robert F.X. Sillerman. Sillerman and Carl Hirsch are co-chairmen of Legacy Communications. Legacy owns KDWB(AM) St. Paul and KDWB-FM Richfield (Minneapolis-St. Paul), both Minnesota; KILT-AM-FM Houston; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; and has 79.9% interest in Metropolitan Broadcasting, which owns KTWV-FM Los Angeles, WNEW-FM New York and WMMR(FM) Philadelphia, and 50% of WNEW(AM) New York. Buyer is headed by Burton Staniar. Radio division is headed by Dick Harris. Westinghouse Broadcasting Co. and Sillerman Representative Corp. own 81.9% (VS) & 18.1% (VS) of Group W Radio Acquisition Company respectively. Following broadcast stations, including Auxiliary Broadcast of licenses, are licensed to following subsidiaries of Westinghouse Broadcasting Co. or subsidiary corporations thereof: Group W Television Inc.; KYW-TV Philadelphia; KDKA-TV Pittsburgh; WJZ-TV Baltimore, and WBZ-TV Boston. Group W Television Inc.: KPIX(TV) San Francisco. Group W Radio Inc.: WINS(AM) New York; KDKA(AM) Pittsburgh; KYW(AM) Philadelphia; KODA-FM Houston; KQZY-FM Dallas; KQXT-FM San Antonio; KMEO-AM-FM Phoenix; KKWB(AM) Los Angeles; KJQY-FM San Diego; KFBK(AM) Sacramento and KAER-FM Sacramento, both California; WBZ(AM) Boston, and WMAQ(AM) Chicago. Filed July 26.

■ WTNI(AM) Hartsville, SC (BAL890728EC; 1490 khz; 1 kw)—Seeks assignment of license from C & O Broadcasting Inc. to Hardison Broadcasting Co. for $50,000. Seller is headed by Sheryl Carr and Melissa Outlaw (sisters). They have no other broadcast interests. Buyer is headed by Jerry T. Hardison, who has no other broadcast interests. Filed July 18.

■ WHLP(AM)-WCQT(FM) Centerville, TN (AM: TEMP890731AA; 1570 khz; 5 kw-D; FM: TEMP890731BB; 96.7 mhz; 3 kw; ant. 250 ft.)—Seeks assignment of license from William A. Potts, Receiver to Creative Communications Corp. of America, for $168,000. Seller has no other broadcast interests. Buyer is headed by John A. Deering, who has no other broadcast interests. Filed July 31.

■ WHBQ-TV Memphis, TN (TEMP890801; ch. 13; 316 kw-V; ant. 1,000 ft.)—Seeks assignment of license from South Jersey Radio Inc. to Adams TV of Wilkes-Barre Inc. for $39,000,000. Seller is owned by RKO General Inc., which owns three AM's and three FM's. Buyer is headed by Stephen Adams. Adams also owns KOOL-AM-FM Phoenix; KHIH(FM) Boulder, CO; WHOI(TV) Peoria and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, Mass.; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; KEZK(FM) St. Louis; WWAY(TV) Wilmington, N.C.; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM) and KZOK(FM) Seattle; WTRF-TV Wheeling, W.Va., and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. Filed Aug. 1.

■ KDOK(AM) Tyler, TX (BAL890731EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Tyler Broadcasting Co. Inc. to Blue Jay Production Inc. for $100,000. Seller is headed by Carolyn Vance, son of William Vance and Ben Downs. Carolyn Vance has interest in KEEE(AM)-KJCS(FM) Nacogdoches, TX. Buyer is headed by Bruce Williams. Blue Jay Productions Inc. is licensee of KEES(AM) Gladewater, TX. Filed July 31.

■ WCWC(AM)-WYUR(FM) Ripon, WI (BAL890728EB; 1600 khz; 5 kw-U, DA-2; FM: BALH890728GQ; 95.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Denovocom Inc. to Wisconsin Radio LP for $1,410,000 ("Changing Hands," Aug. 14). Seller is owned by Paula and Walter Richey (wife and husband). Walter Richey has interest in WKHY-FM Lafayette, IN; KTHT(FM) Fresno, CA; KLBB(AM) St. Paul, MN; KQUE(AM) Olympia, WA, and KOSO(FM) Modesto, CA. Buyer is headed by Martin Cowie, who has no other broadcast interests. Purchase includes WYUR(FM) Ripon, WI. Filed July 28.

Actions

■ WAJF(AM) Decatur, AL (BAL890622EC; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Estate of Joseph B. Falt to Brainerd Broadcasting Inc. for no financial consideration. Seller is headed by Joseph Falt III, who has no other broadcast interests. Buyer is owned by Nathan W. Tate, Roy W. Burchel and Kennith A. Casey. Casey has 99% interest in WKAC(AM) Athens, AL, 50% interest in WPYK(AM) Dora, AL, and 60% interest in new FM application at Trussville, AL. Action Aug. 3.

■ WEZQ(AM) Winfield, AL (BAL890613EE; 1300 khz; 5 kw-D)—Granted app. of assignment of license from John Self to James Boyd Pate for $142,500. Seller has no other broadcast interests. Pate is on board of directors of International Bible College, Florence, AL, which is permittee of noncommercial WBHL(FM). Action Aug. 2.

■ WDBS(AM) Eatonton, GA (BAL890607EA; 1520 khz; 1 kw-D)—Granted app. of 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. Action July 31.

■ WLOV-AM-FM Washington, GA (BAL890612HB; 1370 khz; 1 kw-D; FM: BALH890612HC; 100.1 mhz; 3 kw; ant. 200 ft.)—Granted app. of assignment of license from G & O Inc. to Scorpio Enterprises Inc. for $465,000. Seller is headed by Oscar Wisely, who has no other broadcast interests. Buyer is owned by B.L. Williamson, who has no other broadcast interests. Action July 31.

■ WCSJ(AM)-WUEZ(FM) Morris, IL (BAL890613EC; 1550 khz; 250W-D; FM: BALH890613ED; 104.7 mhz; 50 kw; ant. 275 ft.)—Granted app. of assignment of license from Midwest Broadcasting Inc. to M.M. Group Inc. for $3,200,000. Seller is headed by Roger Coleman, who has no other broadcast interests. Buyer is owned by Robert Casagrande and Mark S. Litton. Casagrande and Litton, sole shareholders, officers and directors of applicant, are sole shareholders, officers and directors of CTC River Communications Inc., licensee of WQTL(FM) Ottawa, OH. M.M. Group Inc. is applicant in process of filing two applications for consent to assignment of licensee for WCSJ(AM)-WUEZ-FM Morris, IL, and WNRE(AM)-WLRO(FM) Circleville, OH. Applications are not mutually exclusive. Action July 31.

■ WXKF-FM Eminence, KY (BAPLH890313HV; 105.7 mhz; 3 kw; 308 ft.)—Granted app. of assignment of license from Bass FM Broadcasting Ltd. Partnership to Bass Broadcasting Company for no financial consideration. This transaction involves merger of Bass FM Broadcasting into Bass Broadcasting Co. in return for stock. Bass is headed by Stuart A. Bass, who has no other broadcast interests. Action Aug. 1.

■ WCFB(AM) Tupelo, MS (BAL890609EC; 1060 khz; 1 kw-D)—Granted app. of assignment of license from The Charis Group Ltd.to Charisma Communications Co. for $72,000. Seller is headed by John Robinson, who has no other broadcast interests. Buyer is headed by Donald R. Depriest. Charisma is licensee of: WMER(AM) Meridian, WWZD(FM) New Albany, and is applicant for new FM at Meridian, all Mississippi. Action Aug. 3.

■ KSYX(AM) Santa Rosa, NM (BAL890609ED; 1340 khz; 1 kw-D, 250W-N)—Granted app. of assignment of license from Robert I. Cordova, court-appointed receiver, to Michael Esquibel, for no financial consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 2.

■ KGMC(TV) Oklahoma City, OK (BALCT881101KE; 34; 78.5KW; HAAT: 1,209 feet)—Seeks assignment of license from Oklahoma City Broadcasting Co., successor to Maddox Broadcasting Corp., for $3,600,000. Transmitting equipment, antenna, studio equipment, licenses and other items are being sold to Maddox Broadcasting Corp. for $2.6 million. Remainder of station KGMC(TV)'s equipment and real property (but not programing) are being sold to Pappas Telecasting of Oklahoma for $1 million. Buyer is owned by Chesley Maddox. It has no other broadcast interests. Action Aug. 3.

■ KOKL(FM) Okmulgee, OK (BALH890615HI; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Brewer Communications Inc. to Integrated Broadcasting Co. for $1,400,000. Seller is owned by James Robert Brewer, who also owns KOKL(AM)-KGLB(TV) Okmulgee. Buyer is owned by Benjamin Davis, who has no other broadcast interests. Action Aug. 2.

■ KFQX-AM-FM Abilene, TX (AM: BAL890616EA; 1470 khz; 5 kw-D, 1 kw-N; FM: BAPLH890616EB; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Esprit Communications Corp. to Ovation Broadcasting Co. for $950,000. Seller is headed by Robert Call, who has no other broadcast interests. Buyer is headed by Phil Motta, who has no other broadcast interests. Action Aug. 2.

■ KEZP-FM Canadian, TX (BALH890301GV; 103.1 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Megahype Broadcasting Partnership to Canadian Broadcast Group Inc. for $250,000. Seller is owned by Ronald R. Hamilton, his father, Kenneth E. Hamilton, and Lori L. McConville, and has no other broadcast interests. Buyer is headed by Charles D. McFall, president. McFall is sole officer, director and shareholder of Palmer Radio Group Inc., proposed assignee of KOBS Wasilla, AK. Applications were filed Dec. 29, 1988. Action Aug. 1.

New Stations

Applications

New FM's

■ Wallace, ID (BPH890713ML)—Darrell E. Bauguess seeks 100.7 mhz; 76 kw; HAAT: 2,230 ft. Address: 8805 Clifford Ave., Chevy Chase, MD 20815. Principal has no other broadcast interests. Filed July 17.

■ Dwight, IL (BPH890720MC)—Don H. Barden seeks 98.9 mhz; 3 kw; 328 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal is headed by Don H. Barden, who has granted CP for WKBM(FM) Coal City, IL. Filed July 20.

■ Vidalia, LA (BPH890719MD)—Robert Cupit seeks 104.7 mhz; 3 kw; 328 ft. Address: P.O. Box 1129, Vidalia, LA 71373. Robert D. Cupit Jr. owned 25% of stations WZZB(AM)-WSLL(FM) Centreville, MS. Robert D. Cupit Jr. is currently general manager of KVLA Vidalia, MS. Filed July 19.

■ Vidalia, LA (BPH890720MG)—Vision Broadcasting Inc. seeks 104.7 mhz; 3 kw; 328 ft. Address: Vidalia Meadows, Apt. 19, Vidalia, LA 71373. Principal is owned by Carol Brown, who has no other broadcast interests. Filed July 12.

■ Huntsville, MO (BPH890719MC)—Contemporary Broadcasting Inc. seeks 92.5 mhz; 3 kw; 328 ft. Address: P.O. Box 459, St. Charles, MO 63302. Principal is headed by Michael S. Rice, who has following broadcast interests: president and stockholder of KIRL(AM) St. Charles, MO; president and stockholder of WBOW(AM)-WZZQ(FM) Terre Haute, IN; president and stockholder of KFMZ(FM) Columbia, MO, and president and stockholder of KBMX(FM) Eldon, MO, and KFXE(AM) Camdenton, MO. Filed July 19.

■ Osceola, MO (BPH890719ME)—Valkyrie Broadcasting Inc. seeks 92.3 mhz; 3 kw; Address: P.O. Box 1420, Warsaw, MO 65355. Principal is headed by Jim McCollum, and has no other broadcast interests. Filed July 19.

■ Warsaw, MO (BPH890725MF)—John B. & Fredna B. Mahaffey seek 93.7 mhz; 3 kw; 328 ft. Address: Box 4584, Springfield, MO 65808. Principal is owned by John B. Mahaffey and has no other broadcast interests. Filed July 25.

■ Henderson, TN (BPH890720MI)—Wanda Smith seeks 107.7 mhz; 3 kw; 328 ft. Address: Route 1, Box 193 Henderson, TN 38340. Wanda Smith is director and 50% shareholder of Chester County Broadcasting Inc., licensee of WHHM(AM) Henderson, TN. Filed July 20.

■ Woodbury, TN (BPH890720MH)—Woodbury Community Radio Inc. seeks 104.9 mhz; Address: P.O. Box 350, Woodbury, TN 37190. Principal is headed by Lee Ann Walker, who has no other broadcast interests. Filed July 20.

■ Woodbury, TN (BPH890720MD)—Woodbury FM Radio Broadcasting seeks 104.9 mhz; 416 ft. Address: P.O. Box 354, Woodbury, TN 37190. Principal is owned by Beverly K. Corlew, who has no other broadcast interests. Filed July 20.

■ Woodbury, TN (BPH890720MF)—Dasan Communications Corp. seeks 104.9 mhz; 3 kw; 328 ft. Address: P.O. Box 7, Woodbury, TN 37190. Principal is headed by David Dunge. Dasan Communications Corp. is licensee of WBRY(AM) Woodbury, TN. Applicant and its principals, Mr. and Mrs. Bunge, have interest in that station. At this time there is pending application for license renewal of WBRY, file no. BR-890403. Filed July 20.

■ Franklin, TX (BPH890718MB)—Franklin Community Broadcasting seeks 98.9 mhz; 3 kw; 328 ft. Address: 839 Timber Cove, Seabrook, TX 77586. Principal is headed by Roy Henderson and has no other broadcast interests. Filed

July 18.

■ Los Ybanez, TX (BPH890712MK)—Israel Ybanez seeks 107.9 mhz; 50 kw; 459 ft. Address: HCR-7, Box 52, Los Ybanez, TX 79331. Principal has no other broadcast interests. Filed July 18.

Actions

New AM

■ Kendall, FL (BP890530AD)—Returned app. of Baja Florida Radio for 1020 khz; Address: 13520 SW 61st Court, Miami 33156. Principal is headed by William R. Brazzil, Richard A. Bowers, Sergio Vidal and Donald Roberts Jr., who have no other broadcast interests. Filed Aug. 4.

New FM's

■ Trumann, AR (BPH861119MA)—Granted app. of W-R-1 Enterprises for 106.7 mhz; 22 kw H&V; 100 ft. Address: 820 Hwy. 63 South, Trumann, AR 72472. Principal is owned by K.W. Webb, James Roberts and Chiquita Inboden, who have no other broadcast interests. Filed Aug. 3.

■ Soledad, CA (BPH880602NL)—Dismissed app. for Monterey County Broadcasters Inc. for 105.3 mhz; 1.54 kw H&V; 537 ft. Address: 4610 Briarwood Dr., Sacramento, CA 95821. Principal is headed by Carl J. Auel, Robert A. Jones and Dora L. Clapp. Applicant owns KKMC(AM) Gonzales, CA. Robert A. Jones owns 55.8% of WRPQ(AM) Baraboo, WI; 25% of WCHP(AM) Champlain, NY, and WLVJ(AM) Royal Palm Beach, FL; 50% of WWRJ(AM) Hollywood, SC, and KFRP(AM) Rocklin, CA; 33 1/3% of WGOR(AM) Christmas, FL, and KTCO(AM) Manor, TX. Carl J. Auel owns 100% of WGO(AM) Bethel Park, PA. Filed July 28.

■ Kekaha, HI (BPH881102MC)—Granted app. of Algoma Broadcasting Co. for 103.3 mhz; 3 kw H&V; -797 ft. Address: P.O. Box 36, Fairfield, CT 06430. Principal is headed by Timothy D. Martz, who has no other broadcast interests. Filed July 31.

■ Vancleve, KY (BPH880105ME)—Granted app. of Kentucky Mountain Holiness Association for 99.9 mhz; 3 kw H&V; 328 ft. Address: Box 8, Mt. Carmel Rd., Vancleve, KY 41385. Principal is headed by Seldon Short Jr., who has no other broadcast interests. Filed Aug. 1.

■ Delhi, NY (BPH880909MF)—Dismissed app. of Wopos Broadcasting Co. for 100.3 mhz; 0.44 kw; 829 ft. Address: P.O. Box 324, Delhi, NY 13753. Principal is headed by Kevin Wright, who has no other broadcast interests. Filed Aug. 1.

■ Jamestown, NY (BPED880712MU)—Returned app. of Family Life Ministries Radio Inc. for 90.9 mhz; 7 kw H&V; 492 ft. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is headed by Richard M. Snavely, who has no other broadcast interests. Filed July 28.

■ Somerset, TX (BPED881114MB)—Returned app. of Fundamental Christian Broadcasting for 90.5 mhz; 4.5 kw H&V. Address: Box 18025, San Antonio, TX 78218. Principal is headed by Myron Wade, and has no other broadcast interests. Filed July 28.

Facilities Changes

Applications

AM's

■ Kendall, FL 1020 khz—May 30 engineering amendment to correct coordinates to: 25 36 22N 80 32 26W.

■ Hot Springs, VA WWES(AM) 1270 khz—Aug. 3 application petition for reconsideration for CP to increase power to 5 kw.

FM's

■ Woodlake, CA KQKX(FM) 104.1 mhz—July 25 application for Mod of CP (BPH850712PK) to change ERP: 17.5 kw H&V; HAAT: 839 ft. H&V; TL: Atop Eshom Point, 7 km due E of Badger, CA.

■ Callaway, FL 103.5 mhz—July 25 application for Mod of CP (BPH830215AI) to change HAAT: 423 ft. H&V; change TL: W of E Callaway Rd., 3.2 km N of Hwy. 22, 9.45 km NE of Callaway, FL.

■ St. Augustine, FL WUVU(FM) 97.7 mhz—July 21 application for CP to make changes: HAAT: 482 ft. H&V; TL: 1.0 km E of U.S. 1 at Duval and St. John's County line, FL.

■ Fort Valley, GA 97.9 mhz—July 20 application for Mod of CP (BPH860918MD) to change HAAT: 295 ft. H&V.

■ Tifton, GA WPLH(FM) 107.5 mhz—July 31 application for CP to change freq: 104.9 mhz.

■ Rantoul, IL WLTM(FM) 96.1 mhz—July 21 application for CP to change ERP: 1.440 kw H&V, HAAT: 475 ft. H&V; and TL: 3 km SW of Thomasboro, IL; 40 12 33N 88 12 01W.

■ Lafayette, LA 95.5 mhz—July 21 application for Mod of CP (BPH860507OF) to change ERP: 2.05 kw H&V; HAAT: 390 ft. H&V; TL: 1.4 km N of intersection of I-10 and State Rte. 182, Lafayette Parish, LA.

■ La Plata, MD WXTR-FM 104.1 mhz—July 21 application for CP to change ERP: 22 kw H&V; HAAT: 764 ft. H&V.

■ Two Harbors, MN WRSR(FM) 104.3 mhz—July 13 application for Mod of CP (BPH880406MC) to change TL: 10 km NW of Two Harbors, MN.

■ Marion, MS WQIC-FM 103.1 mhz—July 24 application for CP to change freq: 95.1 mhz; ERP: 26 kw H&V; HAAT: 606 ft. H&V; TL: E side of Hwy. 45, 1.6 km S of Meridian, MS; change to class: C2; per docket 88-525.

■ Fairbury, NE KUTT(FM) 99.3 mhz—July 21 application for CP to change ERP: 100 kw H&V; HAAT: 908 ft. H&V; TL: .8 miles No. of Hwy. 136 and 4.3 miles NW of Fairbury, NE; class: C1; per docket 81-99.

■ Pahrump, NV KUDA(FM) 107.5 mhz—July 19 application for CP to change ERP: 3 kw H&V; HAAT: -6 m H&V; class: C3; freq: 105.7 mhz; and to change TL: 3.5 km N NW of Ridgway, CO: 38 10 54N 107 46 25W.

■ Millville, NJ WBSS-FM 97.3 mhz—July 19 application for Mod of CP (BPH870303IF) to change HAAT: 465 ft. H&V; TL: 375 miles S. of Buck Hill Rd. and SR 50, Corbin City, NJ.

■ Arlington, NY WQLS(FM) 96.9 mhz—July 27 application for Mod of CP (BPH860123MT) to change ERP: 0.5 kw H&V; HAAT: 764 ft. kw H&V; TL: Illinois Mountain on Reservoir Rd. 2 miles from Gate, Lloyd Town, NY.

■ Erwin, NC 88.3 mhz—July 26 application for Mod of CP to change HAAT: 206 ft. H&V and to correct site coordinates and elevation.

■ Cincinnati WVXU(FM) 91.7 mhz—July 26 application for Mod of CP to change ERP: 26.1 kw H&V.

■ Cleveland WMJI(FM) 105.7 mhz—July 25 application for CP to change ERP: 15.5 kw H&V; HAAT: 1,020 ft. H&V; TL: 4800 Bruening Rd., Parma, OH.

■ Troy, OH WTRJ(FM) 96.9 mhz—July 24 application for Mod of CP (BPH860121MU) to change HAAT: 314 ft. H&V; TL: Dye Mill Rd., S. of St. Rd. 41, Troy, OH.

■ Sallisaw, OK KKID-FM 95.9 mhz—July 24 application for CP to change channel to 240C2 per docket 87-73.

■ Black River Falls, WI WWIS-FM 99.7 mhz—July 24 application for Mod of CP (BPH880216MN) to change ERP: 3.0 kw H&V; HAAT: 328 ft. H&V; TL: 0.83 km W of U.S. I-90, on Town Creek Rd., Jackson County, WI.

■ Evansville, WI WMJB(FM) 105.9 mhz—July 20 application for Mod of CP (BPH871013MG as Mod) to change ERP: 1.4 kw H&V; HAAT: 482 ft. H&V.

TV's

■ Athens, GA WPBS(TV) ch. 8—July 27 application for Mod of CP to change HAAT: 1,987 ft. ant: Andrew/Dielectric CD-030013; 33 48 18N 84 08 40W.

■ Keene, NH WEKW(TV) ch. 52—Aug. 3 application for Mod of CP to change ERP: 94.5 kw (vis).

Actions

■ Juneau, AK KINY(AM) 800 khz—Aug. 7 application (BP890324AD) granted for CP to increase daytime power to 10 kw.

■ Rancho Mirage, CA KCPC(AM) 1200 khz—Aug. 7 application (BMP890310AB) granted for Mod of CP (BP811015AC) to change city license to Cathedral City, CA; TL: to S Hwy. 10, A.9 km SE of Date Palm Dr., Cathedral City, CA; reduce power to 740 w/2500 w and make changes in ant. system: 33 50 08N 116 26 28W.

■ Johnstown, CO KHNC(AM) 1360 khz—Aug. 3 application (BMP870331CA) granted for mod of CP (BP841224AB) to change hours of operation to unlimited by adding night service with 530 w.

■ Chattahoochee, FL WTCL(AM) 1580 khz—Aug. 7 application (BP890223AB) granted for CP to change hours of operation to unlimited by adding night service with 500 w; increase day power to 10 kw; install DA-N and make changes in ant. system.

■ Covington, KY WCVG(AM) 1320 khz—Aug. 7 application (BP880621AB) granted for CP to increase night power to 420 w, DA-2 and make changes in ant. system.

■ New York WEVD(AM) 1050 khz—Aug. 7 application (BZ890606AN) granted for direct measurement of ant. power.

■ Claremont, NC WCXN(AM) 1170 khz—Aug. 1 application (BP881220AF) dismissed for CP to reduce power to 6.9 kw; make changes in ant. system and change from nonDA to DA.

■ Opportunity, WA KHDL(AM) 630 khz—Aug. 4 application (BP890609AB) returned for CP to change freq: 840 khz, and increase day power to 50 kw.

FM's

■ Dermott, AR KXSA-FM 103.1 mhz—Aug. 1 application (BPH890217IF) granted for CP to change HAAT: 328 ft. H&V; change TL: 8.1 mi W of Dermott, AR; 33 31 56N 91 34 28W.

■ Porterville, CA KPOR(FM) 100.5 mhz—Aug. 1 application (BMPH890417ID) granted for Mod of CP to change ERP: 1.5 kw H&V; HAAT: 465 ft. H&V; TL: 36 04 42N 118 58 45W.

■ Walnut, CA KSAK(FM) 90.1 mhz—July 31 application (BPED890427IB) granted for CP to change HAAT: 410 ft. H&V; TL: to change location of transmitter site by distance of less than 0.3 km (0.2 mi).

■ Key West, FL WKRY(FM) 93.5 mhz—Aug. 1 application (BPH890320IB) granted for CP to change ERP: 31.5 kw H&V; HAAT: 1,148 ft. H&V; TL: McDonald Ave., Stock Island, FL; class: C2; per docket 88-77.

■ Seminole, FL WGNB(FM) 1520 khz—Aug. 7 application (BMP890209AA) granted for mod of CP (BP880113AI) to change TL: 9401 Park Blvd., Pinellas Park, FL; 27 50 26N 82 46 09W.

■ St. Petersburg, FL WWRM(FM) 107.3 mhz—Aug. 1 application (BPH881020ID) dismissed for CP to change HAAT: 842 ft. H&V; TL: on Boyette Rd. Riverview, FL; 27 50 53N 82 15 48W. Informal objection filed by Silicon East Communications Partnership Jan. 31. Informal objection granted Aug. 1.

■ Connersville, IN WCNB(FM) 100.3 mhz—Aug. 1 application (BPH870227NO) granted for CP to change ERP: 50.0 kw H&V; HAAT: 492 ft. H&V and change coordinates: 39 38 15N 85 08 45W.

■ Clarinda, IA KQIS(FM) 106.3 mhz—Aug. 2 application (BPH890502JA) granted for CP to change ERP: 50.0 kw H&V; HAAT: 164 ft. H&V; TL: 1.4 km S of County Hwy. D on County Hwy. KK, 3.9 km N. of Elmo, MO; 40 33 12N 95 07 18W; freq: 106.1 mhz; class: C2; relocate main studio outside community of license to 209 Elm St., Shenandoah, IA; per docket 88-494.

■ Harlan, KY 105.1 mhz—Aug. 1 application (BMPH890404IE) granted for Mod of CP (BPH860317MR) to change ERP: .27 kw H&V; HAAT: 1,036 ft. H&V; TL: on Pine Mtn., 6.44 km N. of Harlan, KY.

■ Jennings, LA KJEF(FM) 92.7 mhz—Aug. 1 application (BPH890221IC) granted for CP to change freq: 92.9 mhz; change ERP: 32.9 kw H&V; HAAT: 600 ft. H&V; TL: 12.82 km at 229.6 degrees (T) from Lake Arthur, LA; class: C2; per docket 87-104.

■ Frederick, MD WJTM(FM) 88.1 mhz—July 28 application (BMPED860922IA) dismissed for Mod of CP (BPED790629AE) to change TL: Foot of Schkey Ave., Braddock Heights, D; change ERP: 9.2 kw H&V; HAAT: 266 ft. H&V; 39 25 17N 77 29 52W. Petition to deny filed Sept. 2, 1987, by Johns Hopkins University.

■ Portage, MI WRKR(FM) 107.7 mhz—June 23 application (BPH881128ID) granted for CP (BPH10239) to change HAAT: 485 ft. H&V.

■ Columbus, MS WACR(FM) 103.9 mhz—Aug. 1 application (BPH890328IF) granted for CP to change ERP: 50 kw H&V; change HAAT: 492 ft. H&V; TL: N of U.S. Rte. 82, approximately 3.8 km E of Ethelsville, AL; class: C2; per docket 87-451.

■ Mansfield, OH WOSV(FM) 91.7 mhz—Aug. 1 application (BMPED890526IA) granted for Mod of CP (BPED870629MB) to reduce overall tower height.

■ Eugene, OR KMGE(FM) 94.5 mhz—Aug. 3 application (BMPH890412IF) granted for Mod of CP (BPH861009ID) to change HAAT: 1,298 ft. H&V; ERP: 100 kw H, 43 kw V.

■ Eugene, OR KUGN-FM 97.9 mhz—Aug. 3 application (BMPH890522IC) granted for Mod of CP (BPH870302NX) to change HAAT: 1,230 ft. H&V; ERP: 100 kw V; 75 kw H.

■ Springfield-Eugene, OR KSND(FM) 93.1 mhz—Aug. 3 application (BMPH890412IG) granted for Mod of CP (BPH870225IF) to change ERP: 100 kw H, 33.3 kw V; HAAT: 984 ft. H&V.

■ Bethlehem, PA WZZO(FM) 95.1 mhz—Aug. 2 application (BMPH890411IA) granted for Mod of CP (BPH870722IB) to change directional ant. pattern in elevation plane.

■ Smethport, PA WQRM(FM) 106.3 mhz—Aug. 2 application (BMPH890629ID) returned for Mod of CP (BPH850712VO as Mod) to change ERP: 0.6 kw H&V;

Services

HAAT: 731 ft. H&V; TL: Prospect Hill 4 km E of Center of Smethport, PA.

■ Carolina, PR WVOZ-FM 107.7 mhz—Aug. 2 application (BPH880927ID) granted for CP to change HAAT: 1,636 ft. (H) only; TL: Cubuy Ward, Municipality of Loiza, 1.1 mi NE of Rd. 186 km 9, PR: 18 16 43N 65 51 21W.

■ Darlington, SC WMWG(FM) 105.5 mhz—Aug. 2 application (BPH890407IB) granted for CP to change ERP: 1.8 kw H&V; HAAT: 400 ft. H&V.

■ Amarillo, TX KESE(FM) 101.9 mhz—Aug. 2 application (BMPH890424IC) granted for Mod of CP to change HAAT: 984 ft. H&V; TL: 2.2 km NNE of U.S. 87 and Givens Ave.; add .75 degrees electrical beam tilt; maximum ERP unchanged at 100 kw.

■ Beaumont, TX KAYD(FM) 97.5 mhz—Aug. 4 application (BPH870302OP) granted for Mod of CP to change TL: 941 CP to change TL: 941 Butler Rd., City of Vidor, TX; change HAAT: 1,128 ft. H&V; and make changes in ant. system: 30 06 54N 93 59 53W.

■ Mesquite, TX KEOM(FM) 88.3 mhz—Aug. 1 application (BPED890330IB) granted for CP to change ERP: .65 kw H&V; HAAT: 570 ft. H&V; TL: 2500 Memorial Dr., Mesquite, TX.

■ San Antonio, TX KSAQ(FM) 96.1 mhz—Aug. 2 application (BPH890407IE) granted for CP to change HAAT: 577 ft. H&V.

■ Terrell, TX KTLR-FM 107.1 mhz—Aug. 4 application (BPH880106IB) granted for CP to change TL: along State Hwy. 34, at Highland Memorial Gardens (Cemetery), 5.3 mi NE of center of Terrell; change ERP: 1.26 kw H&V; changeHAAT: 439 ft. H&V: 32 47 49N 96 13 16W.

■ Martinsville, VA WROV-FM 96.3 mhz—Aug. 2 application (BMPH890706IC) returned for Mod of CP (BPH861008ID as Mod) to correct ant coordinates: 37 07 00N 80 00 58W.

TV's

■ Bakersfield, CA KDOB-TV ch. 48—July 31 application (BMPCT890222KG) granted for Mod of CP to add mechanical beam tilt.

■ Columbia, MO KMIZ(TV) ch. 17—July 31 application (BPCT890522KF) granted for CP to change ERP: 1,600 kw (vis); HAAT: 1,141 ft. ant: RCA TFU36J(BT); 38 46 29N 92 33 22W.

■ Denton, TX KDTN(TV) ch. 2—July 31 application (BMPET890627KE) granted for Mod of CP (BPET558) to change ERP: 100 kw (vis); HAAT: 1,351 ft.

■ Grundy, VA WLFG(TV) ch. 68—July 31 application (BMPCT880204KL) granted for Mod of CP (BPCT850510KF) to change ERP: 1,140 kw (vis); HAAT: 2,414 ft.; ant: Jampro JSM 32/68-P-120-EP3 (DA); TL: Clinch Mountain, VA; 36 49 47N 82 04 05W.

Actions

■ FCC launches investigation into alleged abuses of its process by Sonrise Management—MM docket 89-358 (Report DC-1477, Action in Docket Case). In response to information indicating that its processes may have been abused by Sonrise Management Services Inc., commission has instituted investigatory proceeding pursuant to Section 403 of Communications Act. Action by commission Aug. 4 by order [FCC 89-262].

■ FCC grants great American TV and Radio permanent waiver of one-to-market rule for Cincinnati and Kansas City (Report DC-1479, Mass Media Action). Commission has granted Great American Television and Radio Co. Inc. permanent waiver of its one-to-market rule to permit Great American to retain its ownership interests in WKRC-TV (ch. 12, ABC), WKRC(AM)-WKRQ(FM) Cincinnati; WDAF-TV (ch. 4, NBC), WDAF(AM)-KYYS(FM) Kansas City, MO. Action by commission Aug. 4 by letter (FCC 89-263).

■ FCC renews licenses of three Texas TV stations; two subject to reporting conditions over objections of various Texas branches of NAACP and National Black Media Coalition. FCC unconditionally renewed licenses of stations KTAB-TV Abilene, TX, and KAMR-TV Amarillo, TX; subject to periodic reporting conditions, renewed license of station KVII-TV Amarillo. Action by commission Aug. 4 by memorandum opinion and order (FCC 89-264).

■ Black Canyon City and South Tucson, AZ. Designated for hearing competing applications of Statewide Broadcasters Inc. and Good News Broadcasting Inc. for 710 khz at Black Canyon City and for 700 khz at South Tucson, respectfully. (MM docket 89-340 by order [DA 89-887] adopted July 25 by chief, Audio Services Division, Mass

Professional Cards

Media Bureau.)

■ Bakersfield, CA. Denied request by Community Television of Southern California for waiver of commission's freeze on applications for new television stations within minimum co-channel separation distances from 30 designated television markets, and returned its application as unacceptable for filing. (By letter [DA 89-935], adopted Aug. 2 by chief, Mass Media Bureau.)

■ Garfield, CO. Affirmed decision by Mass Media Bureau granting application of High Country Communications Inc. for FM translator station K228CP, to serve Garfield and surrounding areas, over objection of William J. Murphy. (By MO&O [FCC 89-227] adopted July 6 by commission.)

■ Lehigh Acres, FL. Conditionally renewed licenses of WOOJ-AM-FM Lehigh Acres, FL and issued Notice of Apparent Liability for forfeiture of $15,000 for failure to comply with commission's EEO rules. (By letter [FCC 89-240] adopted July 19 by commission.)

■ Ponte Vedra Beach, FL. Designated for hearing 14 applications for new FM station on ch. 293A (106.5 mhz) at Ponte Vedra Beach. (MM docket 89-350 by order [DA 89-882] adopted July 25 by chief, Audio Services Division.)

■ Rockledge, FL. Granted application of D.V.R. Broadcasting (General Partnership) for new FM station on ch. 274A (102.7 mhz) at Rockledge; dismissed competing applications of Rockledge Radio Ltd., Ben L. Umberger, Shaw Enterprises Inc., Rockledge Broadcasting Associates, Limited Partnership and Orion Communications Ltd. (MM docket 87-556 by MO&O [FCC 89R-49] adopted July 28 by Review Board.)

■ Port Huron, MI. Approved settlement agreement between L&K Broadcasting Inc. and Port Huron Family Radio Inc., and dismissed application of L&K Broadcasting. (MM docket 86-438 by MO&O [FCC 89R-50] adopted July 28 by Review Board.)

■ Oscoda, MI. Designated for hearing applications of Thomas Ferebee and Iosco County Communications Inc. for new FM station on ch. 239C2 (95.7 mhz) at Oscoda. (MM docket 89-339 by order [DA 89-886] adopted July 25 by chief, Audio Services Division.)

■ McCook, NE. Over objections of Association of Maximum Service Telecasters and Nebraska Educational Telecommunications commission, denied request by Jerrel Kautz for waiver of commission's short-spacing rules, and dismissed his application of new commercial television station to operate on ch. 12 at McCook, NE. (By MO&O [DA 89-927] adopted July 31 by chief, Video Services Division, Mass Media Bureau.)

■ Secaucus, NJ. Affirmed decision by Administrative Law Judge (ALJ) Richard L. Sippel denying request by Whitely Communications that he withdraw as presiding ALJ in proceeding to renew license of WWOR(TV), at Secaucus, NJ. (MM docket 88-382 by MO&O [FCC 89-248] adopted July 27 by commission.)

■ Waco, TX. Designated for hearing applications of Southwest Educational Media Foundation of Texas Inc.; Kennelwood Broadcasting Co. Inc.; Richards Communications Inc.; Excelsior Communications Inc., and Chase Communications Inc. for new FM station on ch. 233A (94.5 mhz) at Waco. (MM docket 89-338 by NPRM [DA 89-885], adopted July 25 by chief, Audio Services Division.)

■ Milwaukee, WI. Granted Weigel Broadcasting Co.'s waiver request of duopoly rule to permit common ownership of WDJT-TV Milwaukee, WI, and WCIU-TV Chicago. (By letter [FCC 89-251], adopted July 31 by commission.)

■ Commission consents to assign license of KREQ(TV) ch. 23, at Arcata, CA (Report MM-424, Mass Media Action): commission has consented to assignment of license of KREQ(TV) Arcata, CA (ch. 23), from Mad River Broadcasting Co. to California-Oregon Broadcasting Inc. (COBI), subject to condition that COBI divest itself of its interests in radio stations KFLI(AM)-KEKA-FM Eureka, CA, no later than 12 months from consummation of this transaction. Action by commission Aug. 4 by MO&O (FCC 89-275).

Allocations

■ Glencoe, AL. Effective Sept. 25, amended FM table by allotting ch. 226A (93.1 mhz) to Glencoe, as its first local broadcast service. Window opens Sept. 26, closes Oct. 26. (MM docket 88-388 by R&O [DA 89-924] adopted July 28 by chief, Allocations Branch, Mass Media Bureau.)

■ Gosnell and Osceola, AR, and Germantown and Ripley, TN. Effective Sept. 22 amended FM table by allotting ch. 230A (93.9 mhz) to Gosnell as its first local FM service; by substituting ch. 231C2 (94.1 mhz) for ch. 232A (94.3 mhz) at Germantown as its first area FM service, and modified license of WEZI(FM) at Germantown to specify operation on new channel; by substituting ch. 235A (949 mhz) for ch. 231A at Ripley to accommodate Germantown substitution. Filing window for applications for channel at Gosnell will open Sept. 25, closes Oct. 25. (MM docket 87-619 by R&O [DA 89-864] adopted July 19 by chief, Allocations Branch, Mass Media Bureau.)

■ Gosnell, AR. Effective Sept. 25, amended TV table of allotments to allot ch. 46 to Gosnell as its first local TV service. (MM docket 88-264 by R&O [DA 89-906] adopted July 19 by chief, Allocations Branch, Mass Media Bureau.)

■ Jonesboro, AR. Effective Sept. 25, amended TV table by allotting ch. 48-plus to Jonesboro as its second local TV broadcast service. (MM docket 88-380 by R&O [DA 89-922] adopted July 28 by chief, Allocations Branch.)

■ Wilson, AR. Effective Sept. 25, amended FM table by allotting ch. 279A (103.7 mhz) to Wilson as its first local broadcast service. Window opens Sept. 26, replies due Oct. 26. (MM docket 88-463 by R&O [DA 89-923] adopted July 28 by chief, Allocations Branch.)

■ Barstow, CA. At request of Hub Broadcasting Inc., proposed amending FM table by substituting ch. 240B1 (95.9 mhz) for ch. 240A at Barstow, and modifying license of KXXZ(FM) accordingly. Comments are due Oct. 2, replies Oct. 17. (MM docket 89-345 by NPRM [DA 89-908]; adopted July 18 by chief, Allocations Branch, Mass Media Bureau.)

■ Rosamond, CA. At request of P. Dale Ware, proposed allotting ch. 240A (95.9 mhz) to Rosamond as its first local broadcast service. Comments are due Oct. 2, replies Oct. 17. (MM docket 89-344 by NPRM [DA 89-907] adopted July 18 by chief, Allocations Branch.)

■ Illinois City, IL. At request of Martin F. Beckey, proposed allotting ch. 223A (92.5 mhz) to Illinois City as its first local FM service. Comments are due Oct. 2, replies Oct. 17. (MM docket 89-347 by NPRM [DA 89-911] adopted July 20 by chief, Allocations Branch.)

■ Carlisle, KY. At request of Nicholas County Broadcasting, proposed amending FM table by allotting ch. 264A (100.7 mhz) Carlisle. Comments due Oct. 2, replies Oct. 17. (MM docket 89-351 by NPRM [DA 89-919] adopted July 26 by chief, Allocations Branch.)

■ Taos, NM. Effective Sept. 25, amended FM table by substituting ch. 268C2 (101.5 mhz) for ch. 269A (101.7 mhz) at Taos, and conditionally modifying license of KTAO accordingly. (MM docket 88-589 by R&O [DA 89-909], adopted July 18 by chief, Allocations Branch.)

■ Comfort, TX. Effective Sept. 25, amended FM table by allotting ch. 236C2 (951 mhz) to Comfort as its first local FM service. Filing window opens Sept. 26, closes Oct. 26. (MM docket 89-31 by R&O [DA 89-912] adopted July 20 by chief, Allocations Branch.)

Call Letters

Grants

New FM's

KDMD(FM)	Echonet, Corp.; Anchorage, AL
KQPR(FM)	Radio Albert Lea Inc.; Albert Lea, MN

Existing AM's

WWSF(AM)	WKYD CR Broadcasting; Andalusia, AL
KQKL(AM)	KZXY Ruby Broadcasting Inc.; Apple Valley, CA
WMMM(AM)	WCFS Minuteman Broadcasting, Inc.; Westport, CT
KJME(AM)	KDZR Huttner Broadcasting Company; Denver CO
WCRM(AM)	WHYS Asti Broadcasting Corp.; Fort Myers, FL
WJKL(AM)	WAPE Genesis Broadcasting of Jacksonville Inc.; Jacksonville, FL
WZOT(AM)	WPLK Broadcast Investment Associates Inc.; Rockmart, GA
WTSH(AM)	WRJY Broadcast Investment Associates Inc.; Rome, GA
WHTB(AM)	WALE SNE Broadcasting, Ltd.; Fall River, MA
WMKT(AM)	WKHQ Lakeshore Communications; Charlevoix, MI
KBZR(AM)	KBEQ Noble Broadcasting of Kansas City Inc.; Blue Springs, MO
KLUC(AM)	KRSR Nationwide Communications Inc.; Las Vegas, NV
WWRV(AM)	WNYM Salem Media Corp.; New York, NY
WQMG(AM)	WEAL WEAL Inc.; Greensboro, NC
WRNS(AM)	WFTC Pinnacle Southeast Inc.; Kinston, NC
WALE(AM)	WEAN North American Broadcasting Co.; Providence, RI
WOIC(AM)	WODE Audubon Broadcasting Co.; Columbia, SC
WOMG(AM)	WOIC Price Broadcasting Co.; Columbia, SC
WODZ(AM)	WRVR Keymarket Communications; Memphis, TN
WPES(AM)	WMMM Calvary Communications Inc.; Ashland, VA
KBSG(AM)	KASY Auburn Broadcasting, Inc.; Auburn, WA

Existing FM's

WWSF-FM	WWSF CR Broadcasting, Ltd. Partnership; Andalusia, AL
KRZR(FM)	KMGX KMGX Corp.; Hanford, CA
KMGX(FM)	KGIL-FM Buckley Communications Inc.; San Fernando, CA
WBGF(FM)	WSWN-FM Seminole Broadcasting Co.; Belleglade, FL
WIOI-FM	WGIG-FM Nelson Broadcasting Corp.; Brunswick, GA
WYAI(FM)	WEKS-FM New City Communications Inc.; LaGrange, GA
WTSH-FM	WTSH(FM) Broadcast Investment Associates Inc.; Rockmart, GA
KMA-FM	KQIS KMA Broadcasting LP; Clarinda, IA
WCKP(FM)	WCKD WCND Inc.; Shelbyville, KY
WTMS(FM)	WEGP Caven Communications Corp.; Presque Isle, ME
WKQI(FM)	WCZY-FM Pacific and Southern Co.; Detroit, MI
KDKK(FM)	KPRM-FM De La Hunt Broadcasting Corp.; Park Rapids, MN
KJJO(FM)	KJJO-FM Roy H. Park Broadcasting of MN Inc.; St. Louis Park, MN
KBEQ(FM)	KBEQ-FM Noble Broadcasting of Kansas City Inc.; Kansas City, MO
KCMO-FM	KCPW Pacific and Southern Co.; Kansas City, MO
KBAC(FM)	KLNM Masada Ltd.; Las Vegas, NM
KLUC-FM	KLUC Nationwide Communications Inc.; Las Vegas, NV
WQMG-FM	WQMG Murray Hill Broadcasting Co.; Greensboro, NC
KLPR(FM)	KOVC-FM Ingstad Broadcasting Inc.; Valley City, ND
KLUB(FM)	KUDO Nanette Markunas; Milton-Freewater, OR
KSXM(FM)	KUMA-FM Pendleton Broadcasting Co.; Pendleton, OR
WOMG-FM	WOMG Price Broadcasting Co.; Columbia, SC
KDGE(FM)	KZRK(FM) Allison Broadcast Group Inc.; Gainesville, TX
KRYL(FM)	KHQS Gatesville Broadcasting Co. Gatesville, TX
KKCL(FM)	KVOQ American General Media of Lubbock; Lorenzo, TX
KLGG(FM)	KIPP TGWM Corp.; Delta, UT
KBSG-FM	KBSG(FM) KBSG Inc.; Tacoma, WA
KNSN(FM)	KAFR-FM STL Inc.; Walla Walla, WA
WOZZ(FM)	WNBK Martin Communications Inc.; New London, WI

Existing TV's

KFWU(TV)	KDKJ California Oregon Broadcasting Inc.; Fort Bragg, CA
WBSX(TV)	WIHT Satellite Television Systems Inc.; Ann Arbor, MI
WHSL(TV)	WHSQ Roberts Broadcasting Company; East St. Louis, MO

Classified Advertising

See last page of Classified Section for rates closing dates box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General manager needed for medium sized Southern FM station with super potential. Must have proven track record with strong references Cash flow incentives available Workers only, no desk jockeys Ground floor opportunit with dynamic new company. Resumes & references to Box H-76 Confidentiality assured. EOE

General manager: Southwest Group broadcaster seeks aggressive sales oriented manager for AM/FM Requires a successful track record of leadership and hands on involvement in sales. Salary plus incentive Send resume and salary requirement to Box H-83 EOE. M F

GM for successful Northeast Coast resort area FM Must have experience in management, sales and have program knowledge Send detailed resume, references and current earnings to Phil Spencer, P.O. Box 69, Amsterdam, NY 12010. EOE

General manager wanted for excellent Duluth Combo. Duluth is a market on the rebound and offers a legitimate opportunity for you to succeed and make serious money. We will pay way above the norm for an individual who can deliver results. Stations are currently profitable and need a catalyst to keep them growning Time is of the essence If your are interested respond immediately to Alan Beck, Vice President, Brill Media COmpany, PO Box 3353, Evansville, IN 47732. An equal opportunity employer.

General manager wanted. Boonville, Missouri Phone KWRT/KDBX Radio, 816-882-6686 for more information. EOE.

Take my job! I'm leaving my position as sales manager of this successful suburban FM in a top 150 market Work with me through the end of the year, then take my job You can make $35,000 to $45,000 your first year I'm a witty single with an empty nest and prefer the same. Call Judith at 309-688-8022 P S—I'll consider Sunbelt offers!

Sales manager. WDEZ-FM, central Wisconsin's 100,000 watt Country leader, seeks professional GSM. Must be a coach/trainer. CRMC preferred. Send resume and salary requirements to PO Box 2048, Wausau, WI 54402. EOE.

General manager/general sales manager. Leadership and successful sales management experience mandatory. Join a broadcaster and a winning team and let's grow together. Write President, WBAZ Box 1200, Southold, NY 11971 EOE

Business manager: WALK FM/AM. Responsible for all accounting/administrative duties including budgeting, preparation of financial statements and reports at Long Island's top rated radio station. Candidates should possess strong managerial skills combined with hands-on experience with PC's and Lotus 1-2-3 Excellent growth opportunity with vital, aggressive broadcast group Resume with salary history to Linda Healy, WALK FM AM, PO Box 230, Patchogue, NY 11772 EOE.

Dominant AM/FM radio station has an immediate opening for a sales manager Requirements are Experience in media sales, strong leadership, training and motivational abilities. Qualified applicants should send resumes to, General Manager, WFYV-FM/AM, 9090 Hogan Rd., Jacksonville, FL 32216 No phone calls, please! EOE.

HELP WANTED SALES

Top 100 North Carolina AC seeks account executive. Minimum 1 year experience. Group owned Looking for career minded team players with commitment and desire for success. Cover letter, resume, references to Box I-23 EOE.

Colorado regional station seeks highly motivated street fighter for career position. Letter, resume, references, work samples to Ken Weeks, KSPK, Box 1052, Walsenburg, CO 81089 EOE

WHP-AM and FM want only the best radio sales people in the industry to apply Benefits, continual training and a management team that supports, leads, and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105 EEO

HELP WANTED ANNOUNCERS

Wanted. Experienced announcer for Midwest group-owned Christian Contemporary music station. Must be creative and produce commercials that sell! This challenging position demands team player who respects priorities and deadlines. EOE. Qualified minority applicants encouraged to apply. Send resume to Box I-30.

We're still looking! Experienced writer/announcer to produce ski reports for large radio network serving top stations in top markets (New York, Boston, Philly). Knowledge of skiing helpful. Solid typing skills. Serve the East from scenic Vermont. Salary commensurate with experience. Females and minorities encouraged. Send T & R immediately to Laura James, NESAC, 10 Cox Road, Woodstock, VT 05091, 802-457-3123. EOE.

Classical. WFMR Milwaukee is looking for a seasoned pro fulltime Minimum 5 years announcing experience: Classical format background essential. Production experience required. Send tape and resume: WFMR, 6310 No. Port Washington, Milwaukee, WI 53217. EOE.

Air personality: Successful commercial 50,000 watt FM Christian music station with high ratings is looking for experienced professional. Must be warm and friendly with excellent one-on-one communication skills. Knowledge of Christian music, proven success in competitive format and leadership ability are needed. Position offers competitive salary, excellent benefits, friendly work environment and career potential Send tape/resume: Doug Smith, WFRN/WCMR, Box 307, Elkhart, IN 46515. EOE

On-air-host WNYC New York Public Radio seeks an on-air-host to work in the FM programing department. Responsibilities include performing on air announcing duties including presentation of music programs, news, on air fundraising, live events, remotes, interviews and continuity between programs. Additional responsibilities include operation of all broadcast equipment, as well as preparing and recording material for the program department. Requirements: Familiarity with a broad range of music including Classical, Jazz, Ethnic and new music pref'd Strong production skills a must. A BA degree in Communications or satisfactory eqivalent, three years of full time professional on-air experience Public Radio fund raising experience pref'd Salary commensurate with experience, as well as a complete benefits package Please send resume, cover letter and a non returnable cassette to WNYC, Personnel, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls please. EOE.

Florence, South Carolina station accepting tapes and resumes for announcers, all shifts. Females and minorities encouraged. Send cover letter and salary expectations to Program Director, PO Box 6199, Florence, SC 29502. EOE.

Georgia Colonial Coast AC FM has opening for air personality. Tape/resume to PD, WKBX, Box 2525, Kingsland, GA 31548-2525 EOE

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, PO Box 1230, Huntsville, AL 35807. EOE

Full Service/Country music legend seeks team players for future openings. All dayparts Warm & friendly a must Country experience encouraged, but not necessary Salary requirements, picture, plus T&R, WBHP, PO Box 1230, Huntsville, AL 35807. EOE.

HELP WANTED TECHNICAL

Chief engineer needed for WMYI, serving the Carolinas from the top of a large mountain! Strong background in transmitter and studio maintenance necessary. Resumes to: Cary Pall, WMYI, NCNB Plaza, Greenville, SC 29601 EOE, M/F.

Chief engineer: KIOI/San Francisco. Audio, RF, construction. SBE certified People skills Send resume, salary history in confidence to: Mark Olkowski, Vice President Engineering, Fairmont Communications Corporation, 405 Lexington Ave., 54th Floor, New York, NY 10174. No phone calls. EEO employer.

DO NOT SEND TAPES OR OVERSIZED MATERIAL TO BLIND BOX NUMBERS.

HELP WANTED NEWS

DuPont Columbia Award winning 100,000 watt National Public Radio station is seeking a self motivated professional broadcast journalist to take the leadership of an award winning news department as news director. Demonstrated KOSU management support for quality news Regional news coverage. Fully computerized news room. Salary competitive. For consideration send audition tape, references, script examples and resume to: Craig Beeby, GM, KOSU-FM, PM Bldg., Oklahoma State Univeristy, Stillwater, OK 74078. Deadline Septemter 15, 1989. An Affirmative Action, equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Southeast top 50 market seeks creative, dynamic heavyweight CHR program director. Must have very strong market positioning, research and analytical skills Also must be a people-oriented team player. Super opportunity for right candidate. Background will be checked EOE encouraged. Box I-6.

Director of radio programing for public radio. Chief manager responsible for day-to-day radio program schedule, promotion, air operations, local programing and audience growth. Staff of 16. Three to five years' experience in public radio with emphasis on operations, programing, news, and application of radio research. Excellent salary plus benefits. Deadline 83189. Resume to Personnel, WMFE-FM, 11510 East Colonial Dr., Orlando, FL 32817 Minorities encouraged to apply EOE

One of the top 10 markets in the country is looking for an experienced promotions director. CHR format Send resumes to Box I-28 EOE.

Evening announcer sought for AC Christian FM in university town Successful applicant will have on-air experience, production and promotion skills. Desire to work with a forward-moving, ministry-oriented team vital Send T & R to Manager, WBGL FM, 2108 W. Springfield, Champaign, IL 61821. EOE.

SITUATIONS WANTED MANAGEMENT

Top ratings = top dollars. 10+ years radio management Top sales/programing credentials Bottom line, goal oriented street fighter. Bill James, 804-232-5197

GM/GSM: Planning creates success, action brings results, hands-on leadership increases employee productivity, botoom-line orientation, track record of success in turnarounds and profit maximization Box H-102.

Selling GM! I've had it with networks. Looking for that rare opportunity to mange a top 50 market station. Urban News/Talk Country. Call 717-321-9035.

Experienced, youthful and aggressive GM seeks new opportunity All markets considered. California preferred. Call John at 209-529-6711 or FAX 209-523-8781.

General manager: Excel in station turnarounds and start ups with strong references Employed but looking for new challenge, not a maintenance. Top 100 market preferably Southeast. My forte is the guts of any turnaround. Sales! Call Jack at 407-624-2658.

Highly successful general manager available. 30+ years experience, last 20 as medium to major market GM or company president. Love turnarounds and problem solving. Very stable, excellent references Unusual circumstance creates availability. Relocate anywhere for quality opportunity. Call for resume Deane Johnson, 503-472-1221.

Turn-around specialist. Resolves program/sales promotion problems. Seeks assignments all formats/markets, large and small. Trench fighter. Remarkable ideas Award winning programer, intense sales trainer, GM, group director, trouble-shooter. Traveling consultant. Victories at 29 stations. Sales increases in the millions Affordable Ron Stratton 301-529-3330.

KQLH-FM Riverside/San Bernardino, CA GSM/OM seeks GM post Strong programing and sales. Resourceful. Went #11 to #3 25-54 in 2 books during a bankruptcy. Increased sales. Call Gerry, 714-792-3131.

Looking for a team leader? Solid pro in operations and programing searching to GM in small to medium or operations/programing in large market or group. Bob Raleigh, 803-226-6107.

Small market GM: 15 1/2 years experience. Experienced in turnarounds Seeks position with equity incentive. Prefer Southeast, especially North Carolina. Box I-22.

SITUATIONS WANTED ANNOUNCERS

A distinctive voice begs for chance on Northeast coast. Talented. Experienced. Try me! Norman, 617-298-3437.

Proven Talk Show host can program money maker. GM, medium or large market. Call Mel Young, 602-963-9144.

Many announcers called, few chosen. Southeast, lower Midwest: Keep Jammin' Janet 502-895-5888 among chosen few. Six yrs. P/T announcing, production, research, some TV, copywriting. Boondocks unwanted.

Talk show host: Specialist in current-political topics, personal-business problems. PhD in Psychology. Stanford MBA. Successful author, entrepreneur, administrator, professor. Will work with public affairs director to meet ascertainment needs. Parttime ok. Northeast, Mid-Atlantic preferred. Available immediately. Tape and program proposals on request. Dr. Alan Gross, 154 Eighth Ave., New York, NY 10011. 212-243-3582.

Looking for announcer, production/news position. Broadcast BA, commercial production background. Some field experience & great sound. Looking for station in West/NW. Please call Douglas at 602-730-6395 or 206-840-2143.

5 year pro, college grad, with strong background in copywriting, production and news. Conversational delivery, experience in Oldies and soft A/C formats. Call Doug at 916-487-8488.

SITUATIONS WANTED TECHNICAL

Engineer/AT for FM Rock station in milder winter climate. Eric: 219-924-8340 after 6:30 pm, weekdays: Central.

CE, with big production voice. Over 10 years hands-on engineering experience. Strong maintenance, repair and installation skills. Seeks CE position with production in a competitive top 100 market. 704-563-8676.

SITUATIONS WANTED NEWS

Major market sportscaster seeks Talk Show or anchor positions. Market quality, not size, is important. Jim. 718-836-5046.

Creative, energetic Hispanic man seeks full-time reporter position. Two years experience in major market. Also, knowledgeable about sports. Will relocate. Kevin, 818-244-8908.

Ivy League Grad seeks announcing position. Very outgoing personality. Extensive knowledge of music, sports, and politics. Solid PBP skills. Willing to relocate. Neil. 301-424-4984.

I love sports and can convey this to listeners. Sophisticated exciting PBP and solid anchoring. 5 yrs. exp. Will consider freelancing. Bob, 201-546-5546.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

"Book out", #4 again? I've programed 5 #1 Arbitron rated stations, available now, formats AOR, CHR, AC Jim Bunn, 912-987-1906.

MISCELLANEOUS

Make money in voiceovers. Marketing and technique for success in commercials and industrials. Seminars: Chicago 9/9-10; NYC 923-24. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

"Book out", #4 again? I've programed 5 #1 Arbitron rated stations, available now, formats AOR, CHR, AC. Jim Bunn, 912-987-1906.

Management friendly investors seek satellite programed radio stations. Minority positions considered. Send business plan, success story. Box G-21.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager for ABC affiliate in Salisbury, MD. At least three years experience with Columbine or similiar computer system working with programing, logs, sales orders. Great community to live in, close to beaches and Baltimore-Washington without the traffic. Resume and salary history to Frank Pilgrim, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21801. M/F, EOE.

General sales manager: ABC affiliate in Northeast needs an aggressive manager with strong motivational skills, and a desire to advance with a growing company. Submit resume/salary requirements along with a cover letter demonstrating proven track record. EOE, M/F. Box I-21.

KOKH-TV, Oklahoma's #1 Independent, has a sales management opportunity. The winning candidate will have national experience, be a people motivator, have good communication skills and have the aggressive spirit that accomplishes goals. Send resumes to James L. Harmeyer, President and General Manager at 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. Phone calls welcome, 405—843-2525. EOE.

Local sales manager. Bright, experienced person with thorough understanding of marketing research, retail and new business development. Must be able to train and motivate; outstanding oral and written communication skills required. Local television sales management experience preferred. Resume (no calls) to Todd Wheeler, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

DO NOT SEND TAPES OR OVERSIZED MATERIAL TO BLIND BOX NUMBERS.

General sales manager needed for WCBD-TV, Charleston, SC. Solid local sales and major market rep experience a must Very good salary and benefits package with top group. Excellent market! Totally confidential Send resume to: General Manager, PO Box 879, Charleston, SC 29402. EOE, M/F/drug screened.

HELP WANTED SALES

Scenic Chattanooga, Tennessee Indy, part of growing SE group, seeks experienced Independent sales professional Best commission structure anywhere Great opportunity for growth EEO Send resume or call Ray Hansen, WDSI-TV, 2401 East Main St, Chattanooga, TN 37404, 615—697-0661, FAX 615—697-0650.

KFVE-TV Channel 5. Account executive. We are looking for an experienced successful person with high energy and enthusiasm, ambitious, competitive and willing to work hard for large financial rewards Must have a minimum of 3 years broadcast sales experience Please send resume and salary history to: KFVE-TV, 315 Sand Island Rd., Honolulu, HI 96819-2295. Attn Norma Confidentiality assured. EOE.

Sell exlusive TV programing in the 4-seasons Pocono Mountains, NE PA. 3-5 yrs. proven TV times sales Resume to: Box 5115, Station A, Wilkes-Barre, PA ‾8710. EOE.

WNWO-TV is seeking an upwardly mobile salesperson. We value intensity, creativity and energy. Excellent opportunity for smaller market account executive. Send cover letter and resume to General Sales Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. WNWO-TV is an equal opportunity employer. Deadline - August 25, 1989.

WTVC has the following positions open: Local sales account executive: WTVC-tV in Chattanooga, TN, is looking for a local sales account executive, must have TV sales experience. For an established account list Qualified applicants should contact Jerry Lingerfelt at WTVC-TV, 615-756-5500, to arrange an interview.

Local sales manager: WTVC-TV in Chattanooga, TN, is looking for a local sales manager. Must have TV sales experience We are looking for a creative, dynamic leader to supervise and motivate sales negotiators Qualified applicants should contact Jerry Lingerfelt at WTVC-TV, 615—756-5500, to arrange an interview EOE

Local sales manager for VHF station, Fox affiliate in San Angelo, Texas. Looking for a dynamic local sales manager who has good track record in developing new business (retail and corporate) Must be creative, strong management skills and able to motivate local sales staff. Send resume to Personnel, 3901 Westheimer, Suite 190, Houston, TX 77027 EOE.

Research director: KRON-TV is seeking a sales research director Qualified candidates should have a minimum 3 years of media/broadcast research background, knowledge of ARB & NSI local market services and other primary sources; knowledge of consumer and marketing research and understanding of national and local spot sales. In return we offer an excellent salary and benefit package. Send resumes and salary history to Jan van der Voort, Vice President, Human Resources, 1001 Van Ness Ave., San Francisco, CA 94109. Equal opportunity employer.

Account executive for group owned CBS affiliate in Lewiston, ID. Call Fred Fickenwirth, KLEW-TV: 208—746-2636. Equal opportunity employer. Minorities and women encouraged to apply.

Top broadcast sales training company in San Francisco wants sales rep to sell training program to TV stations. Should have TV sales exp., excellent phone skills. Big dollar opportunity Only aggressive need apply Send resume to Neil Adelman, 1540 Market St., Suite 250, San Francisco, CA 94102. EOE.

HELP WANTED TECHNICAL

Maintenance engineer. 2 years maintenance and repair down to component level of 1/2 inch, 3/4 inch and 1 inch video tape experience. Microwave, UHF, XMTR and Betacart. ASEE and FCC Commercial and SBE Certificate. Not a trainee position. Send resume to: Chief Engineer, KCBA-TV 35, PO Box 3560, Salinas, CA 93912 EOE.

Chief engineer for Christian (TBN) TV station. FCC General license, UHF transmitter experience required. Minimum 2 years chief or assistant chief. Salary and benefits competitive. Send resume to C. K. Thompson, V P & Station Manager, WTBY-TV, Box 534, Fishkill, NY 12524 Tel. 914-896-4610. EOE applicants encouraged

Maintenance engineer. Immediate opening for two broadcast maintenance technicians experienced in all phases of broadcast equipment to the component level Includes half, three-quarter, one, and two inch video tape; Grass 300; ADO-1000; Chyron IV; Utah M/C and router; microwave; satellite. Apply to Richard Cushman, WMTW-TV, PO Box 8, Auburn, ME 04210. An EOE.

Mobile production maintenance engineer: F & F Productions, Inc is looking for someone with a minimum of 3-5 years broadcast and digital solid state maintenance experience to fill an immediate opening in our engineering department The ideal candidate will have an extensive background in broadcast equipment maintenance with an emphasis on mobile/production systems and techniques Travel required Please send resume and salary requirements to Bill McKechney, Director of Engineering, F & F Productions, Inc , 10393 Gandy Blvd , St Petersburg, FL 33702 A division of Hubbard Broadcasting, Inc EOE, M/F

Uplink maintenance engineer for satellite broadcast facility Three years experience in operation and maintenance of satellite uplink equipment preferred Position closes September 4 Send resume with salary history to Personnel, PO Box 20066, Tallahassee, FL 32316. EOE.

Chief engineer: Hands-on experience in maintenance and repair of equipment and UHF transmitter necessary. Send resumes/references to General Manager, WENY-TV, PO Box 208, Elmira, NY 14902. EOE, M/F.

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, WTOV-TV, Box 9999, Steubenville, OH 43952 EOE, M/F.

Due to retirement, dominant CBS affiliate needs chief engineer to be responsible for technical for technical standards, FCC compliance and day-to-day management of maintenance and engineering staffs. Previous management and budgetary experience required. Degree in electronics or minimum 5 years hands-on experience preferred Send resume to Personnel Department, WDBJ-7, PO Box 7, Roanoke, VA 24022-0007. EOE No phone calls.

Chief engineer: Northeast UHF affiliate seeking an individual with strong maintenance background and proven administrative abilities Applicant should have comprehensive knowledge, leadership abilities and experience in all areas of commercial broadcast engineering. NBC affiliate, small to medium market experience a must Box I-24 EOE

TV engineer: Need broadcast maintenance engineer. 3 years experience preferred SBE certification helpful Color camera shading Expanding C-Band uplink and studio facility in San Diego, CA. Attn Verla Leys, PO Box 819099, Dallas, TX 75381-9099. EOE

TV broadcast technician (GS-1001-11/12) The Television and Film Service of the U S Information Agency (USIA) is seeking a full-time TV broadcast technician for its WORLDNET Television production facilities Qualified applicants must possess a minimum of six (6) years of operations and maintenance experience in video, audio, camera, lighting, equipment repair, all formats videotape recording and/or computer assisted videotape editing. Duty hours require shift work with periodic overtime including weekends and holidays Salary range: $28,852 - $34,580, commensurate with experience. Relocation expenses will not be paid Interested applicants should send an SF-171, "Application for Federal Employment" citing announcement number PDP-333-89 to USIA, Room 518, 301 4th St., SW, Washington, DC 20437. USIA is an equal opportunity employer.

Maintenance engineer: Manhattan/NYC video post facility with 3 on-line rooms, GVG, CMX, ADO, Abekas, Sony 1", Betacam SP and 3/4" troubleshooting and repair. Good opportunity for experienced engineer. Call Chief Engineer, 212—302-0754. EOE.

HELP WANTED NEWS

Anchor: Position available with WRBL-TV 3, CBS. Experienced news anchor with strong leadership qualities, who can produce, write and edit. Mail tape/resume/references and salary history to General Manager, WRBL-TV 3, PO Box 270, Columbus, GA 31994. EOE.

TV news producer: Responsible for contnent of daily newscast Must be creative, imaginative and an excellent writer You will supervise, manage and lead other production and news personnel Prior TV news experience and good people skills required. Resume and tape to Liz Grey Crane, Assistant News Director, 8 Elm St., New Haven, CT 06510. EOE

Meteorologist: Number two for top 30 network affiliate. Requires degree, AMS seal, at least two years experience Colorgraphics, WSI equipped. Need good forecaster with strong personality. EOE. Box I-8. No tapes.

Executive producer. Only the very best need apply. Will be in charge of the editorial and production content of all newscasts. Must have exceptional producing skills and be a top notch people manager Minimum 5 to 7 years as producer of major news casts. Prior experience as EP very desireable. No tapes. No phone calls. Send resume only to Mike Beardsley, News Director, KPNX-TV, 1101 N. Central Ave., Phoenix, AZ 85001. EOE.

Dull news market needs creative, aggressive news director to break three-way tie Unique challenge in Colorado Springs-Pueblo spectacular resort area Rush resume, letter describing news and management philosophies EOE M F Box I-16

Producer: 10 Eyewitness News is looking for an exceptional journalist to produce our 6 PM newscast and also handle special projects Two years experience required We want an exceptional writer who can produce fast-paced and people-oriented newscasts Send tapes and resumes to Jim Holland News Director, WTEN-TV 341 Northern Blvd Albany NY 12204 Tapes will not be returned We are an equal opportunity employer

Photojournalist: Only aggressive, creative and people-oriented candidates need apply We need a person who knows how to tell a story with pictures and sound Send tape and resume to Jim Holland News Director WTEN-TV, 341 Northern Blvd Albany NY 12204 Tapes will not be returned We are an equal opportunity employer

Anchor: KCRA-TV is looking for a special anchor We don't want a reader—we want a broadcast journalist with strong writing and production skills Our plans for expansion offer a unique opportunity for a hard working, involved anchor Heavy experience not required, but please—no beginners If you re ready for a real challenge in one of the best newsrooms in America send a non-returnable tape and resume to Bob Jordan News Director, KCRA-TV, 3 Television Cl , Sacramento CA 95814-0794 Please no calls. EOE M F

Chief photographer: KCRA-TV seeks a chief photographer who, in addition to shooting and editing on a daily basis can help us achieve our goal of becoming NPPA Station of the Year IBEW Union position If you can teach by example, and inspire others to give 110%, send a non-returnable tape and resume to Bob Jordan, News Director, KCRA-TV 3 Television Cl , Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Meteorologist: KCRA-TV is looking for a meteorologist with an AMS seal We offer state-of-the-art graphics equipment and all the resources needed for a top-notch presentat on Our plans for expansion offer a unique opportunity for an up and coming meteorologist One year commerc al on-camera experience required. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to Bob Jordan News Director, KCRA-TV, 3 Television Ct., Sacramento. CA 95814-0794 Please, no calls. EOE, M/F

Videotape editor: KCRA-TV is looking for a videotape editor with at least one year of experience in a busy newsroom Our plans for expansion offer a unique opportunity for an editor who s quick and creative IBEW Union position If you're ready for a real chal enge in one of the best newsrooms in America, send a non-returnable tape and resume to Bob Jordan, News Director, KCRA-TV, 3 Televisior Cl , Sacramento, CA 95814-0794 Please, no calls. EOE, M/F

News videographer. 3-5 years local news experience required for position in Northeast medium market facility Successful candidate will have a proven mastery of photojournalism and the resume and tape to prove it If you qualify, send same including references and salary needs to Personnel Box 699, East Syracuse, NY 13057 EOE Position open immediately

Television news director: Northeast UHF needs highly motivated, hands-on professional with leadership abilities. Emphasis on local news and community involvement with possitive, enthusiastic approach Ideal candidate for this job must have small to medium market experience in managerial, personnel and hands-on skills We are an NBC affiliate. EOE Box I-25

Sports director/anchor: Northeast UHF, NBC affiliate, seeks sports director who will also anchor the Monday through Friday sports We want more than scores and highlights, we value creativity and hard work on and off the air We also want to see serious sports journalism No beginners EOE Box I-26.

Great Lakes group owned network affiliate seeks general assignment reporter. No beginners Send resume Also seeking assignment editor with TV newsroom experience Send resume and salary requirements Affirmative action-/equal opportunity employer Box I-27

Sports/news on-air personality Top 5 Independent needs experienced anchor for seasonal halftime, pre-game sports shows and start-up news breaks Mail resume/references/salary history to Box I-29. EOE.

General assignment reporter: NBC affiliate in Charlotte, NC seeks innovative reporter with at least four years television reporting experience Send resume and non-returnable tape to Ken Middleton, WPCQ-TV, PO Box 18665, Charlotte, NC 28218-0665 EOE

Looking for a flamboyant personality who can make the weather and afternoon movie entertaining. One year broadcasting experience preferred EEO employer. Send tape and resume to, Mike Moran, KJCT-TV 8, 8 Foresight Cl , Grand Junction, CO 81505.

Dominant network affiliate in the Sunbelt is developing its applicant pool for reporters and photographers Minimum two years full-time experience on the street No beginners. No interns Live shot experience required SNG experience helpfu Send resume and non-returnable tape to Scott Parks, News Director WIS-TV, PO Box 367, Columbia, SC 29202 EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production assistant: Instructional Resources (URSAT) of SUNY College of Technology at Utica Rome is seeking a highly motivated person to operate professional studio and field video equipment periodica ly serve as director floor manager and technica' director assist in the development of TV scripts and support other associated tasks This position requires a bachelor s degree in TV Production or related discipline and at least one year of production experience is preferred Salary $18.000 - $23.000 plus excellent benefits Initial appointment through June 30, 1990 with renewal pending funding. Send letter or application and resume by August 30, 1989 to Anthony F Panebianco, Director of Personnel/AA, SUNY Co lege of Technology at Utica Rome, PO Box 3050, Utica, NY 13504-3050 AA EOE

Dominant VHF network affiliate seeks qualified director Experience in newscast and program directing, MC operations spot production, Chyron audio, tape, editing, 1 . and DVE Reply to Gordon Hay, Director of Operations, KLST-TV PO Box 1941 San Angelo, TX 76902, EOE, M/F.

Producer: KCRA-TV's early morning news draws a bigger audience than the competition's 5 o'clock news! We need an experienced producer who can build on that foundation Top writing and organizational skills, plus savvy news judgement a must If you're NewStar iterate all the better Send a non-returnable tape and resume to Bob Jordan, News Director, KCRA-TV 3 Television Cl Sacramento, CA 95814-0794 Please, no calls EOE, M F

Writer/producer: KCRA-TV is looking for a writer/producer who can do it all Our plans for expansion offer a unique opportunity for a writer/producer accustomed to a heavy work load. If you've produced on a NewStar computer, all the better If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to Bob Jordan, News Director KCRA-TV, 3 Television Cl , Sacramento, CA 95814-0794 Please, no calls. EOE M/F

Full-time production assistant: KTVN-TV has an immediate opening for the position of full-time production assistant Job duties include studio camera operation, audio/video tape operation in connection with local newscast, and commercial dubs to on-air format. Person should be able to work on a tight time schedule with little supervision Previous television experience required in the areas of audio, Chyron, camera operation and videotape Send resume and references to Dave Briscoe, KTVN-TV, 4925 Energy Way, Reno, NV 89502 KTVN-TV is an equal opportunity employer

Promotion director: Number one CBS station has immediate opening. Job responsibilities include development and execution of station news and program promotional campaigns. Production skills needed include copywriting and executive producing. Great opportunity for assistant promotion director to step up into the big chair! Send resume, salary history and career goals to General Manager, WTVR-TV, 3301 West Broad St , Richmond, VA 23230. No phone calls, please EOE, M/F

Art director: To supervise well equipped art and electronics graphics department Successful candidate will have strong background in broadcast design and hands-on experience with AVA-3, ESS-3 creating program, promotion, commercial and news graphics. Good people skills a must Send resume to Paul Ernst, Production Manager, WCMH-TV, 3165 Olentangy River Rd., Columbus, OH 43202. EOE.

Promotion manager: Northeast NBC affiliate seeking an experienced, creative individual to handle all aspects of promotion, print, on-air production and PR Great lifestyle in a highly competitive market near New York City and Philadelphia We are a major group that offers excellent growth potential Send resume with salary requirements to Ron Pulera, VP/General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773, EEO.

Electronic graphics designer: Top rated St. Louis NBC affiliate has need for experienced television designer. Will create and develop daily news graphics on Ampex AVA-3 Paint System. Some weekend hours required. Send resume/tape to: Director of Human Resources, KSDK-TV5, 1000 Market St., St. Louis, MO 63101 EOE

Production manager wanted with at least 7 years managerial experience to oversee local programing, live sports, commercials, promotions, and outside production work. Must be a team leader with proven ability to set and meet budgets and time tables. Resumes to: Bryan Holmes, KFVE-TV, 315 Sand Island Rd , Honolulu, HI 96819, or fax: 808—842-4594. EOE.

On-air promotion producer: Seeking an on-air promotion producer to produce entertainment oriented promos and coordinate contests and events; strong writing skills required Minimum two years television experience Resume/tape to Lisa Kelechava, Promotion Director WCYB-TV, 101 Lee St., Bristol, VA 24203. EOE.

Videography supervisor (supervisor film) WOSU stations. The Ohio State University WOSU Television of the Ohio State University is seeking a videography supervisor (supervisor-film) to be responsible for the supervision of the videography staff This individual will develop and maintain budgets supervise the use of EFP video and still photographic cameras, visualize and create field pieces, advise producers in production, planning and execution of EFP field work; edit and assemble EFP video material; and order, maintain and clean video/photographic equipment and facilities. Candidates must have considerable experience in EFP video production and editing and in studio and remote production situations a knowledge of processes used in still photography required Supervisory experience is desired Starting salary $21.960-24 840 To assure consideration, materials must be received by September 8, 1989 Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210 The Ohio State University is an equal opportunity, affirmative action employer

Program/production director position open at Independent TV station in Bakersfield, CA Exp required Send resume to KDOB-TV Attn General Manager PO Box 5276, Bakersfield, CA 93388 No phone calls, please, EOE

Production manager for group owned CBS affiliate in Lewiston, ID Call Fred Fickenwirth, KLEW-TV 208—746-2636 Equal opportunity employer. Minorities and women encouraged to apply

SITUATIONS WANTED MANAGEMENT

Currently employed GM seeks new challenge with company committed to staff and community 8 years GM experience. Previous GSM and production background Strong people skills, very bottom-line oriented Documented performance Box I-17

SITUATIONS WANTED TECHNICAL

Television chief engineer. 24 years total engineering experience, 13 as chief engineer Experience with news operations in network affiliates. Please reply Box H-77.

Multi-talented group in NE seeking freelance part-time, full-time opportunities All aspects of production, operation, even maintenance! Box H-114 EOE

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

Excellent, experienced sportscaster. Knowledgeable in news also, looking to work for a good station 216—929-0131, Box H-77.

Young blind sportscaster looking for a position in either the sports department or news department Worked for CBS Sports, Sports Channel and WRHU Radio as on air sports anchor Graduated with BA in Communication Arts from Hofstra U. Well versed in all sports, willing to relocate Contact Larry at 10 York Ct., Northport, NY 11768.

Meteorologist: BS 1987, Broadcasting school since. Interned in 18th market Some on-camera/LiveLine experience. Seeking entry-level on-camera. Available immediately, James, 618-397-4323.

Executive weather director on air 5, 6, 11 P M , who developed and managed nationally recognized, most progressive and advanced award winning weather department in nation for over 30 years, seeks new and challenging position. Salary negotiable. MML, 3225 S MacDill, PO Box 133-118, Tampa, FL 33629.

Reporter: UCLA graduate with strong reporting and writing skills. Creative, self motivated, broadcast experience. Past internships with CNN, KNBC, and FNN Can send tape and will relocate. Call Kelly at 213-208-2992.

Experienced ND looking for bigger challenge in small market. I've done it all and want to lead your people. 913-451-1259.

Veteran anchor, award-winning reporter, versatile news director. I've done it all. I'm looking for a station with real dedication to brodcast journalism. Call Jim Blue, 806—359-1297.

Producer/reporter: University grad seeks job in energetic newsroom. Hard working, excellent writer, can shoot and edit. Interned in 90th market. Anywhere, any shift. Steve Schar, 6406 Landfall, Madison, WI 53705. 608—238-3284.

Freelance ENG/EFP/SNG crew with gear for assignments domestic or foreign. Beta or 3/4" network experience. Call Mark, 913—749-5995.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Let me create for you! Graduate seeks television promotion career Broadcast writing and one year editing experience. For demo reel, call Ed. 607-756-5726.

Director/musician: Looking for career that combines both abilities (rock videos/symphonies etc.). 5 years production experience in top-25 market, extensive musical background 317-841-0954

MISCELLANEOUS

Primo People needs specialists! Investigative, consumer, medical and feature reporters Send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116 203-637-3653.

Anchor, reporter, sports, weather positions currently available through our service Immediate openings! Call today! National Media Services, 303-839-1770.

Reporters & anchors: Are you growing? Get the specific feedback you need Customized confidential service Ron Tindiglia Enterprises News Talent Coaching 914—967-8472 Call now!

Bill Slatter's Talent Agent Directory. Invaluable for stations and talent $52 00 for stations $37 00 talent 514 S Union St., Natchez, MS 39120.

Major market promo voice for any size market TV stations. Great pipes Affordable retainer For demo. Box I-19

24-hour job Information! We're broadcasting's most comprehensive employment-listings service Television, radio, corporate communications. All fields, levels, regions Now in our 5th year! Media Marketing The Hot Sheet, PO Box 1476--PD, Palm Harbor, FL 34682-1476 813—786-3603.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Managment opportunity: One position available. Nation's most dynamic and fastest growing single-source consumer information company is looking for a media professional to fill our last open regional manager position The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dillmont, Dr., Columbus, OH 43235 EOE

Development Vice President: WXEL-FM & TV, West Palm Beach, Florida, a community-licensed Public Broadcasting station, is accepting applications from qualified candidates for the position of vice president development. BA and/or 5 years experience required, public broadcasting preferred Must have proven background in the major areas of fundraising for public broadcasting Strong communications, budget preparation, and staff management skills essential. Send resume, stating salary requirementst to Personnel, WXEL-FM & TV, PO Drawer 6607, West Palm Beach, FL 33405. EOE, M/F.

HELP WANTED TECHNICAL

Director of Technical Services needed: Central Wesleyan Church in Holland, Michigan, a strong and growing evangelical church, is looking for a person to work full-time with the operation and maintenance of audio, lighting, multi-image and tape ministry systems. Prior experience in audio and lighting are necessary. Some computer knowledge would be helpful. Send resume and salary history to Central Wesleyan Church, 446 West 40th St., Holland, MI 49423. Attention Jack Lynn. EOE.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Netowrk News Correspondent: New York local reporter: Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhert Special Productions (ESP).

HELP WANTED INSTRUCTION

Lead instructor: Radio/TV Broadcasting Program at Wabash Valley College, a small Mid-Western community college located in Mt. Carmel, Illinois. Academic year, tenure track appointment. Established studios and program: 50KW FM and cable TV stations Minimum BS degree plus teaching and broadcast radio/TV experience. Salary competitive; full fringes. Beginning date October 1, 1989. To apply, send application letter, resume, and three reference letters to Personnel Office, Illinois Eastern Community Colleges, 233 East Chestnut St., Olney, IL 62450. Application deadline is September 1, 1989. Affirmative Action, Equal Opportunity Employer.

Video production: Search reopened. Two tenure-track positions available in video production. A terminal degree or outstanding professional experience is required for both positions. An MFA is preferable for at least one of these positions. Appointments will be made at ranks/salaries commensurate with qualifications and academic experience The appointments could begin on either January 1, 1990 or September 1, 1990. Applicants must have professional video production experience, including studio production experience in at least one of the positions. Teaching experience is desirable, as is production experience in other media. The ability to teach non-production subjects in the Mass Communication field, including some graduate courses, is desirable for one of these positions. The person chosen for at least one of these positions must be qualified to teach and advise students in a proposed Video MFA program. Emerson College is the nation's only fully-accredited undergraduate and graduate institution devoted solely to the interdisciplinary study of communication and the performing arts. The College has a competitive salary scale and an outstanding fringe benefits package. Review of credential will begin immediately, and will continue untill both positions are filled Letters of application, acoompanied by a curriculum vita or resume and the names and addresses of at least three references, should be sent to Dr Michael Selig, Chair, Search Committee, Division of Mass Communication, Emerson College, 100 Beacon St, Boston, MA 02116 Emerson College is an Equal Opportunity/Affirmative Action employer. Women and minorities are especially encouraged to apply.

Assistant professor of Journalism. Positions number 84115 and 84792. Subject to availability of funds, University of Hawaii expects to fill two tenure-track positions in small accredited professionally-oriented undergraduate department beginning August 1, 1990. Duties. Need one person qualified to teach sections of basic course in news editing, other to supervise sequence of three courses in broadcast journalism and teach at least two Desirable if applicants also able to teach other journalism courses particularly public relations or introduction to mass media when needed Teaching load three courses a semester but faculty also expected to share in student advising, supervision of internships and committee work and to take part in occasional special projects Minimum qualifications: PhD and professional experience or Master's in Journalism and professional experience eqivaelent to doctorate. Demonstrated ability as a teacher and interests in research desired. Women and minorities are strongly encouraged to apply. Salary. Negotiable within range 9-month minimum $25,368, maximum $37,560, both subject to current negotiations for collective bargaining increases. Some summer teaching available Send resume to Search Committee, Journalism Department, 2550 Campus Road, CR 208, Honolulu, HI 96822. Closing date: October 31. University of Hawaii is an equal opportunity employer.

EMPLOYMENT SERVICES

Government jobs $16,040 - $59,230/yr Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

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.

Towers wanted 20 ft - 2000 ft. Standing or on the ground. No junk. Tower Management Systems. 504-521-8661.

Wanted to buy: 3 fully servo lenses for RCA TK 46 cameras. Will consider any condition. 617-725-0814.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—884-0888. FAX 215-884-0738.

50KW AM Harris MW50A (1980), like new. 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. 2`5—884-0888. FAX 215-884-0738.

1KW AM transmitters CSI T1A (1981), Sparta SS1000 (1981) Collins 20V3 (1967) Transcom Corp. 215—884-0888. FAX 215-884-0738.

AM transmitters CCA AM 10,000 (1970). Collins 820F (1978) Harris MW5A (197681) Gates BC-5P2 (1967) McMartin BA2.5k (1981) Transcom Corp 215—884-0888 FAX 215-884-0738

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels Turn-key installation available. Call TTC 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

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.

Hitachi HR-200B, new heads, $15,000. Sony BVW-4os, BVW-25, BVW-10, BVW-15 Sony BVU-800s and 110s. Many other items of all kinds 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Media Concepts, 919-977-3600.

Great rental news! Mobile production trucks, mobile uplinks, portable 2 GIG microwave links. Call Media Concepts. 919-977-3600.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, $4 99 Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., toll free, 800-238-4300.

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.

Satellite antenna: New Comtech 3.8 meter complete with feed horn, L.N.A.'s Must sell. Save $. For details call 818—840-7231.

Sony M3A and Sony VO 6800, batteries, charger, adaptors, cables, Canon 9 x 15 lens, excellent condition, $5600. Vernal Productions, 206-542-3532.

Towers: Over 100 available. AM - FM - TV - Microwave. Guyed to 1500 ft., self-supporters to 460 ft. We finance, trade, joint venture and lease antenna space. Tower Management Systems, 504-521-8661.

934 ft. stainless TV tower $113,000; 1134 ft. stainless TV tower $144,000; 1,000 ft. 6 1/8 inch rigid line $700 per stick. All of the above FOB California. Some trade for advertising sought. Tower Management Systems, 504-521-8661.

For parts & service for Townsend transmitters, call Broadcast Maintenance Associates, Inc. Neosho, MO 64850. 417-451-1440.

For sale: 26' Barth 4 camea remote truck with stereo audio capabilities. Call Jerry Hanna: 312-509-5459 WTTW/Chicago.

Used-new AM, FM, TV transmitters, LPTV, antennas, cable, connectors, STL equipment, etc. Save thousands. Broadcasting Systems, 602-582-6550

48 sections of 3-1/8" transmission line, 50 ohm, w/hangers; (1) 12 bay RCA-FM antenna, 88.8. Call 904-223-0616.

Microwave equipment: two sets RF technology 2.5GHz radios, four rod antennas, power amp, more. $28k. Mobile Video, 202-944-2800.

RCA TTV-55B transmitter with TTVE4A exciter. Removed from service June, 1989. RCA mod anode pulser. Variable visual output coupler. On Ch 26 (-). Best offer. Call Dave McKelvey, 813-332-0076 or 813-597-6038.

Save on your videotape stock We have 3/4 & 1" evaluated broadcast quality videotape Available in all time lengths Call IVC. 516-862-7156

For sale: Broadcast Electronics 16x Complete with 4 Revox PR-99's. time announce. delay record. live assist and much more Used about 15 months Removed from service 2-89 Excellent condition Contact Dan Remy. KKLI. 719-636-1000. Colorado Springs.

RADIO

Help Wanted Programing Production & Others

94.7FM WLITE Lite Rock/Less Talk

WLTT-FM, Washington D.C.'s Light Rock station, seeks a **PROGRAM DIRECTOR** with demonstrated skills in A/C programming, audience/perceptual research and marketing. RCS skills a plus. Looking for a team player with excellent people skills who can build on the current systems now successfully operating.

Send resumes only to:
Don Davis
Vice President, General Manager
WLTT-FM
5912 Hubbard Drive
Rockville, MD 20852

WLTT is a CBS Owned Station, and an equal opportunity employer

Help Wanted Technical

Chief Engineer

We're looking for a Chief Engineer to direct and motivate employees for KABC-AM radio. You'll be responsible for all our technical operations as well as introducing new technology.

The ideal candidate should have a minimum of four years experience managing technical operations, including budget preparation, for a medium to major market radio station. An FCC license, as well as familiarity with audio, digital and high power broadcast transmissions is essential. An electrical or technical AA degree, or equivalent experience, is required. Familiarity with collective bargaining agreements preferred.

If you're seeking a challenging position with a solid, prestigious radio station, please send resume to: Michael Fox, KABC-AM, Capital Cities/ABC., Inc., P.O. Box 790, Los Angeles, CA 90016. Equal Opportunity Employer.

abc

SITUATIONS WANTED MANAGEMENT

MAJOR MARKET GENERAL MANAGER AVAILABLE

Highly successful 20 year track record as GM in medium and major markets. 30+ years experience in all areas. Love turnarounds and problem solving. Very stable and excellent references. Unusual circumstances creates availability. Relocate anywhere for quality opportunity. Call for resume.

DEANE JOHNSON
(503)472-1221

SITUATIONS WANTED ANNOUNCERS

TALK SHOW HOST:

Specialist in current-political topics. personal-business problems. Ph.D. in psychology. Stanflord MBA Successful author, entrepreneur, administrator, professor Will work with public affairs director to meet ascertainment needs. Part-time OK. Northeast. Mid-Atlantic preferred Available immediately. Tape and program proposals on request.

Dr. Alan Gross
154 Eighth Ave.
New York, NY 10011
212—243-3582

TELEVISION

HELP WANTED PROGRAMING PRODUCTION & OTHERS

FOX WFXT 25

DIRECTOR OF ON-AIR PROMOTIONS

FOX TELEVISION/WFXT needs a hands-on pro to create, write and produce on-air spots for this FOX owned and operated station. This manager will also supervise a staff of two other on-air writer/producers. Reporting to the Director of Creative Services, the individual should have at least 3-5 years experience including solid writing skills. Experience with a Quantel Paintbox is preferred. Oh yeah, if you're also a creative genius, you've got the job.

ON-AIR WRITER/PRODUCER

WFXT is also looking for an on-air writer/producer with at least two years experience to report to the Director of On-Air Promotions. Strong technical abilities and writing skills are essential. Ideas that zig when others zag and executing them is key.

Resumes to:
Platt, WFXT
100 Second Avenue
Needham Heights
MA 02194

Equal Opportunity Employer

Help Wanted Programing Production & Others Continued

PROGRAMMING EXECUTIVE KATZ TELEVISION

Television's largest station representative firm has an immediate opening for a programming executive to consult its represented network affiliates on program acquisition, scheduling and promotion strategies.

If you have a proven track record in these areas, please send your resume in confidence (no calls please) to:

Mitchell Praver
Vice President
Director of Programming
Katz Continental Television
One Dag Hammarskjold Plaza
New York, N.Y. 10017

Katz Television is an Equal Opportunity Employer and an Employee-Owned Company.

Katz. The best.

WFTX-TV 36 TROUBLESHOOTER

"Troubleshooter", a 1/2 hour daily program that has effectively integrated aggressive consumer activism with investigative series is adding two staff positions.

Senior Producer: skill at writing/producing and pacing program segments is a primary consideration. Responsibilities include on air back-up, overall coordination of program content and administrative liaison with station management. Journalism degree with minimum 3 years news production required.

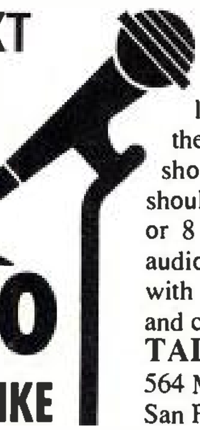
Street Shooter/Videographer: Position requires excellent street shooting skills with the guts to stay in the fire with or without reporter, then return to state of the art post facility and produce a masterpiece. A/B roll project should be 2nd nature. Primary importance place on editing & effects skill. Minimum 3 years news operation required.

E.O.E.

Send resume and non returnable tape (1/2 or 3/4) to:
Pete Scovill
WFTX-TV 36
Pine Island Road
Cape Coral, FL 33991

ATTENTION:

WOULD THE NEXT OPRAH-PHIL-GERALDO STEP UP TO THE MIKE



A major television syndicator is looking to discover the next national talk show host. Applicants should send video tape or 8 x 10 glossy and audio cassette along with a current resume and cover letter to:

TALK SEARCH
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San Francisco, CA 94105

Experienced Television News Personnel Wanted

News Program Producers...
to produce daily news programs. Knowledge of satellite news gathering a plus. At least five years of professional experience, as well as strong writing skills required.

Associate News Producers...
with current local television news experience and possessing the ability to work well with people under pressure. Must be willing to work flexible schedule and assignments. Strong writing and editing skills absolutely necessary.

Satellite News Technicians...
having a basic understanding of television production and engineering, including dubbing and editing. Should be knowlegeable about satellite technology, mobile and fixed. Previous news experience a plus.

News Photographers...
with experience shooting news material for a professional broadcast organization, and able to function equally well independently or as part of a team. Editing ability necessary. Relocation possible.

Directors...
Minimum three years current professional experience directing television news programs, able to double as technical director.

Graphic Artists...
Minimum one year professional video graphics experience. News background a plus. Be able to work quickly. Possess good color sense and freehand skills.

Video Tape Editors...
State of the art knowledge of editing, with strong production skills and good editorial judgement. At least three years of professional, news related experience.

Please send a resume and cover letter detailing salary history and requirements, as well as career objectives to:

Personnel Coordinator
Conus Communications
3415 University Ave.
Minneapolis, MN 55414

No phone calls please
An EOE, M/F Employer

Broadcast to Britain!

Seasoned anchor required for innovative new British breakfast show. This job is Washington, DC based and involves putting together a daily feed of news from the American Continent as part of an International news show.
Send tape & details to:
Independent Television News
1726 M St., NW,
Suite 703
Washington, DC 20036
EOE

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Expanding Washington based Democratic political media firm looking for a versatile team player with broad production experience. Salary 30K and % of profits. Political background a plus but not necessary.

Send resume,reel and examples of work to:
Personnel
905 S. Carolina Ave., SE,
Washington, DC 20003
EOE

KALB-TV is currently seeking qualified candidates in the following categories:

ASSISTANT NEWS DIRECTOR

Demanding, aggressive news department in small market seeks high energy individuals committed to excellence in journalism. Ideal candidates for this job should have considerable small to medium market experience in managerial, personnel and hands-on skills.

Compensation commensurate with experience and background; higher end of scale. Interested and qualified candidates send resumes to Les Golmon, V.P., General Manager.

SALES MANAGER

Ideal candidates for this job should have considerable small to medium market experience in retail, event, vendor, and co-op sales. We expect a long-term, serious commitment to living and working in our growing market.

Compensation commensurate with experience and background; higher end of scale. Interested and qualfied candidates send resumes to Jim Reardon, General Sales Manager.

At KALB-TV5, you would join a dynamic, creative and extremely successful team. The station has 35 years of stable ownership and NBC affiliation, and dominates the market. Excellent facilities are maintained.

Equal opportunity employer;
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KALB-TV5
605-11 Washington Street
Alexandria, Louisiana 71301

KALB•TV

Help Wanted News Continued

Executive Producer

For a 24 hour news channel. We need a real, hands on pro, with current television news production and supervisory experience, and a record of unquestioned success to handle the production and administration of a 24 hour news operation.

People skills, day-to-day operational expertise and solid management ability are necessary for this challenging opportunity. Creativity and innovation will be required on on a daily basis. If you're that sure of yourself, we want to hear from you.

Please send a resume and cover letter detailing salary history and requirements, as well as career objectives to:

Personnel Coordinator
Conus Communications
3415 University Ave.
Minneapolis, MN 55414

No phone calls please

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Help Wanted Technical

SATELLITE TRANSMISSION DESIGN ENGINEER
PBS

PBS is seeking an experienced electrical engineer to design and implement public television's next generation satellite system. Responsibilities include design and implementation of receive and transmit earth stations, microwave system, and general television audio, video and radio-frequency system; system testing and verification; and instruction of end users. Qualifications: BSEE or equivalent, advanced degree preferred. Minimum 5-7 years in television satellite systems design and implementation; must have project management experience. Must have excellent verbal and written communication skills and knowledge of computer programming and operations. PBS offers a salary commensurate with experience and an excellent benefits package. Please submit letter of interest, resume, and salary requirements to:

PBS
Attn: Carla A Gibson
1320 Braddock Pl.,
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PBS

PBS is an equal opportunity employer

The Christian Broadcasting Network, Inc.
is accepting applications for the following positions:

PROMOTIONS PRODUCER

Candidate must be able to produce. write, and edit for television and promotional material. Position is based in Virginia Beach, VA but will work with the Middle East Television Department. Requirements include 2 to 3 years in television promotion production. Send resume to the address below using Box A-6.

REMOTE CAMREA OPERATOR

Candidate should have 3 years operating experience and ability to perform audio and lighting for routine field production and edit remote features. Send resume to the address below using Box A-7.

TV MAINTENANCE ENGINEER

Candidate should have experience in the installation, maintenance and repair of all television related equipment, including, but not limited to: TV transmitters. studio equipment. microwave and communications equipment. Minimum 3 to 5 years in broadcast TV electronics. Send resume to the address below using Box A-8.

In addition, CBN Radio Network has an immediate opening for:

NATIONAL SALES MANAGER

Candidate should have 3 years experience in broadcast sales dealing with national advertising agencies. Send resume to the address below using Box A-9.

Send resumes to:

CBN Employment Office
Box ______
CBN Center
Virginia Beach, VA 23463

CBN

Help Wanted Management

NAPTE*NET DIRECTOR

NAPTE*Net, NATPE International's new computer network linking the buyers and sellers of television programming, is searching for an executive with at least five years experience in the television programming industry either as a buyer or seller. This individual will plan, develop, implement and manage NATPE*Net as a viable service organization providing E-Mail and EDI services for all members of the television industry. After successfully establishing the initial basic service, the Director will indentify, validate, and market additional business- and cost-justified information services to be provided. In addition to programming and marketing experience as well as managerial experience, NATPE*Net requires technical knowledge of E-Mail, EDI and Data Base services. The Director will interface with a vendor to develop new data base material and to insure timely and accurate provision of services as well as monitoring NATPE*Net/vendor cost sharing and revenue recovering process. Proven negotiating skills and business planning ability are essential. Please send resume to:

Phil Corvo,
NATPE International,
10100 Santa Monica Blvd.,
Los Angeles, CA 90067

EOE

NATPE INTERNATIONAL

Help Wanted Sales

TELEMARKETERS

The National Association of Broadcasters, the industry's largest, most inclusive trade association, is seeking to hire experienced telemarketers for its newly created telemarketing group. The telemarketer will market NAB radio membership, as well as provide information, services and personal communication to radio broadcasters.

The ideal candidate will have a degree in marketing, communication or a business related field, or related experience, as well as two years of telemarketing and outside sales experience. Broadcast/media related sales experience a plus. Computer experience is desirable.

NAB provides an excellent salary, benefits and bonus package.

Please rush a resume, with salary history to:

Donna Leonard
Vice President, Radio Membership
NAB, 1771 N St., NW
Washington, DC 20036-2891
(202) 429-5400 • (202) 429-5343 (FAX)

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Situations Wanted Management

ATTENTION PUBLIC TV LICENSEES

Do you have an ailing station in need of new leadership and direction? High energy, dedicated broadcast executive with impeccable credentials and references will manage your station on a full-time basis for one year. Salary requirements: $1 (negotiable thereafter).

This is a serious offer.

All replies treated confidentially.

Write Box I-13, by September 30th.

ALLIED FIELDS

Help Wanted Sales

Sales Rep wanted for Hottest Broadcast Production Company in the Country!

And we've got the Clios, Addys and New York Radio Festival awards to prove it.

Catspaw Productions in Atlanta is expanding our sales department. After four years of phenomenal growth, we're looking for more outstanding talent to help fill up our new state-of-the-art facility. This position is specifically needed for new advertising agency account development in yet uncharted territory throughout the country. Three to five years of radio sales is desired. However, if you've represented other areas in related fields, let us hear from you. Products to be sold include radio production, original music and jingles. Some travel is part of the job. Having big fun is a standard requirement. If you're a snappy dresser and oftentimes opt for no underwear, come on down.

Send resumes to Ralph Destito
Director of Sales
Catspaw Productions, Inc.
3033 Maple Drive, NE
Atlanta, GA 30305.

EOE

Help Wanted Sales Continued

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We are an expanding national commercial credit services company in one of the fastest growing industries. We are looking for career oriented sales representatives who have a proven record of closing sales in a challenging environment. Outbound business to business experience preferred. Positions available in our New Orleans headquarters, Tucson and North Carolina. First years earnings expected to exceed $45,000. Excellent employee benefit package. If you are ready to relocate, we have an unlimited career opportunity.

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Become 100% Switch Pitch Proof!
With our NEW
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PROGRAM
Call Ken Pletz At (800) 343-7172

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Frostburg State University
is accepting bids for the lease or purchase of broadcast equipment for WFWM, the University's Educational/Non-commercial FM radio station. If interested in bidding, contact the FSU Purchasing Department at (301) 689-4242, and ask for a copy of bid number 17005. All bids are due by September 11, 1989 at 10:30 AM

Wanted to Buy Stations

FM Station Wanted to Buy

Investment Group seeks FM Station with $1 million - $ 5 million annual sales. Group is a fully qualified Cash Buyer desiring 100% asset sale.

If you've considered selling, let's explore the best offering price *without fees or commissions.*

Principals Only / No Brokers

Reply in Strict Confidence to:
MARK D. OLSON
P.O. Box 12, Los Angeles, California 90053

FIRST TIME BUYER

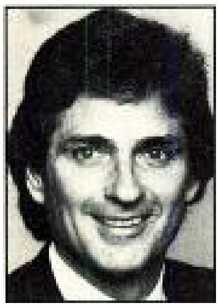
Wishes to purchase AM-FM combo in mid-size market or single station market city of 25,000 population. Stations must have good billing and cash flow and good management. Must be able to take back a majority of financing.

Box I-20.

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Media


Brown

Jerry Blum, president and general manager, WQXI-AM-FM Atlanta, retires after 28 years with station. **Clarke R. Brown,** president and general manager, KSON-AM-FM San Diego, succeeds Blum as general manager.

Mike Stafford, general sales manager, KSON-AM-FM San Diego, named VP and general manager, succeeding Clarke Brown.

Appointments at KVDA(TV) San Antonio, Tex.: **Arthur Rojas Emerson,** local sales manager, KENS-TV there, to VP and general manager; **Araceli de Leon,** associate producer, Newsnet, CBS News, New York, to director of operations; **Armando Solis,** controller, KWEX-TV there, to business manager.

William White, general manager, WTAT-TV Charleston, S.C., joins WVAH-TV Charleston, W.Va., as VP and general manager.

Bud Borchert, national sales manager, WDAM-TV Laurel (Hattiesburg), Miss., joins WABG-TV Greenwood, Miss., as station manager.

Frank Adam, general sales manager, WNHT(TV) Concord, N.H., joins WCQL-AM-FM Portsmouth, N.H., as general manager.

Grace Gilchrist, general sales manager, WXYZ-TV Detroit, adds duties of assistant general manager.

Mark Coblitz, consultant with Strategic Planning Associates, joins Comcast Corp., Philadelphia, as VP, strategic planning.

Marsha Hahn, controller, Solomon R. Guggenheim Museum, New York, joins WNYC-AM-FM there as chief financial officer.

Marketing

William Grumbles Jr., VP, affiliate operation, HBO, joins Turner Cable Network Sales as executive vice president. He will oversee day-to-day operations of TBS's marketing and sales efforts.

Frank Kelley, local sales manager, WMEX(AM)-WMJX(FM) Boston, named general sales manager. **Nancy Wilbraham,** account executive, WMEX(AM)-WMJX(FM), succeeds Kelley.

Henry Hine, retail sales manager, WKHX-AM-FM Atlanta, named general sales manager.

Patricio C. Barraza, general manager, KRIA(AM) San Antonio, Tex., joins KVDA(TV) there as sales manager. **Maricela Espinoza,** regional director of marketing, Up With People, Tucson, Ariz., joins KVDA as account executive.

Lee W. Hauser, VP, regional sales, Curtis Radio Group, Raleigh, N.C., joins WBTB(AM)-WZYC(FM) Beaufort, N.C., as general sales manager

Joe Kenneth Caldwell, regional sales manager, WMGT(TV) Macon, Ga., named general sales manager.

Charles Cusimano, national sales manager, WVNY(TV) Burlington, Vt., named general sales manager.

Tony Guastaferro, local sales manager, WKIX(AM)-WYLT(FM) Raleigh, N.C., named general sales manager.

Appointments at WDSI-TV Chattanooga: **Ray Hansen,** regional sales manager, named sales manager; **Sharon Mull,** national sales coordinator, to national sales manager; **Dave Baker,** account executive, succeeds Hansen.

Jill Marmorek, KKGO-FM Los Angeles, joins KODJ(FM) Hollywood as local sales manager.

Thomas M. O'Brien, account executive, WTNH-TV New Haven, Conn., joins WVIT(TV) West Hartford, Conn., as local sales manager.

Cliff Smith, account executive, WILX-TV Onondaga (Lansing), Mich., joins WVNY(TV) Burlington, Vt., as local sales manager.

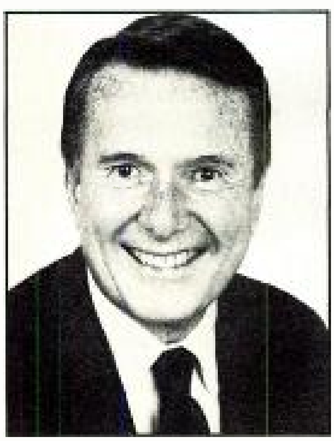
RuNell Robbins, sales director, KRDO-AM-FM Colorado Springs, named local and regional sales manager.

John N. Tamerlano, national sales manager, WEWS(TV) Cleveland, joins WUAB(TV) Lorain (Cleveland), Ohio, in same capacity.

Kyra Bosnik, national representative, Petry Television, Cleveland, joins WJW-TV there as national sales manager.

Cathy Davis, media supervisor, Morock and Associates, Dallas-based advertising agen-

Group W good-bye



George Moynihan, a 40-year veteran of Group W Broadcasting Co., is set to retire Jan. 31, 1990. Moynihan, 62, joined the company upon graduating from Harvard University in 1948. In an interview last week, Moynihan said he would probably serve as a consultant to the company after retiring. "I think we'll work out something," said Moynihan. He had planned to retire a few years ago, he said, but was persuaded to stay on a while longer. Currently, Moynihan is heading a project to bolster the company's *Evening/PM Magazine* franchise. "I would really like to see that solidified" before departing, he said. During his career, Moynihan served as progam manager at both WBZ-TV Boston and KPIX-TV San Francisco. In 1967 he joined Group W Productions as general manager and executive producer of two Group W talk shows, *The Mike Douglas Show* and *The Merv Griffin Show*. He has served as senior vice president of the Group W station group since 1981. In addition to the possible consultancy, Moynihan said he would travel extensively upon retirement.

Returning to CBS. Richard Threlkeld, most recently chief correspondent of ABC's *World News Tonight*, returns to CBS News as a national correspondent based in New York. Threlkeld had been with CBS for 15 years before moving to ABC in 1982. He originally joined CBS in 1966 as a producer-editor in New York and soon transferred to Los Angeles to become a producer-correspondent. He served as general assignment correspondent in both domestic and overseas bureaus until 1970 and was San Francisco bureau chief from 1970 to 1977. He served as co-anchor of *CBS Morning News* from 1977 to 1979. He has won several Emmy and Overseas Press Club awards as well as a duPont award. Threlkeld will be joining his wife, Betsy Aaron, a correspondent with CBS in New York.

cy, joins WTVM(TV) Columbus, Ga., as national sales manager.

Judy M. Brown, account executive, KSLA-TV Shreveport, La., named national sales manager.

Judy Williams, sales marketing manager, WRC-TV Washington, joins WJLA-TV there as sales marketing manager.

Jeremy Coleman, assistant program director, WKLH(FM) Milwaukee, joins WNOR-FM Norfolk, Va., as marketing director.

Jon Campbell, senior account executive, television sales, KPRC-TV Houston, named manager of marketing-business development.

Kathy Gillen, account executive, WABC(AM) New York, joins WOR(AM) there as retail sales representative.

Joanne Tombrakos, senior account executive, WOGL(FM) Philadelphia, named retail sales manager.

Promotions at Saatchi & Saatchi/DFS Pacific, Torrance, Calif.: **Joe Cronin,** vice chairman, to president and CEO; **Stan Becker,** vice chairman and executive creative director, New York, to vice chairman and chief creative officer; **Nelson "Skip" Riddle,** president, to executive VP, director of business; **Robert Cormier,** executive VP and executive management director, to executive VP, director of retail development; **Robert Hatfield,** deputy director, to executive VP, executive management director, New York.

Ron Hatcher, VP, associate media director, McCann-Erickson Inc., New York, joins Burkhardt & Christy there as VP, media director.

Bob Cambridge, managing director, Ogilvy & Mather Promotions, Los Angeles, joins Tribune Entertainment there as manager of special projects. **Victoria Quoss,** VP, Southwestern sales, MGM/UA, Dallas, joins Tribune Entertainment, New York, as Eastern sales manager.

Gary Radtke, creative director, Woodend, Nessel and Friends, San Diego, joins Capener Company, ad agency there, as creative director.

Greg Meny, line producer, Silver Bullet Productions, subsidiary of Ogilvy & Mather, Los Angeles, joins Bozell, Dallas, as broadcast producer.

Ginger Baird, graduate, California State University, Fullerton, joins Bell & Roberts Inc., Anaheim Hills, Calif.-based advertising, marketing and public relations firm, as account coordinator.

Bobbie J. Joseph, sales secretary, KRMD-AM-FM Shreveport, La., named sales support supervisor.

David Slazinik, senior account executive, Katz Radio, Los Angeles, joins KSDK(TV) St. Louis as sales marketing consultant.

Julie A. Mattson, account executive, KCRA-TV Sacramento, Calif., joins KOVR-TV Stockton, Calif., as account executive.

Programing

McNamara

James McNamara, executive VP, international television distribution, New World Entertainment, Los Angeles, named president, New World International there.

John Herrin, VP of Southeastern sales, ITC Domestic Television, Studio City, Calif., named VP of ancillary sales.

Scott Sternberg, senior VP of Barris Productions, Los Angeles, named executive VP of Barris-Gruber-Peters Television.

Susan Packard, senior regional director, affiliate relations, Midwest, CNBC, Troy, Mich., named regional VP, Midwest. **Rose Lorenti,** director, affiliate relations, Northeast region, Lifetime, New York, joins CNBC, Fort Lee, N.J., as regional director, affiliate relations, Southeast.

Malcolm Tallantire, executive in charge of European development, Sky Channel, London, joins Super Channel there as network marketing director.

Call for entries. Application materials are now available for the 1990 Ohio State Awards competition. Any English language radio or TV program with primary intent to instruct, inform or culturally enrich rather than solely entertain may be entered. The entries must have originally aired between July 1, 1988, and June 30, 1989. The entry deadline is Sept. 29, 1989. For further information contact Phyllis Madry, manager of the Ohio State Awards, at (614) 292-0185 or 292-9678.

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AM/FM	COASTAL S.C. $85 DN	$550,000
AM/FM	EAST COAST FLA./GA.	$1,500,000
AM/FM	100 KW FM N. CALIF.	$385,000
AM	50 KW LAS VEGAS MKT.	$2,300,000
AM	FLA. E. COAST	$295,000
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$3 Million. Call Brett Miller

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FM	Small IOWA	$300.000
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AM	Small Mkt. WISCONSIN	$550,000
AM	Mjr. Mkt. Adj. ILLINOIS	$300.000
AM	Mjr. Mkt. Adj. MICHIGAN 5kw	$400,000

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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.

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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 seperate 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.

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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 acvertising 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.

Patty Patsel, satellite syndication coordinator, Compact Video Corp., Burbank, Calif., joins Great American Broadcasting, Boston, as syndication distribution manager, satellite services division.

Michelle Kearney, VP of Latin American sales, Lorimar Telepictures, Culver City, Calif., joins Orbis Communications, New York, as consultant, international sales department.

Bert Kleinman, producer, Westwood One, Los Angeles, named producer, *Casey's Top 40 with Casey Kasem.*

Jerome R. Scro, controller, CBS Records, New York, joins Showtime there as VP, controller.

Tim O'Donnell, producer, ABC's *Growing Pains,* Warner Bros., Burbank, Calif., signs exclusive contract with Universal Television, Universal City, Calif., to write, develop and produce television projects. O'Donnell will join Universal Television after 1989-90 season of *Growing Pains.*

Lathan H. Hodge Jr., founder and director of production, Eclipse Entertainment, Chicago-based television production, distribution and syndication company, named executive producer.

Kim Long, freelance producer, joins Turner Network Television, Los Angeles, as director of production of original specials. **Roxanne Captor,** VP, television, Sepp-Inter Inc., joins TNT, Atlanta, as director of program development.

Julie Davidson, VP, sales and marketing communications, VH-1, New York, named VP, creative director. **Karen Glass,** producer, VH-1, named executive producer, program development.

Cyma Zarghami, program manager, Nickelodeon/Nick-At-Nite, New York, named director of program planning. **Jay Mulvaney,** story editor, Telecom Entertainment, joins Nickelodeon/Nick-At-Nite as manager of program development.

Ivan Davila, assignment editor, KWEX-TV San Antonio, Tex., joins KRIA(AM) there as program director and air personality.

Dave Dillon, program director, WOKV(AM)-WAIV-FM Jacksonville, Fla., joins WJQY(FM) Fort Lauderdale, Fla., in same capacity.

Peter Hill, operations-production manager, WAOW-TV Wausau, Wis., joins WKOW-TV Madison, Wis., as production manager.

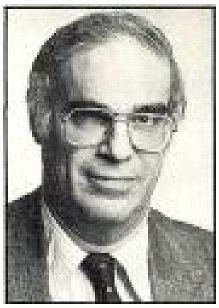
Michael A. Convry, director of creative services, WGAL-TV Lancaster, Pa., joins WMAR-TV Baltimore as producer.

Rory "Zki" Pszenitzki, general manager, Drury Design Dynamics, New York, joins Praxis Media Inc., South Norwalk, Conn.-based communications consulting and production company, as director of production, creative services group.

News and Public Affairs

Tom Yellin, senior producer, *West 57th,* CBS, New York, joins ABC there as executive producer of prime time news specials.

Jim Prather, news director, KSBY-TV San Luis Obispo, Calif., joins WMAR-TV Baltimore as assistant news director.



Fein

Norm Fein, senior executive producer, News 12 Long Island, New York, named news director.

Hal Stopfel, special producer, WAVE(TV) Louisville, Ky., joins WDRB-TV there as news director.

Paula Walker, executive news director, KHOU-TV Houston, joins WNBC-TV New York as assistant news director.

Appointments at ESPN for Major League Baseball: **Jed Drake,** producer-director, named coordinating producer. **Eric Schoenfeld,** executive news producer, WPVI-TV Philadelphia, named studio coordinating producer, including ESPN's *Baseball Tonight.*

Renee Burose, producer, WJTV(TV) Jackson, Miss., joins WJW-TV Cleveland as 6 a.m. associate producer.

Linda Carson, consumer and health reporter, WFSB(TV) Hartford, Conn., joins WJW-TV as consumer and medical reporter.

Jim Feltman, assistant news director and executive producer, WHBQ-TV Memphis, joins WPTF-TV Durham (Raleigh), N.C., as 11 p.m. producer.

Dan Will, associate producer, KOVR-TV Stockton, Calif., named producer.

Wendy Rutledge, 10 p.m. co-anchor and medicine and education reporter, KCOP(TV) Los Angeles, renews her contract.

Ken Owen, anchor, WLOS-TV Asheville, N.C., joins WISH-TV Indianapolis in same capacity. **Bob Williams,** weekend anchor, WTVF(TV) Nashville, succeeds Owen.

Appointments in news department, WTOP(AM) Washington: **Kyle Johnson,** reporter, to traffic and transit reporter; **Rosemary Frisino Toohey,** weekend anchor, WINS(AM) New York, to same capacity; **Cheryl Doyle,** anchor, Metro Traffic Control, Washington, to anchor-editor-reporter; **Rob Whiteford,** news anchor and sports director, WGET(AM)-WGTY(FM) Gettysburg, Pa., to weekend sports anchor.

Harry Martin, reporter and anchor, WPVI-TV Philadelphia, joins WTNH-TV New Haven, Conn., as anchor.

Jim Forbes, producer and noon anchor, WKXT-TV Knoxville, Tenn., joins WTOV-TV Steubenville, Ohio, as 6 p.m. and 11 p.m. anchor. **Michael Cappella,** production assistant, noncommercial WQEX(TV) Pittsburgh, joins WTOV-TV as photographer.

Arnold K. Smith, sports anchor and general assignment reporter, WBNB-TV St. Thomas, Virgin Islands, named evening anchor and general assignment reporter. **Patrick McMurtry,** general assignment reporter, WBNB-TV, adds duties of weekday sports anchor and director.

Andrea Staub, production assistant and researcher, News 12 Long Island, New York, joins noncommercial WLIW(TV) Garden City (Long Island), N.Y., as assistant producer, *Contact:Long Island,* live, call-in news and public affairs program.

Phoebe Mills, Olympic gymnast and medalist, 1988 Summer Games, Seoul, South Korea, joins *SportsWeek,* SportsChannel, Chicago as corresponding reporter.

Melissa Becker, overnight assignment editor, WYOU(TV) Scranton, Pa., named general assignment reporter. **Joe Klapatch,** assignment editor, WNEP-TV Scranton, Pa., succeeds Becker.

Technology

Roger Topping, chief engineer, WIFR-TV Freeport (Rockford), Ill., joins KVDA(TV) San Antonio, Tex., in same capacity.

Steve Boze, sound engineer, Buena Vista Sound, Burbank-based sound department of Buena Vista Studios, named chief engineer.

Peter D. Glassberg, national sales manager, Quanta Corp., Salt Lake City-based supplier of broadcast and video equipment, joins Digital F/X, Brookfield Center, Conn., as Northeast regional manager.

Bill Cudina, Eastern regional sales manager of graphics products, Quantel, Stamford, Conn., joins Rank Cintel, Valley Cottage, N.Y., in same capacity.

Iris Solomon, director of operations and sales, Multi Video Group, New York, joins Video Transactions, Hollywood, Calif.-

CNN investigates. CNN has hired investigative journalist Pamela Hill to run its new investigative unit. Hill has worked for ABC News since 1973, and has won 20 Emmy, 10 duPont and two Peabody awards for her investigative work.

The shift from broadcast to cable, said Hill, is a reflection of "the profound changes taking place" in the media landscape, which largely reflect the different economic and programing realities between the networks and CNN.

CNN's new unit, said Hill, "intends to take the lead on important issues," especially those that will take centerstage in the 1990's. In addition to investigative reporting, Hill said the unit will also look at news stories in depth and will provide greater analytical reporting. "We're going to cast a wide net." One area of particular interest is in "culpability and responsibility," she said, whether it be government, environmental or ethical issues.

The unit will employ at least 35 people, and will be divided into several teams responsible for different areas, said Hill, who will remain in New York. (The unit has already hired John Camp, a former investigative reporter for WBRZ-TV Baton Rouge, La., who was instrumental in breaking several stories on the Rev. Jimmy Swaggart.) The teams will initially do serial reporting, integrating their material into the existing CNN schedule, although broader formats may come later, she said.

based post-production facility, as sales account executive.

Promotion and PR

Donna Drew Sawyer, freelance marketing consultant, South Orange, N.J., joins Children's Television Workshop, New York, as manager of media relations.

Dan Springer, correspondent, Media Business, Trans-Media Partners I, Washington, joins International Broadcast Systems Ltd., Dallas, as director, Corporate Communications.

George Shaver, creative director and advertising director, World Savings & Loan, Oakland, Calif., joins KRON-TV San Francisco as creative services director.

Christopher W. Ogden, VP of development, Mercom of Florida, Port St. Lucie, joins New Jersey Network, Trenton, as director of underwriting.

Rebecca Blom, traffic-production director, KSAH(FM) Redding, Calif., joins KVDA(TV) San Antonio, Tex., as promotion-program manager.

John Hardman, promotion manager, WQOW-TV Eau Claire, Wis., joins WKOW-TV Madison, Wis., in same capacity.

Kathleen Stein, promotion director, WQAL(FM) Cleveland, joins KOOL(AM)-KEZK(FM) St. Louis in same capacity.

Judy U. Siggins, director of local fund raising, noncommercial WSKG(TV) Binghamton, N.Y., named VP.

Julio Martinez, director of operations, The Theatre Line, Los Angeles-based nonprofit theatrical public relations company, joins noncommercial KCET(TV) there as publicist.

Bonnie Zsigo, publicity director, Sports Creek Harness Raceway, Swartz Creek, Mich., joins WSMH(TV) Flint, Mich., as creative services director.

Susan M. Fiora, executive assistant to VP and general manager, WMZQ-AM-FM Washington, named director of marketing. **Paul Campbell,** promotion assistant, WMZQ-AM-FM, named promotion coordinator.

Ramona Bourgeois, customer service representative, Community Bank of Charlotte, Port Charlotte, Fla., joins WTOP(AM)-WASH-FM Washington as promotion assistant.

Allied Fields

Howard A. Myrick, chairman, radio, television and film department, Howard University, Washington, joins Temple University, Philadelphia, as head of radio-television-film department.

Susan Grossberg, media relations assistant, American Psychological Association, Washington, joins National Association of Broadcasters there as manager, media relations.

Charles "Skip" Paul and **Thomas P. Pollock,** VP's, MCA Inc., Universal City, Calif., elected directors and executive VP's.

Deaths

Blake

Amanda Blake, 60, best known for her role as Miss Kitty on *Gunsmoke*, died Aug. 16 of cancer at Mercy General Hospital in Sacramento, Calif. Originally film star who was under contract to MGM as teenager, Blake had had roles in several CBS television programs when, in 1955, popular *Gunsmoke* radio series was brought to television, with Blake landing part of Miss Kitty Russell, owner of Longbranch saloon. She would continue in part for 19 years. Her other CBS television credits included *My Favorite Husband* from 1953 to 1955, *Professional Father* in 1955 and *Climax*, anthology series that aired from 1954 to 1958.

Richard Bresnan, 44, senior designer, NBC network news graphics, died of heart attack Aug. 9 near his home in Nutley, N.J. He had been riding bus on his way to work. Bresnan had been with NBC since 1983, when he joined network as designer. In 1987 he was named senior designer, and in this position was responsible for overall design and openings of *Sunday Today* and *Meet The Press*. Most recently, he was graphics director of *Yesterday, Today and Tomorrow*. He is survived by his wife, Laura, one daughter, Daniell, and one son, Patrick.

Richard Stahlberger, 63, advertising sales manager, Cablevision Systems Corp., died Aug. 5 of heart attack at King Edward's Memorial Hospital in Bermuda. Stahlberger began communications career at CBS in 1951, advancing through sales ranks to national sales manager, WCBS(AM) New York, by 1979. He moved to WHN(AM) New York as senior sales executive from 1979 to 1983, before joining Viacom Cablevision on Long Island as advertising sales manager. Stahlberger remained with system after Cablevision purchased it earlier this year. He is survived by his daughter, Eve.

NBC's Howard Monderer and the retirement that wasn't

Howard Monderer retired last January as NBC's chief Washington lawyer after 37 years on the job, but you would never know it. He's at his desk most days in General Electric's Washington suite just a few blocks from the White House, grappling with NBC's manifold legal problems like any of the network's other corporate lawyers.

The fact is, Monderer's departure was more legal and financial than real. It allowed the 62-year-old Monderer to take advantage of a lucrative pension opportunity in the wake of GE's takeover. No sooner had Monderer's retirement become effective than he became an independent law consultant and NBC became his only client. Monderer continued doing the job he had been doing without missing a beat.

And it is a job Monderer wants to stick with. "I have input at a high enough level to satisfy me," he says during an interview in his office, which overlooks Pennsylvania Avenue and is dominated by three bold paintings—cityscapes—from the brush of his wife, Claire. "I am involved with the people who make the ultimate decisions, even if I don't, and I am very happy in that world. I am a problem solver. That's why I have stayed at NBC all these years.... That's why I stayed this year."

Unlike a lot of Washington lawyers, Monderer practices law as opposed to making or influencing the making of law. His principal duty is to be the network's point man at the FCC, which involves everything from challenging the rates common carriers charge the networks to filing comments urging the FCC to drop the ban against networks owning cable systems.

But he and Molly Pauker, NBC's other Washington attorney, are also involved in devising the network's FCC and congressional strategies, managing litigation and helping put together acquisitions and sales. Not all the work is confined to Washington.

Monderer is a New York native who grew up in Washington Heights on the northern end of Manhattan where his father ran a drugstore. Moshe Arens, who went on to become foreign minister of Israel, was a classmate at George Washington High School (they were a couple of years ahead of Henry Kissinger).

After Harvard Law, in 1949, he went to work for a New York law firm that was heavily involved in corporate litigation, but after three years he began getting the itch to get "closer to where the decisions are made that I was dealing with in litigation"—that is, to become a corporate lawyer. "I didn't have the slightest interest in communications at the time," he says. "But I nosed around for a company and NBC and I found each other."

Howard Monderer—Washington law consultant, NBC, Washington; b. July 27, 1927, New York; BS, government, City College of New York, 1946; LLB, Harvard Law School, Cambridge, Mass., 1949; associate, Isseks LaPorte & Meyers, New York, 1949-52; attorney, NBC, New York (1952-58) and Washington (1958-1977); VP, law, NBC, Washington, 1977-88; present position since Jan. 1, 1989; m.—Claire Ann Weiss, May 27, 1956; children—Benjamin, 31; Jonathan, 29; Rachel, 27; David, 25.

The NBC job led him to Washington in 1958. Monderer agreed to the transfer reluctantly, and only on the condition that he have the option to return to New York after two years. "After the two years were up, I told [Thomas Ervin, then NBC vice president and general attorney] I would not only give up the option, but that if he ever asked me to come back to New York he was asking me for my resignation."

Looking back, Monderer cites three people as particularly influential in his career: Ervin; David Adams, who went from the law department to the chairmanship of NBC in three decades, and Cory Dunham, NBC executive vice president and general counsel. Adams, who retired in 1979, was NBC's "statesman." Dunham was his mentor.

"They all encouraged me to speak out," he says. "That's been one of the good things about being with NBC. I have never felt I could not say exactly what I thought ...and I do."

Monderer believes that GE's takeover has helped rejuvenate NBC and keep it competitively sharp. GE has a different "personality" than RCA. "GE is more decisive. When something doesn't work, they get rid of it. They are much more experimental and innovative. They are very much interested in communications, and as far as I can see they have given us substantial financial ability to do a lot of things that we might not have been able to do with RCA.

"NBC basically makes the decisions, but GE wants us to make decisions. They don't want us to maintain the status quo," he says. "I had the sense that RCA was very much a status quo company and was never quite ready to buy that next station or do the enterprise."

NBC President Robert Wright exemplifies the corporate personality, according to Monderer. "He comes with what I consider a fresh look," he says. "He has a broad outlook as to the future and where the company is going or should be going. From time to time, he causes me considerable surprise because I hadn't thought about it in those terms....I find it very refreshing. I find him very stimulating."

The willingness to innovate is critical these days when the network business has gone flat and is being pressed more and more by cable and home video. "NBC has got to find a place for itself in the new world," he says. "To make believe there is no new world or competition is foolish," he says. "NBC is going to have to live in the new world."

Not surprising, Monderer shares Bob Wright's disdain for the FCC's financial interest and syndication rules, which severely limit the networks' involvement in program production and distribution. The rules are "contrary to the public interest," he says. "They are contrary to the national interest. I think they are just an attempt to transfer profits from the networks to the motion picture studios. That's all they accomplish, and they inhibit the networks from competing in the world of today."

Having made just one job switch when he was 25 years old, Monderer could hardly be called a professional risktaker. But, on his own time, he is more adventuresome than most. He and his wife have spent vacations traveling foreign countries without benefit of tour guides or hotel reservations, finding their own way from one place to another by car or train.

The Monderers' passion for off-beat travel is culminating with a trip into the Peruvian Andes this month. Inspired several years ago by the writings of archaeologist Hiram Bingham, Monderer set off Aug. 12 for the Inca capital at Machu Picchu, which Bingham located in 1911. Monderer wanted to hike from the nearby town of Cuzco to the ruins some 10,000 feet above sea level, but, in deference to his wife, agreed to take the train.

If all goes well, Monderer will be back at his desk this week or next to take up the filings, briefs, letters and memos, resuming his retirement.

Patrice Johnson, 35, chief of staff for Representative Mickey Leland (D-Tex.), died Aug. 7 in plane crash in Ethiopia that also killed congressman (see page 34). "She was smart and hardworking," and was Leland's communications expert, said House Telecommunications Subcommittee spokesman Mike Connolly. "Much of what Mickey accomplished must be credited to her." Former White House intern under then Vice President Walter Mondale, former clerk for first black female federal judge in Texas and associate with Houston law firm, Johnson earned degrees in political science and international affairs from Fisk University and Princeton University, and law degree from New York University. She joined Leland's staff in April 1987. Funeral services were scheduled to be held Aug. 18. She is survived by father, Chuck, and mother, Josie Johnson.

□

KZTR-AM-FM Oxnard/Ventura, Calif., was sold by Golden Bear Broadcasting Inc. **to Adams Communications for $5.2 million.** Seller is headed by Steve Marriott and Wally Heuser, who own FM's in Salt Lake City and Fresno and Red Bluff, both California. Buyer is headed by Steve Adams and owns four AM's, six FM's and seven TV's. KZTR(AM) is fulltimer on 1400 khz with 1 kw. KZTR-FM is on 95.9 mhz with 4 kw and antenna at 720 feet. Broker: Americom.

□

WXXX-FM Newport, N.H., was sold by RadioActive Group Inc. **to Mountain View Broadcasting Inc. for $2 million.** Seller is group owner headed by Bruce Lyons that also owns one AM and three FM's and has CP for WSNO-FM Danville, Vt. Buyer is headed by Robert C. Frisch, former VP and general manager of WCIB(FM) Falmouth, Mass., who has no other broadcast interests. WXXX-FM is on 101.7 mhz with 3 kw and antenna at 2,006 feet. Broker: Kozacko-Horton Co.

□

Tele-Communications Inc. and Continental have taken minority ownership position in Eidak Corp., according to Eidak President Richard Leghorn. Eidak is working on technology to prevent unauthorized taping of pay-per-view programing. TCI has always been cautious about PPV, but John Sie, TCI senior VP, cited three reasons for its investment. First, to assist Hollywood in protecting after-market potential for PPV product; second, to move release dates of some selected movies to day and date with home video, and third, "to look at other less transaction-intensive ways of offering early window movies" to subscribers. Eidak said it is looking for other cable operator investors, and has retained Daniels & Associates for that search. Eidak said it expects new investments in company to total 25%.

□

20th Century Fox Film Corporation named Strauss Zelnick as president/CEO. He replaces Leonard Goldberg, who resigned from studio in May in major restructuring of Fox Film Corp. Fox spokesman said Zelnick's appointment fills "newly defined" position, with Chairman Joe Roth overseeing operation functions of company and Zelnick reporting to Roth on business and operational activities of Fox Film Corp. Zelnick comes from Vestron Inc. in Stamford, Conn., where he served as president/CEO since January 1988. He will assume Fox post in October. Division presidents also reporting to Roth will be Roger Birbaum, worldwide production, and Tom Sherak, domestic marketing and distribution. In another Fox Film Corp. personnel move, **Lucy Hood** was named director of pay television worldwide. She joins company after serving as Paramount Pictures' director of business development for video and pay television division since 1986. Hood will assist in managing Fox's domestic and international pay TV operations, as well as overseeing pay-per-view activities.

□

Kevin Wendle, executive VP, Fox Entertainment Group, is leaving to form Sleepy Hollow Productions as part of three-year production deal with Twentieth Television Corp. Tri-Star Pictures VP of creative affairs, **Paul Stupin,** is said to be Fox's choice to fill Wendle vacancy with newly created title of executive VP of series programing. Source added that Wendle's former long-form duties will go to **Wendy Riche** as senior VP, production, telefilms and mini-series, Fox Broadcasting Co. Riche was hired last Wednesday, after three years as executive producer of motion pictures for TV at ABC Entertainment. Wendle's Sleepy Hollow Productions will create, develop and produce series, specials and motion pictures for television. He has overseen production of Fox's *Totally Hidden Video*, and now takes title of executive producer for Sunday night show. According to Fox, Wendle was asked to take over reins of half-hour program by Quantum Media President Bob Pittman. *Hidden Video* will now be produced by Quantum Media in association with Sleepy Hollow productions. Wendle will hire development staff for Sleepy Hollow Productions, which will be based at 20th Century Fox Studios in Century City, Calif. He said Fox has first crack at new product his company produces before shopping it to other networks.

□

FBI agents seized more than 15,000 illegal TV descramblers in raid of two Minneapolis businesses, NCTA reported last week. Jim Allen, director of NCTA's office of cable signal theft, said it was largest federal seizure ever.

□

National Cable Advertising announced rep deals with several cable systems and advertising firms totaling 1.1 million subscribers. Included in deal were American Television & Communication's Rochester and Albany, N.Y., systems; Austin, Tex., system, and several others from national division.

□

Blair Entertainment announced new producer for its syndicated *Divorce Court*, going into its sixth year. **Four Point Entertainment** (with Ron Ziskin and Bob Jaffe serving as executive producers) is taking over production chores from Kushner/Locke Productions, which produced show for first five seasons. Blair spokesman said company made shift "to give the show a fresh start for the new season." Show has

Syndication moves at WNBC-TV

WNBC-TV New York put smiles on faces of King Brothers (Roger and Michael) and Grant Tinker last week. Station gave upgrades, effective Sept. 11, to two programs that had been airing during graveyard shift. King World's Inside Edition *moves to 9 a.m. from 2:30 a.m., and GTG's* USA Today *moves to 9:30 a.m. from 5:30 a.m.*

Both syndicators had desperately been seeking upgrades from morning hours in nation's number one market. Two progams will compete against new Joan Rivers Show, *cleared on WCBS-TV, and* Live with Regis and Kathie Lee *on WABC-TV.*

WNBC-TV also said it was launching a new newscast at 5:30 a.m., which would be the market's first live local newscast. It said it was putting on a new Warner Bros. game show, Third Degree, *at noon, replacing Group W's* Couch Potatoes; *it also said it would keep* Donahue *at 4 p.m., where it will compete against both* Oprah Winfrey *(WABC-TV) and* Geraldo *(WCBS-TV) for the first time. In access,* Family Feud *will remain at 7:30 p.m., and* Mama's Family *will replace canceled* She's the Sheriff *Saturday at 7 p.m., with* Superboy *remaining at 7:30 p.m., WNBC-TV said.*

been renewed by more than 100 stations covering 80% of country. Changes are in store for program under Four Point, including broader range of story lines, to cover issues such as battered children and homelessness.

□

Post-production house and mobile unit operator **Unitel Video** said it had **reached agreement in principle to be acquired by affiliate of New York-based Kenmare Capital Corp.** for $15 per share, cash, or more than $30 million. Kenmare controls Compact Video Group, Burbank, Calif.-based post-production facility and satellite distributor. British company, UEI, slated to merge with Carleton Communications, has definitive agreement to acquire Unitel that will be superseded if purchase by Kenmare is completed.

□

After six-month summer trial run, **Doctor, Doctor got go-ahead from CBS as reserve for possible midseason replacement** in 1989-90 season. CBS spokesman said half-hour sitcom starring Matt Frewer (of *Max Headroom* fame) "evidently did well enough in the summer" to be renewed. No other backups were announced, but CBS has already made midseason commitments to half-hour sitcoms *Bagdad Gas & Oil*, *His & Hers* and *Normal Life*, and hour-long shows *Beauty and the Beast* and *Loose Cannon*. *Doctor, Doctor* is produced by Reeves Entertainment.

□

ABC Radio's news department in New York had scare last Tuesday (Aug. 15) as threat of PCB contamination forced evacuation of building and transfer of network control to Washington bureau for 14 hours. Evacuation was done as precaution after transformer on Con-Edison power truck outside building burned releasing carcinogenic PCB's. Network operations resumed in New York on Wednesday morning after it determined that PCB's had not entered through air-conditioning ducts. Affiliates reported that transfers of operation between New York and Washington were accomplished transparently, according to Bob Benson, ABC vice president, news, radio.

□

Advanced Television Systems Committee, industry group studying and establishing HDTV standards, **has moved** to 1776 K St., NW, Suite 300, Washington 20006. Both ATSC Chairman James McKinney and Executive Director Robert Hopkins will be based there. New phone number is (202) 828-3130 and new fax number is (202) 828-3131.

□

Transponder 19 on GE Americom's Satcom I-R developed what GE engineers are calling **"hiccup"** on Tuesday night (Aug. 15). Exact cause for partial failure in transponder, which is used for affiliate distribution of CBS Radio News and other radio network customers, has not yet been determined. Currently, GE is duel feeding transponder 19 customers with transponder 15 while troubleshooting is carried out.

□

White House has announced that Tuesday night, **Sept. 5, President Bush will make first nationally televised speech** as president. Time for speech has not yet been set. Bush is expected to announce new strategy to fight drug abuse.

□

National Association of Black Journalists gave NBC News its "Thumbs Down Award" as protest to network's report on death of Max Robinson, black TV news anchor who died of AIDS last year. Association claimed that NBC report inferred that Robinson contracted AIDS in "decadent, shameful fashion" without supporting inference. NBC said it had reviewed report and still believes it was fair and objective.

Dennis: for ATV, against telco entry

FCC Commissioner Patricia Diaz Dennis, in a speech before the Association for Education in Journalism and Mass Communications in Washington, said the advanced television system the FCC selects for broadcasting "may be less than ideal" because of limits on spectrum. "Some compromise is inevitable," she said, adding: "Either picture quality will be diminished or service areas will be slightly reduced or some broadcasters will have to do without ATV." Nonetheless, she said, the FCC will be able to come up with a plan "that solves most of the problems and gives broadcasters a reasonable chance to compete."

Dennis also said that rapid development of fiber optic technology and the increasingly pervasive belief that cable television "needs the spur of competition" have gotten policymakers thinking what was "once unthinkable: to allow the telephone companies to offer cable TV in their local service areas. My view is that the way to create competition is not to allow a telephone company to expand its monopoly into the cable business," she said. "That risk would be reduced...if phone companies were limited, at least initially, to providing video service as a common carrier for other independent programers, perhaps nonexclusively packaging programing for some number of the available channels."

NAB/RAB Radio Futures Committee has hired TM Communications, Dallas-based radio production company, **to create promotional campaign jingles** compatible with various programing formats. New "jingles-by-format" will be introduced at NAB Radio '89 convention in New Orleans, Sept. 13-16, and mailed to all radio stations in early October.

□

Minneapolis jury awarded former Hubbard Broadcasting Inc. employe $523,000 for breach of promise, character defamation and emotional distress. Karen Bradley, who worked in promotion department of Hubbard's KSTP-TV St. Paul, was fired in 1986 after finding memo criticizing her and showing it to another station employe. Bradley said she found memo in pieces by copying machine. Virginia Morris, VP, public affairs and promotion, and writer of memo, said Bradley got pieces by going through Morris's office wastebasket. Stanley Hubbard, chairman/CEO of Hubbard, told BROADCASTING that jury's award was "ridiculous" and that Hubbard will appeal decision. Still pending in case are Bradley's claims that she was discriminated against because she had participated in investigation of sexual harassment against two KSTP-TV reporters and because she is single mother.

□

Two more top FCC officials of the Fowler-Patrick years **are stepping aside,** making way for new FCC Chairman Alfred Sikes to appoint his own people. **Edward Minkel,** 68, managing director, announced last week his resignation, effective Sept 1. And **Gerald Brock,** 41, resigned his post as chief of Common Carrier Bureau. Neither has definite plans. Brock said he would be willing to accept another position at agency. Other top slots being vacated: general counsel and chief of Mass Media Bureau.

□

Denise Shoblom, VP/co-owner, KFWJ(AM)-KBCF(FM) Lake Havasu City, Ariz., and member of NAB radio board, is recovering from from severe neck and spinal-cord injuries suffered Aug. 10 when truck she was riding in blew tire and went off cliff. According to NAB spokeswoman, doctors at St. Joseph's Hospital, Phoenix, initially feared she would be paralyzed permanently from neck down, but were more hopeful last week when she began moving arms and legs and feeling shots. Still in intensive care, she is accepting cards and letters only.

Editorials

Hit and miss

The long-awaited General Accounting Office survey on cable rates is out, and the nonconsensus is that cable either is or is not a monopoly in need of rate regulation and that its post-deregulation rate increases over the past two years—29% for basic, 14% overall—either are or are not out of line. According to survey leader John Ohls, cable appears to be a monopoly in need of reregulation, which either is or isn't an official GAO conclusion.

The disparity of conclusions drawn was evident in the responses of interested parties. The findings, according to Senator Howard Metzenbaum (D-Ohio), clearly show that consumers are "being ripped off by the cable monopoly and that deregulation was a monumental mistake." Fellow Democrat Ed Markey, chairman of the House Telecommunications Subcommittee, which played host to the survey's release, concluded from the same findings that cable operators have been generally "responsible and fair in establishing basic cable rates in the years since deregulation." New Mexico Democrat Rep. Bill Richardson did not see evidence in the report that cable was a monopoly, while Al Swift (D-Wash.) concluded that cable "walks, quacks and looks like a monopoly." According to an investment analysis by broker Mabon, Nugent, which concluded the study was more benign than originally feared: "Round one, in our judgment, went to cable."

Yes, they were all reportedly reading the same study.

Markey additionally raised some valid questions. It is not clear, he said, whether the increases over the past two years were one-time adjustments—following the Congress' Jan. 1, 1987, removal of the rate cap—or reflected a continuing trend. It was also unclear, he said, what role increased programing costs, capital expenditures, advertising revenues and system sales played in those increases.

Proponents of reregulation could point in the GAO study to the findings that 17.6% of cable subscribers incurred a 50% or more rate hike, and a little over one in four a 40% increase. In defense of the numbers, and trying to answer some of Markey's questions, the National Cable Television Association's Jim Mooney pointed out that the average basic rate is still "below what the 1972 basic rate would be today if it simply kept pace with inflation." He also cited a 66% increase in basic programing expenditures and the addition of basic services (an average of five per system) that brought the per-channel increase over two years to only 2 cents.

It appears clear from this vantage that the survey results do not justify the GAO representatives' characterization of cable as a monopoly in need of reregulation. Indeed, until the GAO numbers can be put in better context (a context that would include cost as well as rate information), the survey findings are hardly persuasive ammunition for either side.

The simulated McCoy

The use and/or misuse of simulations in news programing is expected to be a hot topic at the Radio-Television News Directors Association convention next month. ABC's slip-up on the Felix Bloch story, the use of simulations on network news-entertainment programs and their increasing use in news-like reality entertainment vehicles have all focused attention on the inherent limitations and possible pitfalls of the practice. It was only a matter of time before increasingly sophisticated image-manipulation technology would begin testing the degree to which that art could or should imitate life. As RTNDA President David Bartlett put it: "You can get killed faster in a Ferrari than in a Chevrolet."

Following the Bloch incident—a "tragedy of errors" Roone Arledge called it and will get no argument here—the debate has been joined by a number of voices decrying any use of simulation in news programing.

We do not rush to join those ranks, although we share their sensitivity to anything that would compromise the integrity of electronic journalism. To condemn simulations lock, stock and character generator because they can be misused is extreme. The current RTNDA ethics code holds that video shall not be used in a way that is deceptive. That test can and should be applied to each individual editorial judgment on the use of simulations.

That doesn't mean you can't have a Ferrari. It just means you have to drive it carefully.

Open mind

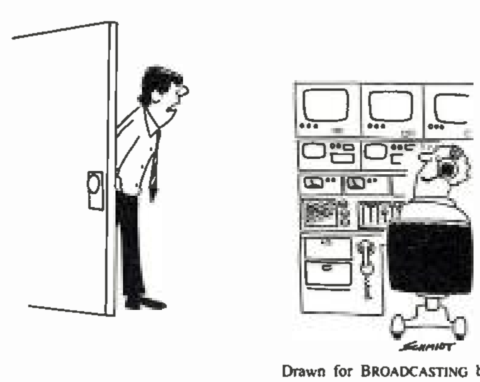
At its last open meeting under former Chairman Dennis Patrick, the FCC struck another blow for reasonable deregulation with the extension of its one-to-a-market waiver policy to TV-AM-AM and TV-FM-FM combinations.

Although it had relaxed the duopoly rules, reducing the spacing between stations and creating the opportunity for multiple AM's and FM's in markets large enough to accommodate more than one station without overlapping signals, the FCC had precluded itself even from entertaining an exception to its one-to-a-market rules in special cases of such marriages. That hard line excluded even those that could be demonstrated to be uniquely beneficial to the public or were in large markets where there was an obvious multiplicity of broadcast "voices."

The rigidity of "never under any circumstances, period" has been replaced by the flexibility of "maybe, given the right conditions." It is another step in the right direction.

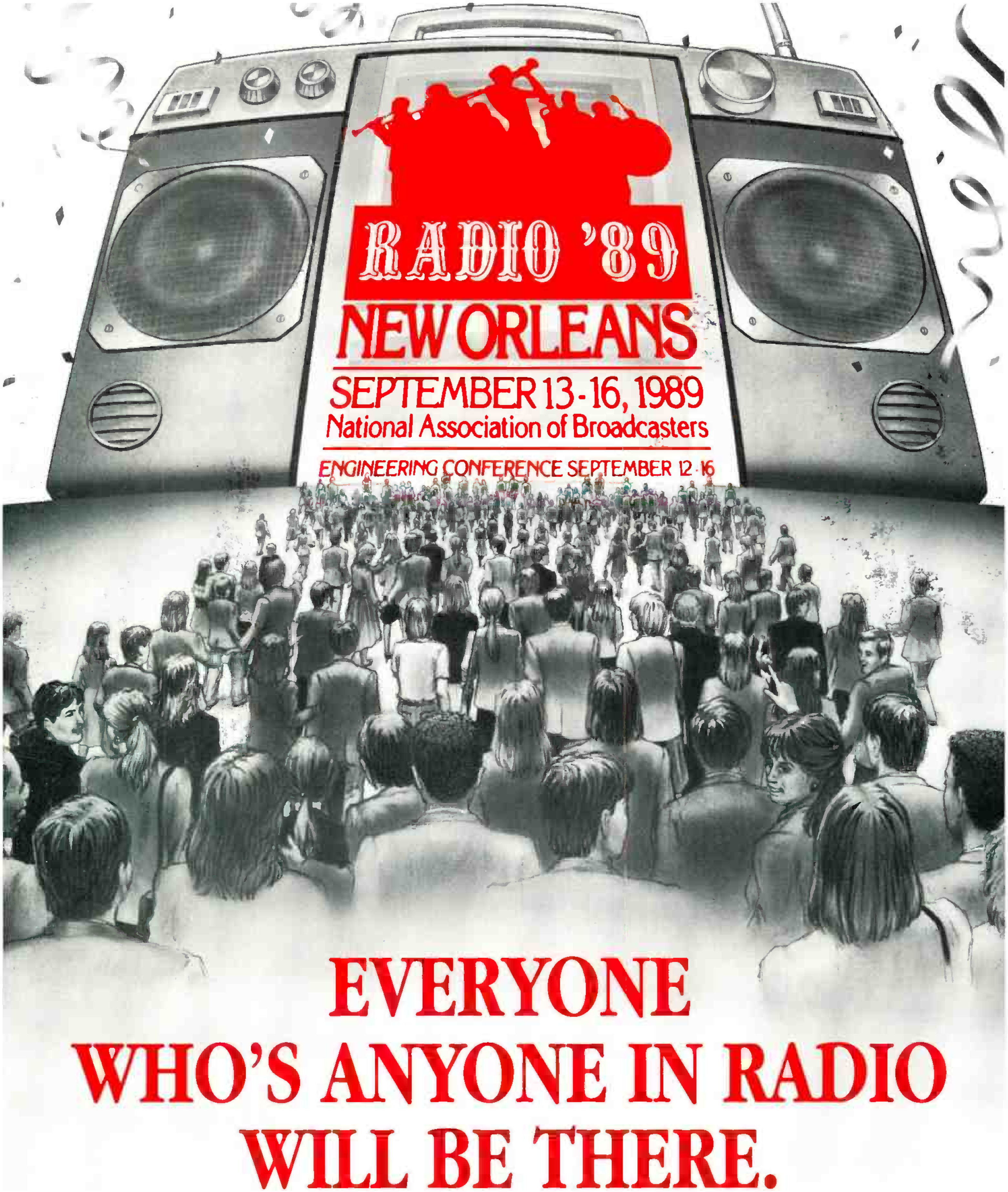
Leader of the bands. *Question: Who are the five most listened-to people on network radio? Answer: Paul Harvey, the ABC Radio veteran whose commentaries again claimed the top five slots for listeners 12-plus, according to the spring RADAR survey (BROADCASTING, Aug. 14).*

Whatever one thinks of the Harvey view of the world, we've been tempted for some time to doff the editorial visor to one of radio's proven power hitters. This seems as good a time as any.



Drawn for BROADCASTING by Jack Schmidt

"That airline promo got held up on a delayed flight."



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