

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

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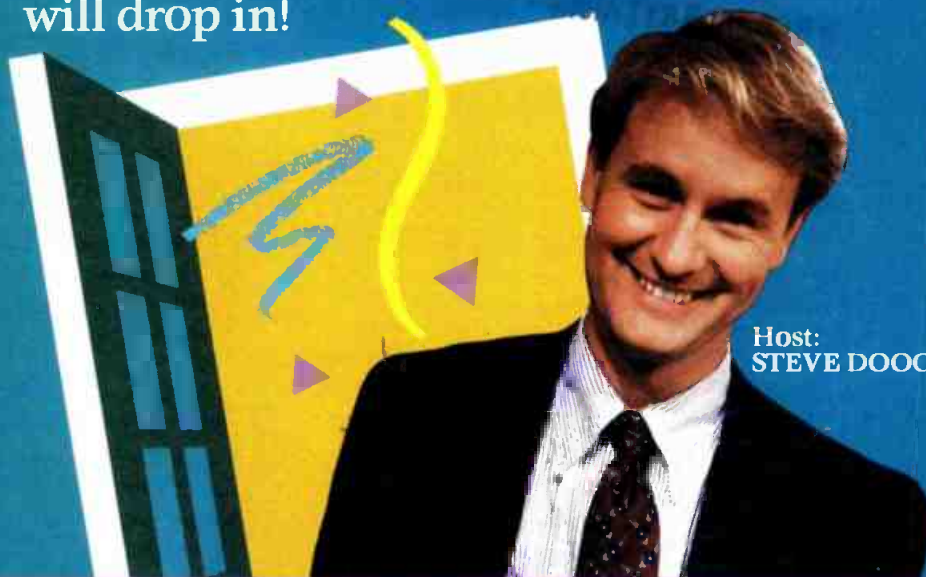


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45

Radio review... Radio industry meets in New Orleans for NAB's annual gathering, which this year hears FCC Chairman Alfred Sikes promise to hold hearing on AM radio and work for resurrection of NAB's voluntary regulation code;



lively debate of indecency issue, and, among other things, optimistic reports from radio executives across country. Coverage begins on **PAGE 27**.

RTNDA

newsroom... Nation's broadcast journalists gather in Kansas City for Radio-Television News Directors Association meeting, where discussions center on defending First Amendment, reviewing election coverage and association's financial health. **PAGE 31**.

32/ ANOTHER COMPETITOR

Among planned changes to Cable News Network's schedule is addition of one-hour news show at 6 p.m.

32/ HIGHER OFFER

Following surprise bid by News Corp., Qintex raises its bid for MGM/UA by 21%.

33/ SYNDICATION SCORECARD

Approximately 17 new syndicated shows are launched, with *Gladiators* and *Mario Bros.* among programs faring well in number of markets.

36/ UNDER STUDY

NBC says it will research "feasibility" of shifting to 7-10 p.m. PT prime time for September 1990, with final decision expected by next January.

36/ JUST SAY NO

Academy of Television Arts & Sciences, producers, networks and independents will jointly produce and distribute half-hour anti-drug animated TV special aimed at children.

44/ THEN THERE WERE TWO

LIN Broadcasting proposes to split in two, merging its

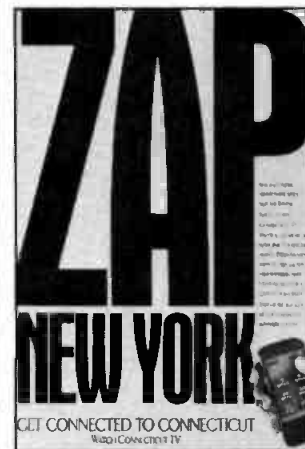
cellular operations with those of BellSouth and leaving TV stations to trade as separate company.

52/ AMATEUR INPUT

ABC's *Koppel Report* examines explosion of camcorders and issues surrounding use of amateur footage in newscasts.

48/ PROVINCIALISM

Broadcasters in Connecticut launch advertising campaign to persuade local audiences to



tune into Connecticut-based stations, rather than those in New York.

56/ 'VERY GOOD' PROSPECTS

Representative Rick Boucher tells telephone company executives that support for his cable-telco legislation is mounting.

59/ NABOB REPORT

New FCC gets tentative good marks from black broadcasters; group is less



L-r: James Winston, NABOB executive director; FCC Commissioner Andrew Barrett, Charles Sherrell, NABOB president

optimistic about fate of minority ownership policies in courts.

62/ WIRELESS CABLE CHALLENGE

At convention of Wireless Cable Association, participants discuss competing with conventional cable operators for subscribers.

87/ MARATHON MAN

Robert Siegenthaler was writer and producer of TV news for almost 25 years before eventually switching to operations and engineering. It is, he says, like difference between sprint and marathon.

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NEW ORLEANS

Big Freeze

Chilling effect of FCC's indecency action was evident at last week's National Association of Broadcasters radio convention. Panel slated to address topic was to feature so-called shock jocks (program listed at least one, Carolyn Fox of WHYY(FM)). But at convention time, shock jocks were "noticeably absent." According to source, NAB ran into trouble finding anyone to appear at session. Station management was said to be reluctant to let personalities participate and draw more fire from their critics.

Multiple move?

Don't be surprised if initiative to modify FCC's multiple ownership rules for radio is undertaken by Radio Operators Caucus. Apparently, ROC members who met in New Orleans at last week's National Association of Broadcasters radio convention expressed interest in seeing 12 AM-12 PM-12 TV ownership cap expanded. According to source, expansion would be modest, possibly to 15.

Comeback

There was at least one bearish note struck among

generally bullish radio industry representatives in New Orleans last week, from major broker who said he expected station prices to moderate in next six months. Rationale was that number of investor types who bought into medium in recent years may cash out, to be superseded by more conventional broadcasters who have been waiting for break in prices.

WASHINGTON

Must-carry meeting

Leadership of Television Operators Caucus will be checking into Washington soon for new round of meetings about must carry. It's understood they'll meet separately with National Association of Broadcasters President Eddie Fritts, National Cable Television Association President Jim Mooney and Association of Independent Television Stations President Preston Padden. Negotiations have been stymied since INTV vetoed last NAB-NCTA agreement on legislative proposal. There's still optimism that deal can be "tweaked" sufficiently to satisfy all parties. One key could be agreement on channel shifting, perhaps to freeze broadcast stations at channel locations they now

occupy. Earlier proposal had been to turn channel positions back to those occupied when must carry was ruled unconstitutional.

Not to worry?

Advocates of five-member FCC were expressing some concern about news that Robert Estrada was leaving White House last week. As associate director of presidential personnel, Estrada has been point man in White House's search for nominees for FCC and other regulatory agencies. Concern was that Estrada would leave without recommending to higher-ups nominee for fifth non-Republican FCC seat being vacated by Patricia Diaz Dennis on Sept. 30, setting back selection process by weeks, if not months. However, through White House spokesman, Estrada said not to worry. In his absence, he said, selection process will continue "without a hiccup."

Known candidates for FCC job include William Squadron, communications attorney; Dan Brenner, director of communications law program at UCLA; Mary Jo Manning, Washington representative for Television Operators Caucus, and Brian Fontes, aide to FCC Commissioner James Quello.

Day late

FCC abuse-of-process rules adopted March 30, which appear to have decreased number of competing applications (BROADCASTING, Sept. 11), came too late for most television stations. By time they were adopted, deadlines for filing competing applications and petitions to deny for all but two processing groups had passed.

According to video services division of FCC's Mass Media Bureau, 34-month renewal cycle for television, which ended last month, generated 22 competing applications against 16 television stations and 30 petitions to deny against 74 stations.

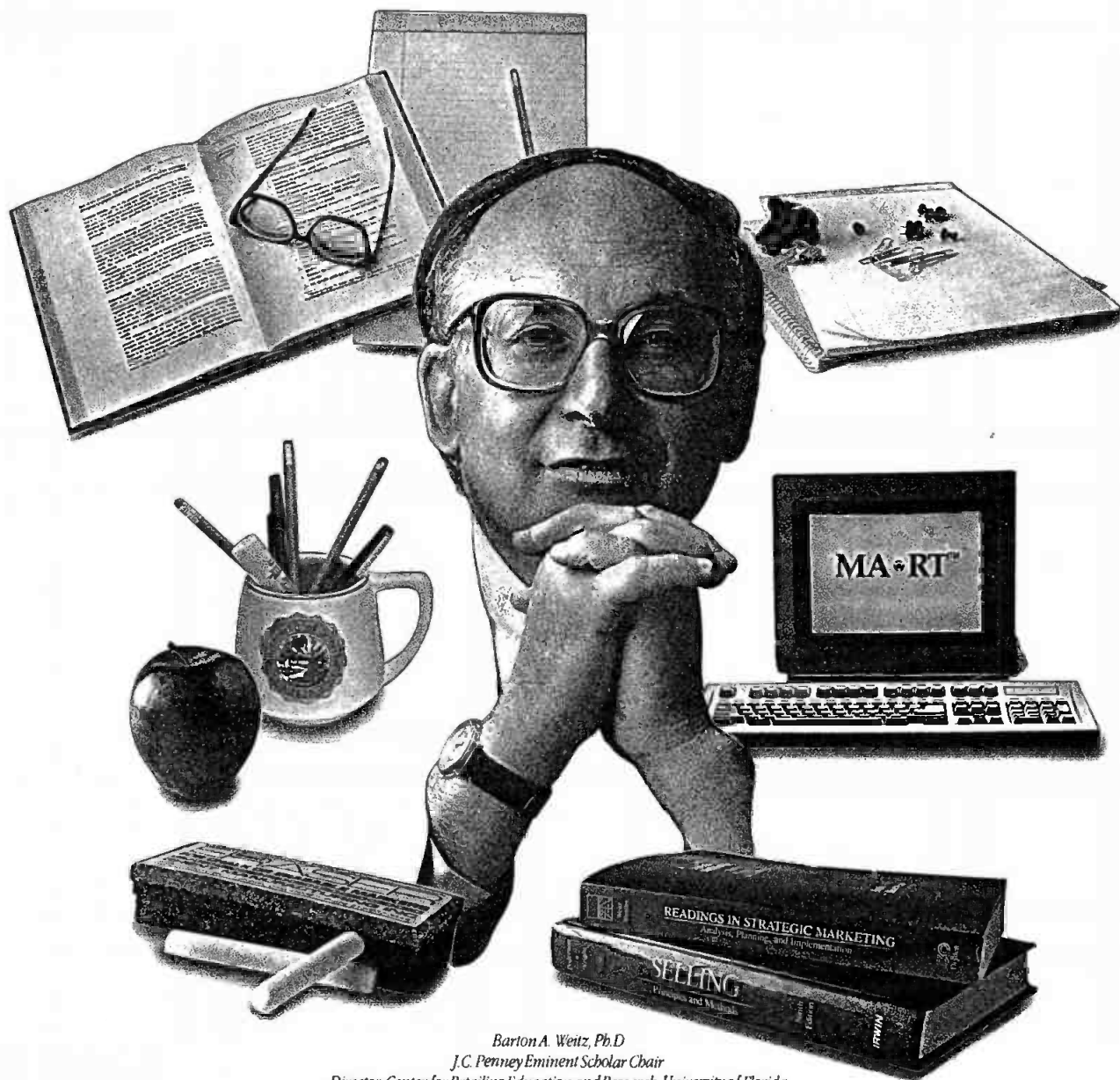
Jim Brown, assistant chief of the video services division, was unable to assess volume of competing applications in historical terms, but said number of petitions was modest compared to "heyday" of citizens groups' interest in broadcasting in mid-1970's.

Television renewal cycle, which began with expiration of licenses for District of Columbia, Maryland, Virginia and West Virginia on Oct. 1, 1986, ended Aug. 1, 1989, with expiration of licenses for Delaware and Pennsylvania. That means the latest batch of petitions and competing



At the plate. After dining with Senator Arlen Specter (R-Pa.) the night before, Association of Independent Television Stations Chairman John Serrao (left), James Boaz, vice president and general manager, WTXF-TV Philadelphia (second from right), Ted Kopler, chairman of St. Louis-based Kopler Communications (far right), and more than 20 other Major League Baseball rights holders met for lunch Sept. 14 with Senator Al Gore (D-Tenn.) (second from left) to discuss what the broadcasters believe is "the siphoning of sports" from over-the-air to cable TV (see "Top of the Week").

To the argument that it is "too soon to consider changes in the 1984 Cable Act," said Gore, "I say it is getting too late as it is."



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applications was due July 1.

Helping hand

Surprise participant in press conference announcing Academy of Television Arts & Sciences anti-substance abuse program targeted to children (see story, page 36) was Telemundo representative Carlos Barba. Senior VP of Hispanic network, who found out about satellite teleconference announcing cooperative effort only 10 minutes before it began, volunteered to distribute show via satellite to all of Latin America. Thus, beyond planned North American distribution, program could be seen in such countries as Colombia, Ecuador and Argentina. Barba later promised to give show multiple runs in U.S. on Telemundo.

NEW YORK

Quantum leaps

Bob Pittman, president of Quantum Media, has been busy. It turns out that Quantum Media is part of group, including musician Quincy Jones (BROADCASTING, July 31), that is close to buying WNOI-TV New Orleans, station owned by TVX Broadcast Group. FCC transfer filing is expected momentarily. Second piece of news is that Pittman, who teamed with MCA to make Morton Downey Jr. famous, has been officially "affiliated" with Warner Communications since beginning of September. Pittman's move from partnership with MCA to association with Warner was hinted at last March but never officially acknowledged.

Music on the move

MTV is to aggressively enter international program syndication business next year, MTV Networks head Tom Freston told BROADCASTING. Company plans to launch three MTV shows on world program market, possibly handling syndication itself rather than through parent Viacom. One show, which Freston said would have few

language problems and much advertiser interest overseas is *Buzz*, Pop culture magazine incorporating material from MTV affiliates in Australia, Japan and Europe.

Sports talk

ESPN tried for complete exclusivity in its Sunday night Major League Baseball schedule, but league granted individual clubs right to sell to regional cable sports channels on that night. Both local broadcasters and regionals are excluded from carrying any MLB action on Wednesday nights (see below and "Top of the Week"), but on Sunday evenings, only regionals will be allowed to go head-to-head with ESPN's national telecasts from different park each week.

"ESPN I'm sure would have liked to gain regional cable exclusion too" on Sundays, said ESPN senior vice president, who joined programer only last week after serving as MLB executive VP before and during negotiations when, certainly, he was privy to league's motivation "to maximize local" rights options for teams. ESPN settled for half-exclusive Sunday compromise. Will ESPN push for exclusivity wherever it negotiates? "We intend to maintain our competitive

edge," but always, he said, in fans' interest.

HOLLYWOOD

Justice deferred

Loyal viewers of Thursday night's *L.A. Law* will have to wait until November 2 to see new episodes of hour-long prime time serial on NBC. Media Representative Brian Robinette says it was "to the network's benefit" to delay season premiere because NBC Sports' airing of Major League Baseball's league championship series and World Series would end up preempting *L.A. Law* and disrupt story arcs of new episodes.

NBC spokeswoman said *L.A. Law*, which is produced by 20th Century Fox Television, didn't start production until August, and has left network little backlog of available shows. Robinette says only five episodes are shot and he hopes that 10 will be in can by November.

On the burners

GTG plans to bring new access show to NATPE for fall 1990 launch called *Celebrity Update*, to be produced by Bill Hillier. Show is described by company source as "high class

gossip show," about celebrities in all walks of life. Hillier will shoot pilot for proposed strip in two weeks. GTG has also confirmed plan to bring new early fringe show to NATPE called *Love Thy Neighbor*, in which quarreling next door neighbors bring their arguments to program, with studio audience asked to judge in favor of one or other. GTG is also developing new talk show for 1990 season.

ABC now Saturday's child

Gone largely unnoticed in past year has been rise in ABC's Saturday morning fortunes. Year ago, season-to-date ratings had NBC in first place in household numbers with 4.4 rating, and in second place with kids 2-11 with 7.5 rating. At time, ABC was in third place in both categories, with 3.6 and 6.3 rating respectively. This year, season-to-date ratings as of Aug. 21 show ABC first in both categories, with 4.3 rating in household numbers, and 7.8 rating with children 2-11.

DENVER

Swap talk

Rumor that continues to have life in Tampa, Fla., market is possible station swap between NBC and Gillett Holdings Inc. (GHI). Story goes that NBC has long been interested in Tampa, Fla., market and, in fact, two years ago tried to buy WFLA-TV from Media General, which turned down offer. Meanwhile, George Gillett, who through GHI effectively owns WTVT-TV Tampa, lives most of time in Vail, Colo.—site of GHI's resort operations—and stone's throw away from NBC's KCNC-TV Denver. Theory, denied by both Al Jerome, NBC Television Stations president, and Clarence McKee, WTVT president and chief executive officer, is that NBC would trade KCNC and sum of cash, perhaps \$50 million, to Gillett in exchange for WTVT, CBS affiliate. Deal's attractiveness would be enhanced if treated as tax-free exchange of like assets.

On the other hand...

Chicago Tribune has apparently adopted new editorial position against telephone company entry into delivery of video services, one that is more in line with that of Tribune Co., which owns newspaper.

Tribune surprised many by calling, in Sept. 6 editorial for lifting of ban against telephone companies providing cable television in their telephone service areas and allowing "Americans to get their home entertainment over the phone lines." Position runs counter to that of front office. But six days later, and following Tribune Co. executive's public disavowal of editorial ("Closed Circuit," Sept. 11) as "not the position of the Tribune Company," Tribune ran follow-up editorial clarifying its position by saying it did not mean to advocate elimination of ban. "Whoa! Not on your life. Not for a minute," it said. "Telcos should be kept out of television and other information services, it said. 'Monopolies of any kind, even the government-approved ones like the telephone franchises, always come back to bite a free-market system.'"

ONE AGREEMENT COVERS THE SUMMER'S HOTTEST FILMS

BATMAN
DO THE RIGHT THING
GHOSTBUSTERS II
INDIANA JONES AND
THE LAST CRUSADE
LETHAL WEAPON 2
LICENCE TO KILL
RAIN MAN
SEX, LIES, AND
VIDEOTAPE
STAR TREK V:
THE FINAL FRONTIER
THE ABYSS

THAT AGREEMENT IS...

BY THE NUMBERS 1

The 1989-90 prime time season goes into full swing tonight, with most of the fall shows locked into their season time slots. CBS's Monday lineup includes the comedy *The Famous Teddy Z* (starring John Cryer, pictured). Debuting at 9:30, *Teddy Z* is expected to do well, but advertising agency predictions still give the nod to ABC's *Monday Night Football* to win the 9-to-11 time period. CBS's leadoff program, *Major Dad*, was rated highly in a *USA Today* survey, but a Saatchi & Saatchi



report puts the program as a "maybe."

NBC won week 51, ended Sept. 10, with an 11.3/20.4. ABC came in second with a 9.9/17.7, while CBS recorded a 9.1/16.4. Together, the big three garnered a combined 30.3/54.5, or an average 27.9 million households.

NBC won the prime time week among women 18-49. ABC won the week for men in the same category. CBS finished third in both categories.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 51, Sep 4-Sep 10

Rank/rating	Network	Show
1 ▲ 18.4/31	N	<i>Cheers</i>
2 ▲ 17.7/32	N	<i>Cosby Show</i>
3 ▼ 17.1/27	A	<i>Roseanne</i>
4 ▲ 16.9/30	N	<i>Golden Girls</i>
5 16.6/28	N	<i>Dear John</i>
6 ▲ 16.2/29	N	<i>Empty Nest</i>
7 ▼ 16.1/28	N	<i>Different World</i>
8 ▼ 15.6/25	A	<i>Wonder Years</i>
9 15.1/25	C	<i>CBS Sunday Movie</i>
10 ▲ 14.9/24	C	<i>60 Minutes</i>
11 ▲ 14.6/25	N	<i>Unsolved Mysteries</i>
12 14.5/23	N	<i>Night Court</i>
13 ▼ 14.2/24	A	<i>Who's the Boss?</i>
14 14.1/24	N	<i>Hogan Family</i>
15 ▲ 13.8/23	A	<i>ABC Sunday Movie</i>
16 ▲ 13.6/24	A	<i>Growing Pains</i>
17 ▲ 13.2/20	F	<i>Married...With Children</i>
18 ▼ 13.0/21	A	<i>Head of the Class</i>
18 ▲ 13.0/24	N	<i>L.A. Law</i>
20 ▼ 12.9/24	A	<i>20/20</i>
20 ■ 12.9/21	C	<i>Rescue: 911</i>
20 ▲ 12.9/22	N	<i>NBC Monday Movie</i>
23 ▲ 12.5/25	A	<i>Full House</i>
24 ▼ 12.0/20	C	<i>Designing Women</i>
24 ▼ 12.0/22	N	<i>ALF</i>
26 ▲ 11.9/23	N	<i>Hunter</i>
27 ▼ 11.8/19	C	<i>Murphy Brown</i>
27 11.8/23	N	<i>Amen</i>

Rank/rating	Network	Show
29 ▲ 11.3/21	A	<i>Prime Time Live</i>
29 ▼ 11.3/19	N	<i>FM</i>
31 ▼ 11.2/19	N	<i>Matlock</i>
32 ▼ 10.8/19	C	<i>Newhart</i>
32 ▲ 10.8/17	F	<i>Totally Hidden Video</i>
34 10.6/17	N	<i>In the Heat of the Night</i>
35 ▼ 10.5/19	A	<i>Perfect Strangers</i>
36 10.4/18	C	<i>Candid Camera</i>
37 10.3/20	C	<i>U.S. Open Tennis, Sunday</i>
38 10.2/18	A	<i>thirtysomething</i>
38 ▼ 10.2/17	C	<i>Jake and the Fatman</i>
40 ▼ 10.1/18	A	<i>Just the Ten of Us</i>
41 ▲ 10.0/18	C	<i>Kate and Allie</i>
41 ▲ 10.0/17	F	<i>America's Most Wanted</i>
43 9.7/18	N	<i>NBC Friday Movie</i>
44 9.6/19	A	<i>ABC Saturday Morn. Preview</i>
45 ▲ 9.4/18	A	<i>China Beach</i>
46 ▲ 9.2/17	N	<i>Magical World of Disney</i>
47 ▲ 9.1/16	C	<i>48 Hours</i>
47 ▲ 9.1/18	N	<i>227</i>
49 ▲ 8.9/15	A	<i>MacGyver</i>
50 8.8/15	C	<i>Starting Now</i>
50 ▲ 8.8/14	F	<i>Open House</i>
52 ▲ 8.7/16	C	<i>Wiseguy</i>
53 8.5/16	C	<i>Julie Brown: The Show</i>
54 8.4/14	N	<i>NBC Sunday Movie</i>
54 8.4/16	N	<i>News Special: R.A.C.E., part I</i>
56 8.2/14	A	<i>Trackdown</i>

Rank/rating	Network	Show
57 8.0/15	A	<i>ABC News Special</i>
57 ▼ 8.0/13	A	<i>Hooperman</i>
57 ▲ 8.0/15	C	<i>CBS Friday Movie</i>
60 ▼ 7.9/14	A	<i>Mission: Impossible</i>
61 ▼ 7.6/12	A	<i>Couch</i>
62 ▲ 7.5/14	A	<i>ABC Mystery Movie</i>
62 7.5/12	C	<i>Pres. Bush's Speech, Analysis</i>
62 7.5/14	N	<i>News Special: R.A.C.E., part 2</i>
65 7.2/13	C	<i>Best of Knots Landing</i>
66 7.1/13	N	<i>Baby Boom, special</i>
67 ▼ 7.0/12	C	<i>Equalizer</i>
67 7.0/14	C	<i>How Bugs Bunny Won the West</i>
69 6.8/12	A	<i>ABC College Football, special</i>
70 6.7/13	A	<i>Mr. Belvedere, special</i>
71 6.5/10	N	<i>From the Heart</i>
72 ■ 6.3/11	F	<i>Tracey Ullman Show</i>
73 6.0/12	A	<i>Camp California</i>
73 6.0/12	C	<i>West 57th</i>
75 5.9/12	C	<i>Here Comes Garfield</i>
76 ▼ 5.8/12	F	<i>Cops</i>
77 5.4/10	N	<i>Saved By the Bell, 3d preview</i>
78 ▲ 5.3/10	F	<i>21 Jump Street</i>
79 5.2/9	C	<i>Tour of Duty</i>
80 4.9/8	C	<i>West 57th, special</i>
81 ■ 4.1/8	F	<i>Garry Shandling's Show</i>
82 4.0/8	C	<i>Woodstock Special</i>
83 3.0/8	N	<i>Who Shrunk Sat. Morning</i>
84 ▼ 3.8/7	F	<i>Reporters</i>
85 ▼ 2.8/5	F	<i>Beyond Tomorrow</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Rating the President's prime time address around the U.S.

Market	network	rtg/shr	rank *	Market	network	rtg/shr	rank *
Atlanta	ABC	17.5/26	12	Detroit	ABC	18.3/25	13
Chicago	ABC	15.1/22	17	Miami	ABC	17.0/24	6
Cleveland	ABC	19.7/28	11	Miami	NBC	13.2/19	19
Dallas	ABC	17.2/27	8	New York	ABC	17.9/27	8
Detroit	NBC	19.8/27	7	Philadelphia	ABC	20.8/30	3

* Among all prime time shows in each market.

Source: Arbitron metered market reports, Sept. 4-10

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LICENCE TO KILL

Michael Kamen

RAIN MAN

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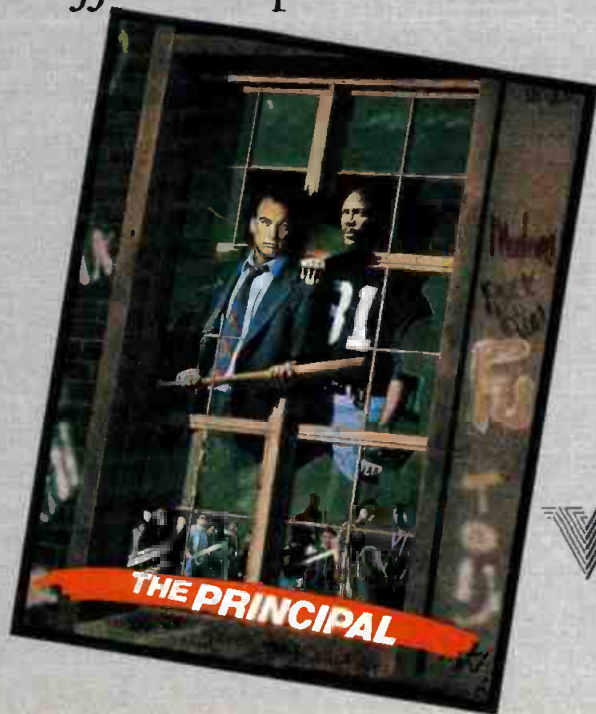
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Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
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. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 12

For the evening news race, ABC's *World News Tonight* won the week with an 8.7/ 19. CBS came in second with an 8.6/18, and NBC followed with an 8.2/ 18.

NBC won four of the seven nights: Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday, leaving CBS with a single Sunday night victory.

This week's "Freeze Frames" (see page 12) features local market ratings and rankings for the 30 minutes of President Bush's national address Tuesday, Sept. 5, according to Arbitron's metered market survey for Week 51. In all cases, the ratings numbers are only for the duration of the President's speech and do not include any post-address ratings.

MarketScope

Fifth Estate stocks had another off week as the Standard & Poor's 400 dropped 6.54 points, or 1.63% during the Wednesday-to-Wednesday period ended Sept. 13. The Broadcasting group finished the week with eight advances, five declines and three unchanged, the best showing of the Stock Index's six groups. The 20 Cable stocks finished the week with 10 advances and 10 declines. Broadcasting with Other Major Interest stocks were the hardest hit, with 17 declines, seven advances and five unchanged. Programming stocks had 14 finishing down for the week, 10 up and five unchanged. Equipment and Manufacturing stocks closed with a 9-to-10 ratio of advances and declines. Five of this group's stocks were unchanged for the week. The Service group closed out the week with four up, six down and four unchanged.

In price increases, Stauffer Communications gained the most, 4, to close at 142. Motorola's gain of 2½, or 4.5%, was next, with the stock ending up for the week at 57½.

On the downside, Rogers Communications 'A' stock lost 9 points, closing at 128. Disney followed suit, dropping 6½, or 5.7%, to close at 114¼.



STOCK INDEX 1

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
Closing		Closing		Market		Capitali-		Closing		Closing		Market		Capitali-		Closing		Closing	
Wed	Wed	Net	Percent	PE	zation	Wed	Wed	Net	Percent	PE	zation	Wed	Wed	Net	Percent	PE	zation	Wed	Wed
Sep 13	Sep 6	Change	Change	Ratio(100,000)		Sep 13	Sep 6	Change	Change	Ratio(100,000)		Sep 13	Sep 6	Change	Change	Ratio(100,000)		Sep 13	Sep 6
BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
N (CCB) Capital Cities/ABC	505	507	- 2	-00.39	21	9,009						N (BLC) A.H. Belo	39	37 1/2	- 1 1/2	-04.00	52	773	
N (CBS) CBS	207 3/4	212 1/2	- 4 3/4	-02.23	16	4,908						N (AFL) American Family	18 1/8	18 3/8	- 1/4	-01.36	16	1,469	
A (CCU) Clear Channel	11 5/8	11 1/2	- 1/8	-01.08	43	45						O (ACCMA) Assoc. Commun.	36 1/4	37 3/4	- 1 1/2	-03.97		518	
A (HTG) Heritage Media	4 1/4	4 3/8	- 1/8	-02.65	3	153						D (BMAC) BMA Corp.	35	36	- 1	-02.77	15	338	
O (JCOR) Jacor Commun.	7	6 7/8	- 1/8	-01.81	-6	69						N (CCN) Chris-Craft	36 7/8	36 7/8		00.00	54	876	
O (LINB) LIN	108 3/4	106 1/2	- 2 1/4	-02.11	61	5,569						O (DUCO) Durham Corp.	32	32		00.00	18	270	
O (OBCCO) Olympia Broadcast	2 1/2	2 1/4	- 1/4	-01.11		6						N (GCI) Gannett Co.	44 1/2	46 3/8	- 1 7/8	-04.04	18	7,168	
O (OSBN) Osborn Commun.	13 3/4	14 1/4	- 1/2	-03.50		72						O (GACC) Great Amer. Comm.	11 5/8	11	- 5/8	-05.68	-3	365	
O (OCOMA) Outlet Commun.	28 3/4	28	- 3/4	-02.67	42	188						N (JP) Jefferson-Pilot	39 5/8	38 3/4	- 1/8	-02.25	13	1,521	
A (PRI) Price Commun.	6 5/8	6 3/4	- 1/8	-01.85	-6	60						N (KRI) Knight-Ridder	54 3/4	56 1/8	- 1 3/8	-02.44	13	2,794	
O (SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-3	14						N (LEE) Lee Enterprises	31 7/8	31 7/8		00.00	18	782	
O (SCRIP) Scripps Howard	79	77	- 2	-02.59	41	815						N (LC) Liberty	36 3/4	36 3/8	- 1/8	-01.03	20	308	
O (SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3						N (MHP) McGraw-Hill	75	77 1/4	- 2 1/4	-02.91	19	3,639	
O (TLMD) Telemundo	5 1/2	5 1/4	- 1/4	-04.76		92						A (MEGA) Media General	38 5/8	39	- 3/8	-00.96	965	994	
O (TVXGC) TVX Broadcast	3 1/8	2 7/8	- 1/4	-08.69		22						N (MDP) Meredith Corp.	35 7/8	35 3/4	- 1/8	-00.34	20	669	
O (UTVI) United Television	36	36		00.00	51	-393						O (MMEDC) Multimedia	102	105	- 3	-02.85	38	1,148	

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COMING FALL OF 1990.

ITC
Domestic Television

STOCK INDEX 2

	Market										Market									
	Closing		Closing		Net	Percent	P/E	Capitali- zation	Closing		Closing		Net	Percent	P/E	Capitali- zation				
	Wed	Wed	Wed	Wed																
	Sep 13	Sep 6	Sep 13	Sep 6																
			Change	Change	Ratio(000,000)							Change	Change	Ratio(000,000)						
A (NYTA) New York Times	31	1/8	31	5/8	-	7/2	-01.58	16	2,444	N (IPG) Interpublic Group	34	1/2	33	3/8	-	1/8	03.37	17	1,191	
N (NWS) News Corp. Ltd.	25		25	1/2	-	1/2	-01.96	9	6,665	O (OMCM) Omnicom Group	23	7/8	23	3/8		1/2	02.13	14	589	
O (PARC) Park Commun.	36	1/2	36	1/2			00.00	26	503	N (SAA) Saatchi & Saatchi	15	1/4	14	7/8		3/8	02.52	11	2,367	
O (PLTZ) Pulitzer Publishing	30	1/2	30	1/2			00.00	15	319	O (TLMT) Telemation	2		2				00.00	33	9	
N (REL) Reliance Group Hold.	7	1/2	8		-	1/2	-06.25	15	559	A (UNV) Unitel Video	14		14				00.00	22	29	
O (RTSY) Reuters Ltd.	45	5/8	45	1/2		1/8	00.27	23	20,725											
O (STAUF) Stauffer Commun.	142		138		-	4	02.89	47	142											
N (TMC) Times Mirror	39	1/4	41	1/8	-	1/8	-04.55	15	5,026	CABLE										
O (TMCJ) TM Communications	5	1/6	11/32		-	1/32	-09.09	-1	1	A (ATN) Acton Corp.	18	7/8	18	5/8		1/4	01.34	6	31	
O (TRIB) Tribune	57	5/8	58		-	3/8	-00.64	19	4,208	O (ATCMA) Amer. TV & Comm.	50		49	1/4		3/4	01.52	72	5,450	
N (TBSA) Turner Bcstg. 'A'	55		55	3/4	-	3/4	-01.34	-19	2,529	O (CTEX) C-Tec Corp.	23	1/4	22	3/4		1/2	02.19	25	396	
A (TBSB) Turner Bcstg. 'B'	51	1/8	51	7/8	-	3/4	-01.44	-17	1,237	A (CVC) Cablevision Sys. 'A'	46	1/4	46			1/4	00.54	5	1,018	
A (WPOB) Washington Post	287	1/2	283	3/8	-	7/8	-00.30	20	3,680	N (CNT) Centel Corp.	62	3/4	60	1/2	-	2 1/4	03.71	51	3,535	
PROGRAMING										A (CTY) Century Commun.	21	5/8	22	1/2	-	7/8	-03.88	-63	939	
										O (CMCSA) Comcast	27	1/4	28	1/2	-	1 1/4	-04.38	-21	1,827	
										A (FAL) Falcon Cable Systems	20	1/8	20	3/8	-	1/4	-01.22	-71	128	
										O (JGIN) Jones Interpabe	19	1/4	18	1/4	-	1	05.47	-15	236	
O (ALLT) All American TV	3	1/8	3	1/8			00.00	3		T (MHPQ) Maclean Hunter 'X'	13	1/4	12	7/8		3/8	02.91	36	976	
A (CLR) Color Systems	2		2	1/4	-	1/4	-11.11	-2	10	T (RCI.A) Rogers Commun. 'A'	128		137		-	9	06.56	-216	1,797	
N (KPE) Columbia Pictures Ent.	21		20	1/8		7/8	04.34	1050	2,325	T (RCI.B) Rogers Commun. 'B'	110	1/2	115		-	4 1/2	-03.91	-187	1,490	
O (CAVN) CYN Cos.	20	1/4	20	1/8		1/8	00.62	34	352	O (TCAT) TCA Cable TV	18	1/4	18	1/2	-	1/4	-01.35	-33	441	
O (DCPI) Dick Clark Prod.	5	7/8	5	1/2		3/8	08.81	587	48	O (TCOMA) Tele-Commun.	38	1/8	39		-	7/8	-02.24	635	6,726	
N (DIS) Disney	114	3/4	121	5/8	-	6 7/8	-05.65	25	15,423	N (TL) Time Inc.	132		138	1/4	-	5 1/4	-04.52	26	7,520	
O (FNNI) Financial News	7		7	1/4	-	1/4	-03.44		85	O (UAECA) United Art. Ent. A	23	1/8	23	1/4	-	1/8	-00.53	-34	3,055	
A (FE) Fries Entertain.	2		2				00.00	-3	9	O (UAECB) United Art. Ent. B	23	1/4	23			1/4	01.08	-34	1,536	
O (GPEC) Guber-Peters Enter.	11	1/8	11	1/2	-	3/8	-03.26	-4	120	N (VIA) Viacom	57	7/8	58	3/8	-	1/2	-00.85	43	3,088	
A (HHH) Heritage Entertain.	2	3/8	2	1/2	-	1/8	-05.00	-7	12	N (WU) Western Union	1	1/8	1			1/8	12.50		49	
A (HSN) Home Shopping Net.	3	1/2	3	1/4		1/4	07.69	43	313	O (WSMCA) WestMarc	30	1/2	30	1/4		1/4	00.82	-27	472	
N (KWP) King World	33	5/8	31	7/2	-	2 1/8	06.74	11	844											
O (KREN) Kings Road Entertain.	11/16		17/32				29.41		3	EQUIPMENT & MANUFACTURING										
N (MCA) MCA	61	1/4	62	1/2	-	1/4	-02.00	22	4,473	N (MMM) 3M	74	1/2	76		-	1 1/2	-01.97	13	16,449	
N (MGM) MGM UA Commun.	21	1/4	19	5/8	-	1/8	08.28	-10	1,072	N (ARV) Arvin Industries	19	3/4	20	1/4	-	1/2	02.46	29	308	
A (NHI) Nelson Holdings	1		15/16			1/16	06.66		34	O (CCBL) C-Cor Electronics	13	3/4	13	3/4			00.00	13	56	
O (NNET) Nostalgia Network	1	3/4	1	7/8	-	1/8	-06.66	-2	9	N (CHY) Chyron	3	5/8	3	7/8	-	1/4	00.45	-25	61	
N (OPC) Orion Pictures	21		21	1/4	-	1/4	-01.17	25	306	A (COH) Cohu	11	1/4	11			1/4	02.27	7	21	
N (PCPI) Paramount Commun.	55		57	3/8	-	2 3/8	-04.13	16	6,390	N (EK) Eastman Kodak	48	3/4	48	3/8		3/8	00.77	11	15,811	
N (PCC) Pathe Communications	3	1/2	3	1/2			00.00	-1	64	N (GRL) Gen. Instrument	31	3/4	31	3/8		3/8	01.19	11	58	
N (PLA) Playboy Ent.	18	1/8	16	5/8	-	1 1/2	09.02	-78	170	N (GE) General Electric	55	1/2	57	1/4	-	1 3/4	-03.05	13	50,077	
O (QNTX) Qintex Entertainment	6		8		-	2	-25.00		128	N (HRS) Harris Corp.	35	3/8	34	7/8		1/2	01.43	18	1,393	
O (QVCN) QVC Network	18		18	1/4	-	1/4	-01.36	29	181	N (MAI) M.A. Com. Inc.	7		7				00.00	14	167	
O (RVCC) Reeves Commun.	6	3/8	5	1/2	-	1/8	-01.92	637	80	N (IV) Mark IV Indus.	18		17	3/4		1/4	01.40	9	194	
O (RPICA) Republic Pic. 'A'	11	1/4	11	1/4			00.00	160	97	O (MCDY) Microdyne	4		4				00.00	-30	16	
O (SP) Spelling Entertainment	8	1/4	8	1/4			00.00	17	273	O (MCOM) Midwest Commun.	6	5/8	7	1/2	-	7/8	-11.66	22	15	
O (JUKE) Video Jukebox	57	1/8	5	3/4	-	5 1/6	-05.43	-25	50	N (MOT) Motorola	57	7/8	55	3/8	-	2 1/2	04.51	15	7,506	
N (WCI) Warner	63	7/8	64	5/8	-	3/4	-01.16	21	10,630	N (OAK) Oak Industries	1	1/4	1	1/4			00.00	10	183	
O (WONE) Westwood One	12		11	1/2		1/2	04.34	-16	174	A (PPI) Pico Products	1	1/4	1	1/8		1/8	11.11	-1	4	
SERVICE										N (SFA) Sci-Atlanta	20		20	1/2	-	1/2	-02.43	14	461	
O (AMEA) A.M.E. Inc.	12	3/8	12			3/8	03.12	61	61	N (SNE) Sony Corp.	56	3/8	60	1/4	-	3 7/8	-06.43	30	15,931	
O (AGRPI) Andrews Group	5	3/4	6		-	1/4	-04.16	4	52	N (TEK) Tektronix	20	3/8	20	7/8		1/2	-02.39	30	587	
O (BSIM) Burns & Sims	20		20	1/4	-	1/4	-01.00	22	319	O (TVTK) Television Tech.		9/16	9/16				00.00	56	3	
N (CQ) Comsat	36	7/8	36	7/8			00.00	10	614	N (VAR) Varian Assoc.	27	1/4	27	1/2	-	1/4	-00.90	10	564	
N (CDA) Control Data Corp.	18		18	3/4	-	3/4	-04.00	-1	752	O (WGNR) Wegener	3	7/8	3	3/4		1/8	03.33	10	28	
N (DNB) Dun & Bradstreet	57		58	7/8	-	1 7/8	-03.18	19	10,669	N (WX) Westinghouse	66	1/4	67	3/4	-	1 1/2	-02.21	11	9,574	
N (FCB) Foote Cone & B.	30	3/8	30	5/8	-	1/4	-00.81	19	259	N (ZE) Zenith	15	3/8	15			3/8	02.50	1537	411	
O (GREY) Grey Advertising	158		158				00.00	13	189											
O (IDBX) IDB Communications	8	1/8	8	1/4	-	1/8	-01.51	162	40	Standard & Poor's 400	395.38		401.92			6.54			01.00	

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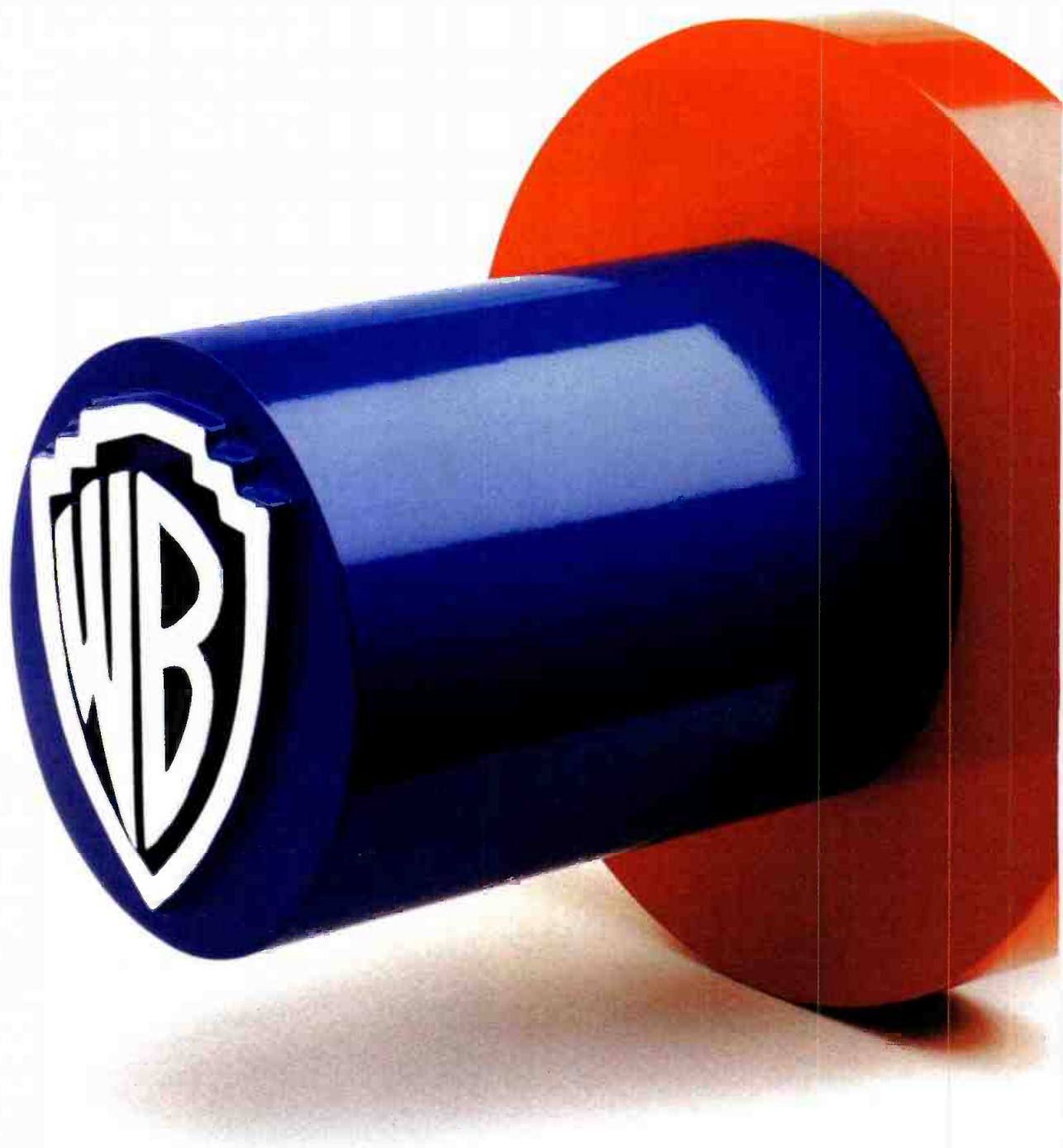
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Simply put, to be a success in syndication, a prime time hit must appeal to the same type of people who watch sitcoms five days a week. That's the case with "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers."

The programs in Warner Bros.' comedy line-up for '90-'91 all have ideal audience comps for stripping success. In fact, just like a round peg in a round hole, their audiences are perfect fits with syndication's longest-running hits. So our network winners today will work for you in syndication season after season.

Interested in lining-up perfect comedy demos? Give us a call and we'll show you how our sitcoms will fit your audience to a "T."

Funny Shows. Serious Business.



ALF



Head of the Class



The Hogan Family



Perfect Strangers



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Datebook

■ indicates new listing or changed item.

This week

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. 17-24—"Mike Wallace: A Television Retrospective," exhibition of programing sponsored by *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Sept. 18—PBS fall program preview, sponsored by *New York Television Academy*. New York. Information: (212) 768-7050.

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 Is-

sues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David J. Moore, president, Lifetime Medical Television. Copacabana, New York.

Sept. 20—*USA Network* local ad sales seminar. Hotel Atop the Bellevue, Philadelphia. Information: (212) 408-9161.

Sept. 20—*Society of Broadcast Engineers, chapter 15*, lecture, "12 Years of Fire and Brimstone in the World of Radio." Speaker: Judith Gross. New York Times building, New York. Information: Dave Bialik, (212) 752-3322.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan, Ohio and Wisconsin 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.

Sept. 21—*USA Network* local ad sales seminar. Omni Inner Harbour, Baltimore. Information: (212) 408-9161.

Sept. 21-22—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 22—*Society of Broadcast Engineers, chapter 22, central New York*, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

Sept. 22—"European Information Technology: What Policy Measures for 1992 and Beyond?" seminar organized by *Forum Europe and European Institute of Technology*. Societe Generale de

Belgique, Brussels. Information: (32-2) 771-98-90.

Sept. 22—*Cabletelevision Advertising Bureau* local advertising workshop. Sheraton-San Francisco Airport, Burlingame, Calif. Information: (212) 751-7770.

Sept. 22—Deadline for personal entries in New York Emmy Awards, sponsored by *NATPE International's Educational Foundation*. Grand Hyatt, Washington. Information: (212) 768-7050.

Sept. 22—"Broadcasting & Cable: Together into the 1990's," seminar sponsored by *NATPE International's Educational Foundation*. Grand Hyatt, Washington. Information: (213) 282-8801.

Sept. 22-24—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Me.

Sept. 22-24—*Foundation for American Communications* economics conference for journalists, "American Economic Power in the Bush Era." Scanticon Conference Center, Princeton, N.J. Information: (213) 851-7372.

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

■ **Sept. 23-24**—*American Women in Radio and Television* Southeast area conference. Tampa, Fla. Information: Debra Porte, (813) 287-1047.

Also in September

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

Sept. 24-26—"Building the Winning Team," work-

Major Meetings

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 Interna-*

tional 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, 1990—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

■ **Sept. 12-15, 1990**—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 16-18, 1990—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

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

shop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*, Seattle. Information: (202) 822-2000.

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

Sept. 25-29—National Association of Broadcasters training course for satellite uplink operators. Tysons Corner Marriott, McLean, Va. Information: (202) 429-5350.

Sept. 26—National Academy of Television Arts and Sciences engineering Emmy Awards. Sheraton Center, New York. Information: (212) 586-8424.

Sept. 26—"The Ad Agency Point of View on the New Season," sponsored by *New York Television Academy*. New York. Information: (212) 768-7050.

Sept. 26—Cabletelevision Advertising Bureau local advertising workshop. O'Hare Hilton, Chicago. Information: (212) 751-7770.

Sept. 26—"Journalism Ethics: Honoraria and Other Issues," conference for journalists sponsored by *Washington Journalism Center*. Washington. Information: (202) 337-3603.

Sept. 26—National Academy of Cable Programming fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

Sept. 26-30—10th anniversary conference of Midwest Radio Theater Workshop. Columbia, Mo. Information: (314) 874-1139.

Sept. 27—Walter Kaitz Foundation annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

Sept. 27—International Radio and Television Society newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: (212) 867-6650.

Sept. 27—Women in Cable, New York chapter, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

Sept. 27—Society of Broadcast Engineers, chapter 15, and *Video Expo New York*, discussion: "The Future of Television as a Medium." Speakers: Wendell Bailey, National Cable Television Associ-

Datebook continues on page 67.

Errata

In Sept. 11 journalism special report, picture of WUSA-TV General Manager **Hank Yaggi** was incorrectly labeled Frank Yaggi.

□

Story on syndicated programing reportedly in development (BROADCASTING, Sept. 4) incorrectly reported that Multimedia Productions is developing **What's Your Beef?** talk show. Officials say show was shopped at last year's NATPE convention and **is not being considered for market this year**. In addition, MGM/UA Television executives say **no show titled Free Ride is in development as game show**. Warner Bros. Domestic Television officials said **Stu Billett Productions has not been named to produce Trump Card**.

Open Mike

In memoriam

EDITOR: I think your readers will be interested in knowing that "Covering Cancer," the Knight Center's next course, will be dedicated to Betty Endicott, vice president and general manager of WTTG-TV Washington. Betty died Aug. 19 of cancer.

As a member of the Knight Center's National Advisory Board, she believed we could overcome the reluctance of many television managers to send news staffers to mid-career courses. She alerted news executives in the major markets to our no-fee courses.

Four broadcast journalists have received Knight Center fellowships, funded by the Knight Foundation, since we started in February 1988. Susan I. Deutchman, associate producer for medical news, Cable News Network, Atlanta, was awarded a fellowship for the "Covering Cancer" course, Oct. 9-20.

Those who received fellowships for previous courses are: Mara Liasson, National Public Radio; Dan Fiorucci, WTXF-TV Philadelphia, and Erin Hayes, now with CBS News, New York.—*Howard Bray, director*

tor, Knight Center for Specialized Journalism, College Park, Md.

Tribute

EDITOR: As the one who gave Bill McReynolds his first job in broadcasting, it was rewarding to read the well-deserved editorial about him in your Sept. 4 issue, as well as the extensive obituary.

It might be noted, however, that prior to his start with Meredith, Bill had three years in the trenches of small-market radio and TV. Right after his graduation from the University of Missouri School of Broadcast Journalism in 1951, Bill went to work as a newsman for KSWO Radio in Lawton, Okla. In 1953 he moved to KSWO-TV as a news anchor.

Bill was ahead of his time even in those early days, when broadcasting bent over backwards to avoid riling the listeners in the Bible Belt. His lengthy taped interview with a prostitute became the basis for a documentary on KSWO Radio about prostitution and venereal disease in a military town, which raised eyebrows both in Lawton and Fort Sill. Frank's subject matter

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was rare in those days.

Yes, broadcasting is better for having the talents and determination of Bill McReynolds.—*Allan Page, president-general manager, KGWA(AM)-KOFM(FM) Enid, Okla.*

Other point of view

EDITOR: I have been meaning to take issue with your repeated attacks on those fed up with increasingly offensive radio and TV programming—mainly Don Wildmon.

Then along comes Lee Iacocca, expressing my (our) sentiments exactly, with a lot more credibility than I could ever have: "Viewers are tired of 'trash TV'.... If TV leaders don't clean up their act and tone down sex and violence, Chrysler [will] withdraw advertising...." These comments were made to the Hollywood Radio And Television Society.

Those of us (conservatives?) who feel like Iacocca have been accused of being censors and narrow-minded. However, it seems like our accusers are guilty of the same thing. Why is it OK for them to ram their viewpoints down our throat (Teen sex is OK, abortion is OK, divorce is OK, religious people are nuts, etc.), but as soon as we make our viewpoints known—enough with violence, sex, humanism—we're out to lunch in a hurry?

In your July 31 editorial, you make the point that no past effort (in boycotting) has been successful. If that's the case, you sure are getting upset over, apparently, nothing. (I also like the reference to letting us speak our "closed" mind?)

In your July 24 editorial, you state in part: "To narrow the world's vision to the limits of their own is the goal of all censors." Tell me, when was the last time (or the first time) any of the networks portrayed Christianity of Christian leaders with any subjectivity or fairness? When was the last time we saw a piece on Billy Graham's work over the decades, or James Dobson, a noted broadcaster and author in his own right, who has had his safety and that of his family threatened because of his pro-family work?

Erase your own bigotry and narrow-mindedness, sir(s), and then tell me about mine. While you seem so insistent on being able to show sex and unlimited violence on TV because "that's life," remember, diarrhea is part of life too, but I don't need to

see it to know.—*Terry Clevenger, broadcaster/writer, Leawood, Kan.*

EDITOR: I saw your "UnCLeAr reception" "Closed Circuit" in the Aug. 14 issue.

It is my belief that the TV programs are in need of improvement. And as we all know, money talks.... And if they can't sell it they won't air it....at least not for long.

I know that a lot of folks like the sex and violence, but many don't.

We are airing the CLeAr TV spots calling for the boycott—free. We believe that our country needs something better.—*Bill Bruton, manager, WCOB(AM) Warner Robins, Ga.*

EDITOR: Reference is made to your Aug. 14 "Closed Circuit" on the effort of Dr. Billy Melvin of CLeAr-TV in soliciting free time from religious TV stations to air a 30-minute program on an advertiser boycott of indecent programming.

We endorse the boycott wholeheartedly. In support of the boycott we are cooperating with CLeAr-TV and have aired its special at no charge. As well, we intend to air several more showings of this special at no charge to CLeAr-TV.

Be assured that there is much support of the effort of CLeAr-TV in religious broadcast circles. We agree that it is high time for the networks to clean up their act. And we intend to do our best to make the boycott a success.—*Rusty Yost, vice president-general manager, WGGN-TV Sandusky, Ohio.*

EDITOR: It has been brought to our attention that in a "Closed Circuit" article in your Aug. 14 edition entitled "UnCLeAr reception," you indicated that it did not appear that CLeAr-TV was receiving the support of "religious broadcasters."

I am writing to inform you that we have given CLeAr-TV radio time at no charge to them, and plan to continue to do so. We are disappointed that you would use one broadcasting agency to represent all Christian broadcasters.

It is very apparent to me that our generation is being destroyed by the indecent exposure and violence on the TV. I intend to do whatever I can to stop the degradation of our generation.—*Rick L. Moyer, manager, KGHO(AM) Hoquiam, Wash.*

The Fifth Estate Broadcasting TELEVISION

Founder and Editor
Sol Talshoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2940
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Talshoff, publisher

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry Jessell,
assistant managing editors.
Leonard Zeldenberg, chief correspondent.
Kira Greene, senior news editor.
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associate editors.
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Anthony T. Sanders, systems manager.
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Yearbook

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Joseph A. Esser, associate editor.
Deborah Segal, assistant manager.
Paul Muller, Francesca Tedesco, Michael Greco,
editorial assistants.

Advertising

Washington
Kenneth W. Talshoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales
manager.

Doris Kelly, sales service manager.
Debra DeZarn, classified advertising manager.

New York
Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Tittelbaum, sales manager.
Yadira Crawford, advertising assistant.
Lewis Edge & Associates, (East Coast equipment and
engineering): 609-683-7900; fax: 609-497-0412.

Hollywood
John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial-advertising assistant.
Schiff & Associates (Western equipment
and engineering): 213-393-9285; fax: 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Weldron, data entry manager.
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Joseph Kolthoff, Janza L. Woods,
circulation assistants

Production

Harry Stevens, production manager.
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Administration

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Corporate Relations

Patricia A. Vance, director.
Catherine F. Friday, secretary to the publisher.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Folsie, chief correspondent.
Stephen McClellan, chief correspondent (programming).
George Mannes, Rod Granger, Lucia Cobo, staff writers.
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers.

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A personnel commentary by Bruce D. Goodman, Arter & Hadden, Washington

Hell hath no fury like a disgruntled ex-employee. This is the lesson broadcasting executives are learning the hard way under an avalanche of "wrongful termination" lawsuits. For owners and managers in an industry accustomed to the practice of firing employees based on the intangible and subjective criterion of "talent," the lesson has been particularly painful.

Notwithstanding America's insistence of "fairness," the basic rule has always been that an employee can be "terminated at will"—that is, "for a good reason, a bad reason or no reason at all." Simply but accurately stated, for most of our country's history, the courts and the legislators have determined that fairness had no place at the table. Your boss didn't like you? Zap—you were history.

Of course, unions and agents rushed into the breach long ago, earnestly clutching their collective bargaining and personal service agreements, which required that terminations were available only "for cause."

The federal and state governments were not far behind with an ever increasing list of categories of "protected employees." At last count, federal or state statutes outlawing unlawful discrimination included prohibitions against firing an employee for reasons based on race, sex, creed, color, national origin, sexual orientation, religion, age, sensory or physical handicap, political belief, marital status, personal appearance, family responsibilities, pregnancy, parenthood, present or past history of mental disorder, mental retardation, height, weight, atypical hereditary cellular or blood type, arrest or conviction record or service in the armed forces. If it seems as if every employee falls under a protected classification, you're correct, because the very few employees not included in the list may be protected under the theory of "reverse discrimination."

But recently, ex-employees have been winning enormous awards without alleging unlawful discrimination or citing union contracts or personal service agreements. A court recently ruled that an employee was entitled to *lifetime employment* because he had been orally assured that "there was no way he was going to get fired unless he screwed up badly." And the employee had even signed a document acknowledging that the company had the right to terminate him "at will."

What was going on here? Simply stated, the "employment-at-will" doctrine is being steadily eroded and the old rules no longer apply.

Particularly vulnerable is the wheeling, dealing world of broadcasting, where decisions based on "gut" are the norm and where objective criteria are rejected as inimical to a business based on talent.

Broadcasting has become big business. Owners stagger under their obligation to ser-



"Unless and until owners and managers recognize that their employees are human beings, they can reconcile themselves to an endless series of lawsuits."

vice enormous debt. Feeling poor and threatened, they seek to cut costs by "downsizing," "slashing personnel costs," "reorganizing"—firing employees. Feeling nervous and threatened, employees seek to reduce stress and insecurity by obsessively shifting jobs. Security is only as good as the general manager's slap on the back.

But creative lawyers are converting those backslaps into something that may never have been intended. Complex and convoluted legal theories inundate the courtrooms—"promissory estoppel," "fraudulent misrepresentation," "intentional infliction of mental distress"—anything that will provide legal support for the allegation of wrongful discharge.

Notwithstanding this legal creativity, however, ex-employees have enjoyed their greatest success by focusing on a simple breach—breach of contract. The promise may be written or oral, express or implied.

Many broadcasters believe that an oral promise of employment is usually an enforceable contract. Courts have been particularly willing to enforce the reassuring statements made to individuals—especially

if the employee has sacrificed another opportunity ("I know you have an offer from my competitor, but he's fired a lot of jocks and I'm telling you that you can stay here as long as you do your job.").

Station managers invariably recognize a contract where there are legalistic "whereases" and "wherefores" in the beginning and signature blocks at the end, but few realize that employee handbooks and personnel manuals may also be enforceable contracts.

Is there any hope for owners? Yes, but only if broadcasters act objectively and carefully. The following will not guarantee success, but will go a long way toward protecting a station:

- **Review employee handbooks and manuals.** Keep the manuals upbeat and positive, but position the procedures as "guidelines" and "goals," not promises; include disclaimers.

- **Layoffs.** Unless the restrictions on layoffs are more onerous (e.g., inverse order of seniority), define the termination as a layoff if economic conditions are the cause. This avoids the "termination-at-will" versus "just cause" issue.

- **Employment applications.** Include a statement that "employment is terminable at will" and require the employee to acknowledge reviewing the application and to sign the statement.

- **Offer letters.** Institute a categorical, unequivocal rule that no employee may commence employment without an offer letter, which must include not only the details of the position, but also a statement that "the position is terminable at will by either the employee or the company." In order to avoid reliance or unauthorized promises by your more "creative" managers, add "I understand that no one other than [the general manager] is authorized to enter into any agreement contrary to the offer set forth in this letter."

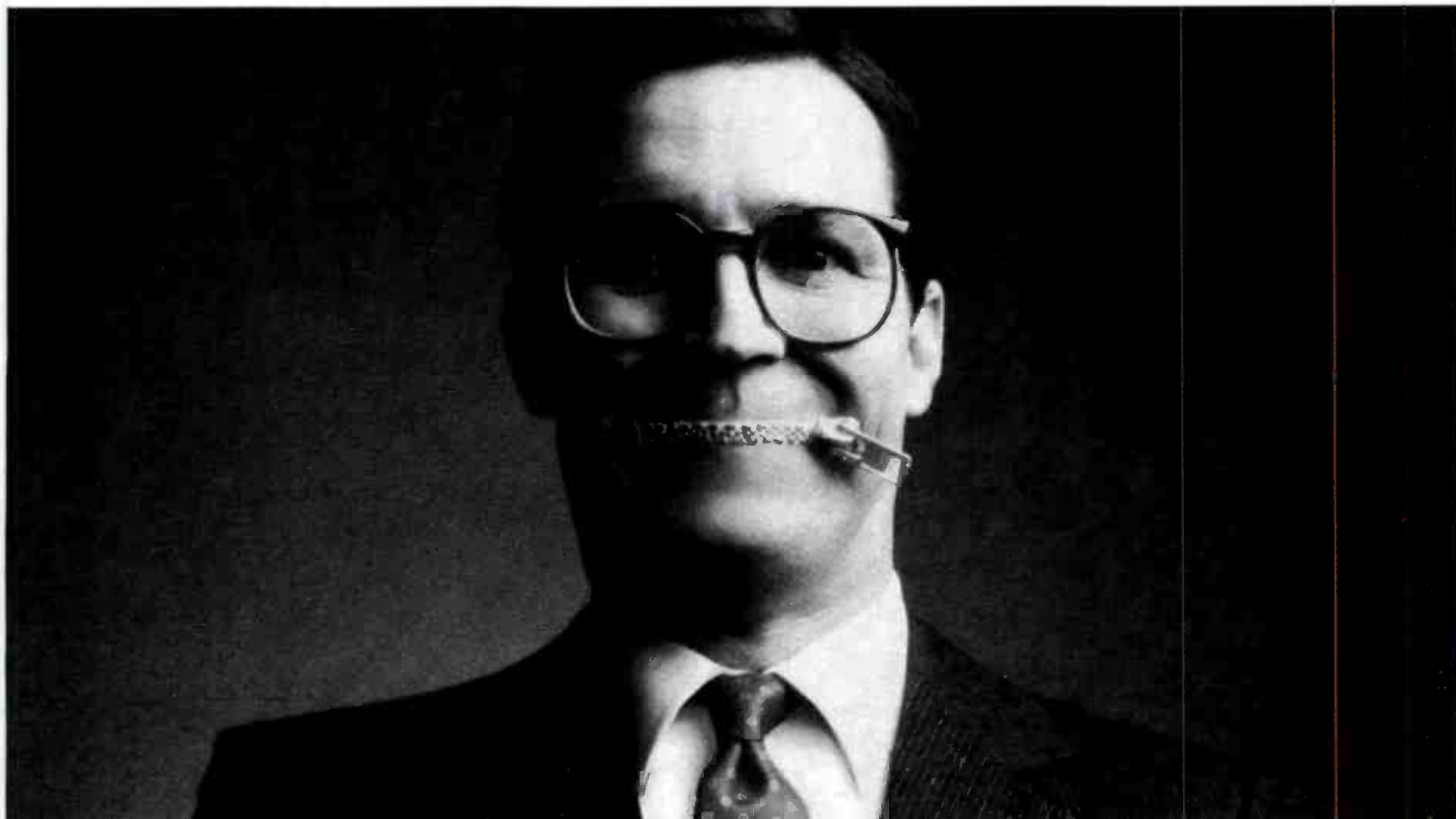
- **Employee performance evaluation.** Prohibit salary increases without a supporting written evaluation and regularly remind your managers of the necessity for a full and candid review.

- **Releases.** All terminated employees receiving additional payments or benefits should sign releases.

- **Sensitivity and Understanding.** Unless and until owners and managers recognize that their employees are human beings with mortgages they can't afford, kids who need braces, and all the normal wants, needs and insecurities, they can forget all the safeguards listed above and reconcile themselves to an endless series of lawsuits.

It has been said that there are only 250 people in broadcasting—and 249 jobs. Until that 250th person finds work, the legal safeguards listed above will be well worth the aggravation. ■

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TOP OF THE WEEK

Radio marches to an up beat in New Orleans

Among highlights of NAB's Radio '89 are speech by new FCC head Sikes in which he offers to work on returning voluntary indecency code; effort with EIA to improve AM fidelity

The Big Easy was transformed into Radioland last Wednesday (Sept. 13) when an expected 7,000-plus industry executives and exhibitors converged in New Orleans for the National Association of Broadcasters Radio '89 convention. Most appeared to be optimistic that the aural medium, faced with important issues on several fronts, including the improvement of AM technical quality and clarification of indecency standards, will continue to progress and flourish among increasing competition from other media.

The mood was enthusiastic. Most of the operators were reporting improved revenues as well as prospects. The halls were filled not only with delegates, but with bankers, eager again to do business with the medium. After a few lean years, the radio industry was rejoicing in a good harvest.

New Orleans couldn't have been a better convention choice for an industry ready to party. There was, literally, dancing in the halls (at Westwood One's giant opening gala) and in the streets (at ABC Radio's convention blast).

FCC Chairman Al Sikes addressed the concerns over AM in an "en banc" session Friday, Sept. 15. Said Sikes: "We want to get a better idea of precisely what it is that you in the business think we can do to strengthen your ability to serve the American people."

The new chairman also addressed a growing concern among broadcasters that FCC guidelines on indecency are unclear



and ill-defined. Calling for a return to a voluntary code for indecency, Sikes said: "I would be prepared to work with you and the Justice Department, if necessary, to insure the freedom to develop sound, voluntary programming standards." Programming concerns extended beyond the indecency issue, however, with broadcasters trying to grapple with the increasing fractionalization of formats. Most notably, the proliferation of variations of the same format makes sell-

ing stations to advertisers more difficult, and the need to be able to offer advertisers more specific demographic information about an audience more important. This need was recently reinforced by the Arbitron Radio Advisory Council's resolution suggesting that the ratings company increase its sample size.

This year's exhibition hall attracted 187 exhibitors, covering 40,000 square feet. Those figures were almost exactly the same as those of Radio '88 in Washington. The biggest booths on the floor were not technical in nature, but program services. Most of the technical exhibitors who have much larger booths at the spring NAB convention displayed their wares in the minimum-sized 10-foot-by-10-foot booths.

A number of other radio engineering activities were taking place off the exhibit floor. Most significantly, NAB and the Electronic Industries Association announced last Friday that EIA's executive committee has decided to participate in an AM receiver certification mark program with NAB. The broadcasting industry has been promoting the idea of the mark, which would appear on AM receivers to inform consumers which radios have higher fidelity and NRSC deemphasis built in, to consumer manufacturers

for more than a year. It is estimated that the mark could begin appearing on retail shelves in two years.

The first Marconi Radio Awards gave the industry a chance to pat itself on the back with a gala awards celebration. Awards were presented to stations and individuals in 23 different categories. The black-tie ceremony and the generally upbeat mood combined to close out the convention on a glamorous note.

-LC



Words from the top. NAB President Eddie Fritts (l) and Radio Board Chairman Bill Sanders presided over Thursday's Crystal Awards luncheon Sept. 14. Fritts voiced the hope that radio might one day be able to control its own destiny. Sanders spoke of local involvement as radio's greatest strength.

Sikes puts radio high on his agenda

FCC chairman tells Radio '89 he will hold hearing on AM improvement and will work with broadcasters for return of voluntary self-regulation code

The FCC's new chairman, Alfred Sikes, gave AM broadcasters reason to cheer last week. In a speech to a select group attending Radio '89, the chairman said he would convene an en banc hearing on AM improvement issues. The chairman also expressed his desire to resurrect NAB's voluntary code of good conduct. "I would be prepared to work with you and the Justice Department, if necessary, to ensure that broadcasters have the freedom to develop sound, voluntary, programing standards," he told the audience, composed of NAB board members and radio group heads. (Sikes suggested a return to a code during his Senate confirmation hearing [BROADCASTING, Aug. 7]). NAB's television and radio codes were dropped in 1983.

It was Sikes's first speech to the broadcast industry since assuming the chairmanship Aug. 7. A former radio station owner, Sikes said his stations followed the now defunct NAB code. "I thought that the code and its standards represented a positive step toward helping each of us assure at least a 'quality floor.'"

He took the opportunity to defend the FCC's enforcement actions against three stations for indecent broadcasts (BROADCASTING, Aug. 28). "Now I know that people say the commissioners were simply responding to congressional pressure. But, in that regard, let me say this: You really ought to first read the program material which was cited, and also note that it was being broadcast at a time when children almost certainly were listening."

Furthermore, the FCC chairman suggested broadcasters consider the material "in the context of our Constitution. Ask yourself whether Thomas Jefferson or James Madison, or others, had such material or circumstances in mind when the First Amendment was being crafted."

Sikes feels that the "best measure of

public concerns is the Congress." And given the public outcry about the issue, he fears there will be an "overreaction. The government rightly leaves virtually all programming decisions to broadcasters today. Not only is that as it should be, but it should also be seen as an invitation to work among yourselves on standards."

Later Sikes fielded questions from the press and the radio executives on indecency. He emphasized that the three complaints were on his desk when he arrived at the FCC. Contrary to reports, he said, "I did not hustle up some complaints. That is not how it happened."

Asked if cleaning up the airwaves was a priority, the chairman said: "It is better to say that the values of excellence and quality of broadcasting are a top priority." As for indecency standards, Sikes did not reveal specifics but said the agency's actions already should indicate what the FCC thinks.

He also said there were currently no indecency complaints on his desk. Nor did he even know the number of complaints pend-

ing at the agency.

On the AM front, he said the en banc proceeding would enable the FCC "to get a better idea of precisely what it is that you in the business think we can do to strengthen your ability to serve the American people." NAB wrote to Sikes asking for an en banc hearing when he first took office.

Sikes said the FCC already has a comprehensive AM improvement program underway aimed at "modernizing some of our technical rules to allow increases in power under some conditions, better measurement of interference potential, and the like." This is a topic the FCC will review at its Sept. 29 meeting, he reported.

On the question of AM stereo, Sikes said he has an "open mind," and promised to cover the issue at the en banc hearing.

Asked about his view of the already overcrowded radio spectrum, Sikes offered encouraging words: "I am not sure it makes sense for the government to decide how many stations we need. I do not necessarily think more is better."

But there are other matters Sikes intends to address as well. "Strengthening the ability of competitors to compete" is a priority, he said. "We need to focus at least as much on ways to strengthen the ability of radio stations to compete as we have on facilitating new entry."

He promised to improve and speed up the commission's application process. "We must also be more fully aware of the excessive legal and other costs unnecessary regulatory delays can impose," he said.

Sikes also expressed his desire to help the radio industry "progress into the 21st century [as] a strong and productive public medium of choice." He was optimistic about that future.

"Radio commands a degree of audience loyalty, which, in an era of 100-channel cable TV systems, is becoming increasingly important in broadcasting. Couple that loyalty with the medium's immediacy and flexibility, plus the growing mobility of our population, and, in short, you've got bright opportunities." —KM

Debating indecency

Panel features religious broadcasters and First Amendment advocates

Is bathroom humor the proper way to defend our cherished freedom of speech?" asked Christian broadcaster Bob Larson. Larson, with the International Broadcasting Network, and Ed McAteer of the Religious Roundtable participated in a lively debate with First Amendment advocates over the issue of so-called indecent broadcasts.

Their views were unpopular with the NAB radio audience who continued to applaud the comments expressed by Barry Lynn of the American Civil Liberties Union. Lynn made clear his objections to the FCC's intentions to clamp down on broadcasters' First Amendment rights with its recent decision to initiate enforcement actions against three stations for "indecent broadcasts" (BROADCASTING, Aug. 28).

Censors, said Lynn, "are never satisfied; they always come back. Censorship never goes away." The FCC "should not become the national nanny," he argued. What is even worse is the "fear that is set loose within the broadcast industry when the FCC comes to town. This may well inhibit more free and open discussion" about such issues as sexual conduct and race relations, said Lynn.

The commission's actions were also troubling to panelist Lois Schiffer, legal counsel for National Public Radio. To Schiffer, the FCC has adopted a "fuzzy" standard putting broadcasters in a quandary over what they can air. The issue is solved by the Constitution, she said, which says the "cure for speech you don't like is more speech, not censorship."

But to Larson and McAteer, "shock radio" has to go. "I adamantly oppose cen-

sorship and government intrusion. If the long arm of Uncle Sam intrudes it is the fault of the shock jocks," said Larson. It is time for radio to "take the high moral ground."

Larson, who has his own radio program, said his guests often talk "bluntly." They say "shit, they say damn and hell. But they say it out of deep personal pain." Shock jocks use that language, he said, for "personal gain."

McAteer said the purpose of government was to "protect life and restrain evil." He said the nation's founding fathers never had indecent material in mind when they crafted the First Amendment. He tried to explain why he opposed the nomination of Al Sikes as FCC chairman during the Senate Commerce Committee's FCC confirmation hearing. He said it was "nothing personal," but that Sikes's record from his former post at the National Telecommunications and Information Administration indicated he did nothing to "oppose" indecent broadcasts. However, McAteer was heartened by the FCC's decision to take action. But later Lynn suggested that Sikes's decision on indecency was a response to congressional pressure, and McAteer said that was yet another reason to oppose Sikes, "if he bows to that kind of pressure."



Debating indecency (l to r): Bookshester, Larson, McAteer, Lynn

McAteer referred to a *Time* survey that he said showed that 73% of the nation is concerned about what they see and hear from the electronic media.

But one broadcaster attending the session spoke out. He said he felt that the "media did not lead society but only reflected society." And Lynn pointed out that people talk "very flowery."

McAteer said what was occurring in society was the failure of the religious and spiritual community to raise standards. "I still think the average American believes in God and country," said McAteer.

Larson thought broadcasters should serve as role models for the public. Lynn said it was best for "parents to do the

parenting."

One broadcaster who said he hosted a morning show, but was not a shock jock, pointed out that the season premiere of *Roseanne* was all about "farting. Turn on *Golden Girls* and all you hear about is Rue McClanahan and sex," he said. "Where is the parity of radio with TV?" he wanted to know.

Perhaps the radio broadcasters' concerns were summed up best by Chris Wheat of WFBQ(FM) Indianapolis, one of the stations cited by the FCC for indecent broadcasts. He told McAteer: "You scare me. I am a conservative, but when I listen to you tell me what I can and cannot listen to, you scare me." —KM

Live from New Orleans: A spectrum of views

Jerry Lyman, President-CEO, Radio Ventures I, Washington, D.C.—"Radio has been on a consistent upward track for the last 10 years. We still have our calendar ups and



downs, but every year we grow consistently. Local revenues are up; national, as a gross, has tended to be flat or downward, while local has consistently tended to be up. I'm absolutely bullish on station buying.... radio is a lifestyle medium—for the next 20 years I see no crest to the market. When you think of the way radio is listened to, there is nothing in technology that is a threat to that environment. Advertisers will continue to look seriously at the ease with which you can target demographically with radio and the low cost—especially in light of the continued

fragmentation of other media."

Robert Manning, president, Guardian Broadcasting, Augusta, Ga.—

"There are constantly new stations and markets and new technology [which are] continuing to make radio profitable. There are new opportunities for expansion and development of low-power stations to high power. All our deals are new stations and upgrades. We expect to see 30%-50% growth. I must be bullish [about the future values of radio stations]. I just bought two stations. I would say [Radio '89] is a total radio convention. The medium of radio has become dominated by FM, although I operate AM stations and we are always looking



for new opportunities for AM. [Positive times will continue], I hope,

forever. I've been in it forever. It will last as long as we have people who care."

Jerry King, program operations manager, WRMX(FM) Nashville—Another enthusiast about his medium's future. The Nashville market is "upbeat," says King. And despite a fiercely competitive market, revenue is up for his adult contemporary station.

Kenneth Stein, president-GM, WAOC(AM) St. Augustine, Fla.—The radio industry is not on an upswing in small markets, Stein says. "There is a recession in this country, and we're feeling it. We were doing great until May, but now business is off. I don't believe all this talk about being 8%-10% up. Revenue is down a small amount. The first five months of this year we were going gangbusters, but now we're down about 10%. As for the future, one must always be optimistic."

William Stakelin, president-CEO, Apollo Radio Ltd., New York—"The radio business has done better than say the course over the last few years. Most markets we're talking to are up 5%-10%, and radio has a good story to tell now." In terms of revenue, "local markets are climbing to dominate radio, and station people are concerned over national dollars. National will not disappear, but won't account for as much of the revenue stream. Radio '89 is vital to both the indus-

try and the public. Broadcasters will seek ways to use both FM and AM bands to serve their communities. The good times won't stop for radio. Over the last couple of decades, it has proven to be an integral part of the American lifestyle.



Everyone panics at the thought of being without their best friend, radio."

George Roberts, station manager and local sales manager, WYXX(AM) Chippewa Falls-WAXX(FM) Eau Claire, Wis.—"With the fragmentation of television and the decline of newspapers, we're coming back to a business that's fairly stable. That stability has always been radio's strength. We're having an up year. People are moving into the area [from urban areas]. The market seems to be growing. There

are more dollars for us to split up. I see nothing but a trend toward more television fragmentation. With the efficiency of radio, it should mean good times. I would see this as an AM convention, because that is where the needs are the greatest."

Mark Smith, program director, WJAG(AM)-KEXL(FM) Norfolk, Neb.—"Attendance figures for this convention show me that people are optimistic about the industry and willing to come here to learn new things to help them do their



job well. Programming is changing day by day. It is up to us to determine what niche we are after and determine what these people want. It takes a lot of work and thinking and preparation—and that is what I like about coming to Radio '89. I come and listen to other people's ideas and think about them and take them back with me. It is up to us to constantly be creative and think of different ways of doing things such as Scott Shannon has done with Pirate Radio. Small markets are just as competitive as any major market. Our tactics may be different, but in essence small, medium or major markets are all the same."

Bob Hughes, president, Ragan Henry Broadcast Group, Philadelphia—By the end of the year, the Henry group will have 14 FM's. "We



would not be buying if we did not think radio was a good business," says Hughes. He thinks the industry's financial vitality is a result of a newfound awareness on the part of advertisers who are beginning to see that "radio gets results. People are not watching TV at 5 p.m., they are stuck in traffic in their cars and the only way to reach them is with radio," says Hughes. His bullishness about radio extends beyond FM's—he also thinks AM has a future, especially as part of an AM-FM combo with complementary formats. He does not see station prices leveling off. They are a function of revenues, and revenues are steadily climbing, he says, adding that the good times will continue. A member of the Radio Operators Caucus, Hughes says NAB "does a lot of good work, but radio needs to do more in its own interest."

Colleen Hilton, co-owner and office manager, KSOP-AM-FM Salt Lake City—"In Salt Lake City, [the radio business] is better than it has been. In '83 it was great. Then it bottomed out and it has picked up in the last six months. Hopefully,



[the current strong period] will last a long time. After three years of being in the dumps, it's nice to be up. It's just better all around financially. In Salt Lake, I would not want to buy a radio station [now]; there is too much competition. It's nice being a mom and pop station without worrying about debt servicing. [Radio '89] is nicer than the NAB convention in the spring because that one is so overwhelmingly TV. Here it is just radio."

Phil Melrose, Partner, Brown Broadcasting, Beverly Hills, Calif.—"Radio is doing a better job of promoting itself, providing more choices. Competition is what makes radio great. We have eight stations, all in the West, and revenue is up in all our five markets. We are bullish about buying stations, because we're confident that we're good operators. Radio '89 should not be categorized as an AM or FM convention, but instead the focus

should be on the issues discussed. It's a programming, sales, engineering and management convention. We're very optimistic about the future of the radio industry. All people who work hard at it, and hire the right people, have to be bullish."

Michael Watts, station manager, WDUZ-AM-FM Green Bay, Wis.—"A lot of us [in the radio industry] feel



good. Technology is making radio sound better than ever before, [especially] with CD's and the computerization of our business. [Revenue is up for the station] because we're running it more like a business. We're hiring more professional staff. I see [radio] being a viable business. If I were in the market, I'd buy. I see [the upturn] going on indefinitely. I don't see why radio can't be a viable form of entertainment. I don't see an end."

John Ginzkey, general sales manager, WMRO(AM)-WYOY(FM) Aurora, Ill.—"Is the radio business on the



upswing? "Absolutely," says Ginzkey. And he thinks the upswing will continue for "several years to come." The Beasley Broadcasting stations have been on the air a year and a half and business could not be better, reports Ginzkey. Advertisers are finding that radio can reach a specific audience that no other medium can offer, he says, and even cable is

far too "fragmented" to match radio's service.

Peter Meehan, 3KZ Proprietary LTD., Melbourne, Australia—"In Australia, the current government is allowing AM operators to move to the FM band in a controlled flow. In Melbourne, two AM's were allowed to make this move, but they had to bid for the license. It didn't matter what your program skills were, nor what your ratings were with the AM—it was whoever put in the highest bid that got the frequency. We had to put up \$31 million to get the license, but then we were able to pick the frequency. The second highest bidder got the other FM frequency available. The AM license will be returned to the government as soon as the FM



goes on the air. In the last five years, AM operators in Australia have begun to feel the pinch [because of a] lack of good marketing and lack of really watching themselves getting smothered. The ones that were watching and made adjustments are still doing well. But we figure by 1993, the rest of the AM operators in Australia will be really screwed to the wall."

Andrew MacDonald, VP, MacDonald Broadcasting, Saginaw, Mich.—"Things are "positive" in radio today, according to MacDonald. "More operators are realizing that we need to be more client-focused than ratings-focused. We have eight stations, all in Michigan, and each is a different format. Revenue is up, and we're seeking out advertisers for whom we can do the job. These include such non-traditional advertisers as apartment complexes and stores that traditionally buy print. We're content with what we have as far as stations are concerned, but values are coming down to more realistic levels than two to three years ago. It's up to us to determine how long the good times last. You can go to any given market and find only 10%-20% of the potential advertising. We need to tap the rest."

RTNDA gathers its troops in Kansas City

Among items on top of agenda are defending First Amendment, reassessing election coverage and organization's financial health

The nation's broadcast journalists assembled in Kansas City last week in an atmosphere compounded of confidence and uncertainty. The journalists among the 1,400-plus who attended the 44th annual Radio-Television News Directors Association convention seemed at ease, despite the fact

that there are real limits to the ability of the press to force candidates to talk about issues." For that reason, he said, there were no debates on fundamental issues like arms control and relations with the USSR. (On the other hand, unlike Mitchell, he announced himself "a defender of the sound bite." He said sound bites can provide an insight into a candidate's thoughts and personality. He recalled John F. Kennedy's "There was no religious test at the Alamo," which helped quiet the controver-

bor Day has always been set aside for the convention" so that it won't interfere with a sweeps week. "We have been consistent from the beginning and we will continue to be consistent in the future," said Susan Krauss, NAB vice president of media relations. She added that NAB and RTNDA are among organizations that exchange calendars every month, and the date had been fixed long in advance. She also added that NAB "has met with the new RTNDA leadership" to insure there are no future problems.



RTNDA President Bartlett



RTNDA Chairman Priddy



Keynote speaker Mitchell



Fairness doctrine advocate Hooks

budgets have been tighter than usual (BROADCASTING, Sept. 11). Even the announcement that CNN next month would introduce a one-hour news show that would start at 6 p.m. (see page 32), the time for local news, caused hardly a ripple. "The more the merrier," more than one news director said. But the organization's finances were less robust than officials would like. And possible changes in the character of the organization, changes that could in time be reflected in a new name for the association, were the subject of some musing by the RTNDA's outgoing chairman. One certainty emerged from the convention, however: In David Bartlett, RTNDA has a new president who is not only enthusiastic and aggressive, but combative.

The convention itself, in its first couple of days, generated a new issue for discussion, or perhaps more accurately, revival of an old one: TV's coverage of the 1988 presidential election. The keynote speaker, NBC News's Andrea Mitchell, was grim in her assessment. She said that "television's focus on tactics...technique...structure, rather than issues," helps explain "how we have elected presidents in 1980, '84 and '88 without demanding that they deliver even a vague plan for financing all their promises." Mitchell, who has been part of the process for 20 years, made it clear she thinks the candidates' television advisers, particularly George Bush's, manipulated and dominated the media.

Nor was she alone in that estimate. A heavily attended workshop on Thursday performed a postmortem on broadcast coverage of the 1988 presidential election. And to one of the participants, Eric Engberg of CBS News, who covered the Bush campaign, "the lesson of the last campaign is

sy about his Catholicism during the 1960 presidential campaign.)

If television journalism emerged from the first couple of days of the conference with some of its luster removed, it seemed possible it would lose more at a general session to be held on Saturday—"Journalism Ethics: Where's the Line Today?" The convention program said that RTNDA members consider ethics "THE issue."

But as the convention was getting under way, conversation in the corridors and in hotel rooms focused on other kinds of issues. Some RTNDA officials, for instance, were annoyed at the National Association of Broadcasters for scheduling its radio convention in New Orleans on the same four days as the RTNDA gathering in Kansas City. Bartlett said RTNDA had picked its date first. And the conflict, officials said, caused RTNDA some financial damage. Exhibitors who were expected to occupy space in the Kansas City Convention Center instead exhibited their wares in New Orleans—with a resulting loss to RTNDA, trade show manager Eddie Barker estimated, of "between \$35,000 and \$40,000." Most of the additional loss was due to the absence of SNG truck manufacturers who have gone out of business. Barker said the 1988 show brought in \$650,000 and this year's would bring in \$600,000. And the apparent failure to match last year's attendance total of 1,483—it was 1,468 as of Friday (Sept. 15)—was attributed in part to the conflict. Barker said, "We probably would have had record numbers in both" attendance and revenue "had it not been for the NAB."

NAB responded to RTNDA's claims saying: "Since the inception of the Radio Convention, the two-week period following La-

The NAB competition might have passed with less comment but for the state of RTNDA's finances. RTNDA treasurer Louis F. Prato reported that revenue shortfalls and "unexpected administrative expenses" made cutbacks in the original \$1.85 million budget necessary in the first three months of the fiscal year. Prato said that income from membership, advertising in the RTNDA magazine *Communicator*, and convention exhibits was "behind projections and not expected to improve." All that at a time when expenditures for the search for and the transition to a new president combined with an unbudgeted loan to the Radio Television News Directors Foundation and unanticipated legal work "have exceeded original budget forecasts." He said the convention could help matters if registration income surpassed expectations, which seemed unlikely. Bartlett, in his report to the board, said the association's finances "remain fundamentally sound"; he said the association's investment portfolio "continues to grow toward the million-dollar mark" at an annual rate of more than 15%. He also noted that the staff has reworked the budget and that the board has been asked to approve a number of cuts aimed at balancing the budget. But despite being better able to project revenues, plan spending and manage for unexpected contingencies, Bartlett said, a fundamental problem remains: "Revenue growth is now flat, while the cost of continuing activities, not to mention the many new programs we want to undertake, continues to climb."

But it was not RTNDA's financial problems that concerned outgoing Chairman Bob Priddy of the Missouri Network in his remarks at the opening general session, on Thursday. Priddy talked of RTNDA's need

to adapt to the changing conditions he saw ahead—indeed, to changes already apparent in the organization. He said the RTNDA represents all of those “who use electronic means to discover, cover and report the news”—not only those in radio and television. “We are one industry,” he said. What’s more, he said the association limits itself if it fails to recognize those who do not carry the title of news director—there are now, for instance, managing editors and news managers—as well as those who do not use conventional radio and television transmitters to develop a journalistic product.

Priddy did not suggest that the organization change its name to accommodate new media and new kinds of executives. Instead, he recalled some history: “Once we were the National Association of Radio News Directors, and the fight went on for a few years before the Radio News Directors decided that television was a legitimate news medium. It was then [1952] that we became the Radio-Television News Directors Association.” He added: “I believe we must recognize what we have become and strive for what can be.”

Whatever else convention planners had in mind, the opening session was dominated by what became a debate over the fairness doctrine, one in which Bartlett was confronted by Benjamin Hooks, the executive director of the NAACP who served as a member of the FCC from 1972 to 1979 and who is working hard for the restoration of the doctrine, which the FCC repealed in 1987.

Bartlett, who has made opposition to the doctrine a matter of high priority, said that he is calling on RTNDA members to urge members of their congressional delegations to oppose efforts to write the doctrine into law. “Government control of the news has no place in a free society...the First Amendment belongs to all Americans...including radio and television journalists.” The RTNDA, he said, “must not rest” until broadcast journalists enjoy the same First Amendment freedom as those in print.

Hooks saw things differently. He noted that it was the radio broadcasters in the 1920’s who had asked for government regulation of their medium as the only way to guard against the interference that was crippling their young industry. The license to operate, Hooks says, sets broadcasters apart from the print press.

Hooks is not the only opponent Bartlett indicated he is prepared to confront. A reporter suggested that Bartlett and the RTNDA leadership are prepared to fight only external foes, that they would shrink from intramural disputes. Would he, for instance, pit news directors against general managers in a dispute over the purchase of a syndicated news show that blurs the line between news and entertainment? In response, Bartlett said RTNDA has two main purposes—to improve the practice of radio and television journalism and to defend the rights of radio and television to gather and disseminate the news. “If we come to a point where RTNDA has to stand up for its principles,” Bartlett said, “I’ll do it—aggressively. I’m not shy.” —LZ

CNN adds 6 p.m. hour news show

Cable network to hire former state district court judge, who is expected to co-anchor newscast

As part of adjusting its schedule, the Cable News Network last week announced it would hire a new anchor, Catherine Crier, who up until recently has been a Dallas-based state district court judge. It was wide-



Crier



Shaw

ly anticipated that the 34-year old Crier would join CNN anchor Bernard Shaw as co-anchor of a new 6 p.m. newscast.

Currently CNN runs a 5 p.m. to 6:30 p.m. newscast called *Newsweek*. That show will be cut to half an hour, to be followed by *Showbiz Today* at 5:30, and then the new newscast, tentatively titled *The World Today*. CNN was not saying whether the new show, which begins Oct. 16, would differ from any existing newscasts. CNN has an average household rating of less than 1.0, compared to the evening newscast ratings for ABC, CBS and NBC of 9 or 10. CNN said that *Showbiz Today* would “...unveil a new look and format.”

One week before, on Oct. 9, the cable network will introduce at 10 a.m. a new hour-long international newscast, *World Day*. CNN already carries a 3 p.m. hour-long newscast devoted to international news.

An hour-long newscast will also be introduced at noon, replacing the first hour of the two-hour *Sonya Live in LA*, which will be cut to one hour, starting at 1 p.m. The format of the latter show will be reduced to just its interview component, said CNN: “Most of the weather reports, news cut-ins and feature segments which presently run during *Sonya Live in LA* will be eliminated or moved to earlier news programs.”

Crier had reportedly spent recent weeks denying to Texas-based publications that she was even talking with CNN, who had been approached by her agent. She reportedly tried out for a talk show, with which CNN decided not to proceed. Although Crier has no prior news experience, she has appeared on CNN’s *Crossfire* as a guest.

Crier had been a civil trial attorney and assistant district attorney in Dallas prior to being elected to the state district court in 1984, the youngest woman ever elected. A CNN news release said she had “...presided over a wide range of civil litigation, including business and corporate disputes, malpractice and personal injury cases, real estate, aviation and banking matters.” She was reelected

in 1988 without opposition. In 1987 *Glamour* magazine named her one of 10 outstanding working women in the U.S.

Reaction varied among news directors attending the Radio-Television News Directors Association convention in Kansas City, Mo. Neil Kivin, general manager of WHAS-TV Louisville, Ky., a CBS affiliate said: “Welcome to the race. I don’t expect CNN to have an impact on the 6 p.m. local news. Why should a viewer give up local news for something he’ll see later?”

But Steve Ramsey, news director of WESH-TV Orlando, Fla., an NBC affiliate, disagreed: “It will have an impact. Everything has an impact. But you can’t judge the impact before it starts.”

Richard Ahles, vice president, news, WFSB-TV Hartford, Conn., a CBS affiliate, said: “The more the merrier. CNN does quality news. So being a force in television news is all to the good.” He too noted that CNN will open opposite local news. He did not seem worried. —GF, LZ

Qintex ups bid for MGM/UA

It will pay \$1.45 billion and will buy TV operations and library in addition to film operations

Following a surprise bid by News Corp. for MGM/UA Communications Co. last week, Qintex Australia Ltd., which had agreed more than five months ago to purchase MGM/UA, raised its price for the company 21% to \$1.45 billion in order to hold onto the deal. In a major change in the transaction, Qintex will be purchasing MGM/UA’s television production operations and television library along with the company’s theatrical film operations. Previously, Qintex had planned as part of the deal to sell those television assets to MGM/UA majority shareholder Kirk Kerkorian.

After it was disclosed last week that News Corp. had made an offer of \$23.16 per share for MGM/UA’s more than 50 million shares of common stock, Qintex came back with a \$25 per share offer that MGM/UA’s board of directors accepted in a meeting last Thursday (Sept. 14). More than five months ago, Qintex reached an agreement after an auction process to purchase MGM/UA for \$20 per share. News Corp., which already owns 20th Century Fox, lost out narrowly in March as the second highest bidder (BROADCASTING, Sept. 4).

The transaction will be costlier to Qintex for reasons other than the higher price for the common stock. Because Kerkorian will not be buying back MGM/UA’s television production company and television library, as was planned in the original deal, Qintex will not be receiving the \$250 million it had expected from that sale. While Qintex will be redeeming the \$180 million in

MGM/UA preferred stock that Kerkorian holds, Kerkorian will not be reinvesting that \$180 million in a Qintex company, as had been planned in the previous transaction. And while Kerkorian had planned before to invest an additional \$75 million in the new company, a statement issued by MGM/UA Friday stated that there would be no investment in Qintex "by former MGM/UA shareholders."

Thus, rather than having to lay out about \$750 million for the purchase outlined in the earlier agreement, the Qintex affiliate that plans to buy MGM/UA would have to raise more than \$1.5 billion to acquire MGM/UA. That figure does not include MGM/UA's long-term debt that Qintex would have to assume, which amounted to \$427 million on May 31. It was unclear last week how Qintex would be raising that money. One week before the announcement of the new deal, Qintex said that it had obtained commitments for a \$400 million, eight-year credit facility to finance the MGM/UA purchase and to provide working capital. The company also said that it was negotiating with 10 investors to raise more than \$500 million in equity. One source said Friday that Qintex would be working with its same investment partners.

MGM/UA and Qintex said they expected the transaction to be completed by the end of the year. "In support of the transaction, Qintex has agreed to deliver promptly to MGM/UA an irrevocable letter of credit for \$50 million," the companies stated in a release. MGM/UA also said it had terminated discussions with News Corp. —GM

Pre-season on the big three

ABC and CBS had some good early ratings returns for programs they previewed last week, leading into the official "new season" which starts today (Sept. 18).

ABC's *Monday Night Football* kicked off its 20th season last week with coverage of a Washington Redskins-New York Giants telecast that delivered a dominant 17.8/32, beating repeat programming on both NBC and CBS. The real Monday night battle begins tonight when all three networks launch original fare.

ABC also got a jump on the competition with the debut of two of its Tuesday night comedies. The season premiere of *Roseanne* delivered a substantial 25.9/40 lead-in audience to the new and much publicized Jackie Mason vehicle, *Chicken Soup*. *Soup* didn't hold the lead-in, but won the time period with a 21.8/34. *Soup* led into the season premiere of *Life Goes On*, which gathered a 17.2/29, also a time period winner. However, competitors at the two rival networks noted the new shows went up against repeat movies on CBS and NBC.

CBS's airing of *Rescue 911* on Tuesday (Sept. 12) at 8 p.m., the show's second original of the new season, placed third in network competition against repeat programming on NBC and ABC.

The network's two-hour premiere of the new detective series, *Wolf*, was more encouraging. Last Wednesday from 9 to 11 p.m., it was first in network competition with a 14/24, beating repeat programming on NBC and some original programs on ABC. However, the half-hour break-outs showed *Wolf* was neck and neck with the season opener of ABC's *Just the Ten of Us* at 9 p.m., where both averaged a 13/21. But *Wolf* gained and ABC declined when the latter aired an *ABC Comedy Sneak Peak* at 9:30 p.m. (12.1/20) and a *Koppel Report* news special at 10 (8.8/16).

Last Thursday, the season premiere of CBS's *48 Hours*, a three-hour "Return to Crack Street," placed second in the 17 market overnight ratings (national ratings were not in at deadline) with a 12.6/21. NBC won the night with mostly repeat programming, averaging a 17.7/29. It tried out a new comedy that won't air until mid-season, *FM*, which scored a 17.4/28 in the overnights at 9:30 p.m. It beat *48 Hours* and the second half of a news special on ABC, *Making the Grade*.

Syndicated shows off and running

Among new entries doing well last week are 'Gladiators' and 'Mario Bros.'

Approximately 17 syndicated shows were launched throughout last week, with highly anticipated sitcoms *Who's the Boss?*, *Growing Pains* and *Mr. Belvedere* and "crash TV" premieres of *Rollergames* and *American Gladiators* jockeying for early ratings successes. Among some of the early overnight ratings beneficiaries in the 20 metered Nielsen markets are Samuel Goldwyn Television's *American Gladiators* and Viacom Enterprises' live action-animation children's program *Super Mario Bros. Super Show* scored well in a number of markets.

Qintex Entertainment's much-awaited *Rollergames* had two-hour special prime time premieres in New York (on WPIX-TV) and Los Angeles (KTLA-TV) that got a 5.1 rating/8 share and a 4.6/8 in those markets, respectively. The roller skating action was tripped up by ABC's season premieres of *Roseanne* (which scored a 29.8/45 in Los Angeles) and *Chicken Soup* (22.2/37). However, the regular run of *Rollergames* in weekend late fringe starts this week on its 140-plus stations, battling *American Gladiators* for Saturday night viewers.

American Gladiators took advantage of Saturday's (Sept. 9) lightly viewed 2 a.m. slot on New York's WNBC-TV by scoring a 5.0/30, but measured surprisingly well in Los Angeles at 10 p.m. (on KHI-TV) by earning a number-two-ranked 6.8/14 mark. Overall, *Gladiators* won six of 19 available metered markets and had a combined 3.9/12 market average. The show is cleared on 115 stations, representing 85% of the U.S.

Viacom's *Super Mario Bros. Super Show* chalked up some early successes by winning 15 of the 20 markets, and averaging a 4.8/11 for its first three days in syndication. Cleared mostly in early fringe, *Mario Bros.* scored three-day averages of 6.6/22 in New York (WNYW-TV), 8.6/23 in Los Angeles (KTTV-TV), 5.6/15 in Chicago (WFLD-TV), 4.8/16 in San Francisco (KTVU-TV) and 7.8/22 in Washington (WTTG-TV).

The sitcom race is much more inconclusive, with Columbia Pictures Domestic Television's *Who's the Boss?* opening in 11 of 20 metered markets with a three-day 5.8/22 average and Warner Bros. Domestic Television's *Growing Pains* appearing in just nine markets with a 4.5/9 average. 20th Century Fox Television's *Mr. Belvedere* premiered in seven metered markets, but a combined market average was not available at press time.

In markets where the half-hour sitcoms went head-to-head, *Who's the Boss?* on WPHL-TV Philadelphia edged out *Growing Pains* with a 3.1/6 average to 1.2/2 at 7 p.m. In Miami, however, *Growing Pains* on WBFS-TV measured 4.1/8 on Sept. 12 to

beat *Who's the Boss?* on WDZL-TV with a 3.4/7 at 6 p.m., but both shows are double-run on the two stations and *Boss'* 2.9/5 edged *Growing Pains'* 2.8/5 one hour later.

Mr. Belvedere's Sept. 13 score of 6.3/12 on Fox-owned KTTV-TV Los Angeles at 6:30 p.m. beat KNBC-TV's nightly network news (5.7/11), KABC-TV's local news (5/10) and KCBS-TV's network news (4/9), but *Growing Pains* finished the night on top with a 7.7/15. *Belvedere* had a 5.1/10 three-day average, and received its second strongest performance on Milwaukee's WCVG-TV with a 5/10 average behind *Who's the Boss's* 7.5/15 three-day tally at 5 p.m. on WISN-TV.

"This is the earliest any syndicated season has started," said Columbia Pictures Domestic Television's President of Syndication Barry Thurston. "These numbers are just preliminary and will probably look dramatically different in a few weeks."

The reality-based *Crimewatch Tonight* (distributed by Orion) premiered in 18 metered markets with a 3.8/10 three-day average, but no results were available for the the approximately four markets MCA TV's *Inside Report* premiered in. Genesis Entertainment's *The Byron Allen Show* debuted Sept. 9-10 in 17 metered markets and scored a 3.6/12 combined market average in its opening weekend. Warner Brothers' game show strip *Third Degree* appeared in 19 markets and its weekly game show *College Mad House* opened in 15 markets. *College Mad House* scored a 2.9/9 combined market average; however, combined market numbers for *Third Degree* totaled 2.9/12. —MF

Sikes has no plans to tackle fin-syn



FCC Commissioners (l-r) Barrett, Marshall, Sikes and Quello at FCC budget hearing

New FCC chairman tells House Telcomsubcom that he wants Hollywood and broadcasters to work out their own agreement

FCC Chairman Alfred Sikes told members of the House Telecommunications Subcommittee last week that he has no interest in revamping the FCC's controversial financial interest and syndication rules until Hollywood and the broadcast networks can come to some agreement on what the new rules would say.

"I do not intend to initiate from the chairman's office taking up the [fin-syn] rules," said Sikes under questioning from Subcommittee Chairman Ed Markey (D-Mass.).

Sikes said he believes Hollywood and the networks should continue to try to negotiate a new set of rules. "Hopefully, by stating that, that will help in encouraging good faith negotiations," he said.

If they strike a deal, he said, the FCC will "examine it in the light of the public interest."

However, Sikes said, he would "never say never." Considering the "revolutionary" changes in communications, he cannot put consideration of fin-syn "off the table for all time during my chairmanship."

The networks and the programming community have engaged in on-again-off-again talks aimed at relaxing the fin-syn rules since last year, but thus far they have borne little, if any, fruit. Negotiators plan to get together again this week.

The networks have been pressing for some relaxation of the rules, contending that the severe limitations they place on networks' involvement in program production and syndication will further weaken their competitive position. The programmers argue that stiff rules continue to be needed to prevent the still-powerful networks from

dominating the programming industry.

Sikes appeared before the subcommittee with three of the four other commissioners—James Quello, Sherrie Marshall and Andrew Barrett—to discuss the FCC's budget authorization for the next two fiscal years. (Patricia Diaz Dennis, who plans to leave the agency Sept. 30 to join a law firm, was vacationing in Bermuda last week.)

And although the funding of the agency was discussed (the FCC is requesting \$109.8 million for fiscal 1990 and \$121.5 million for FY '91), Markey and members of the subcommittee who dropped in on the three-hour Thursday morning session were primarily interested in sizing up the three new commissioners—Sikes, Marshall and Barrett—and, in some cases, impressing upon them their concerns about particular issues—subjects ranging from the regulation of the Bell operating companies to what the FCC could do to improve the lot of AM radio.

The new commissioners had a much easier time than they did during their confirmation hearing last month when members of the Senate Commerce Committee forcefully reminded the then-nominees that Congress set communications policy and FCC commissioners merely implemented it and admonished them to rid the airwaves of indecency and excessive violence (BROADCASTING, Aug. 7).

This time around, the lawmakers for the most part commended the new commissioners for their apparent break with the direction of the last two FCC administrations—those of Mark Fowler and Dennis Patrick—and expressed optimism that Congress and the Sikes FCC could work together. Sex and violence never came up.

Even John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, stopped by the hearing to wish Sikes

well. "We want you to feel welcome; we want you to feel comfortable," he said. "We look forward to a better relationship than we had with your two predecessors, who somehow did not have a full awareness of this committee or some of the statutes." —HAJ

Broadcast rights holders cry foul

Stations to seek congressional investigation of MLB-ESPN contract and 'siphoning' of sports

Major League Baseball broadcast rights holders meeting in Washington last week declared war on the 1990-93 MLB-ESPN rights deal, saying they will "seek the elimination of exclusive restrictions" in that \$400 million national cable rights contract. Specifically targeted were restrictions that would preclude any over-the-air MLB broadcasts on Wednesday nights and virtually any on Sunday evenings.

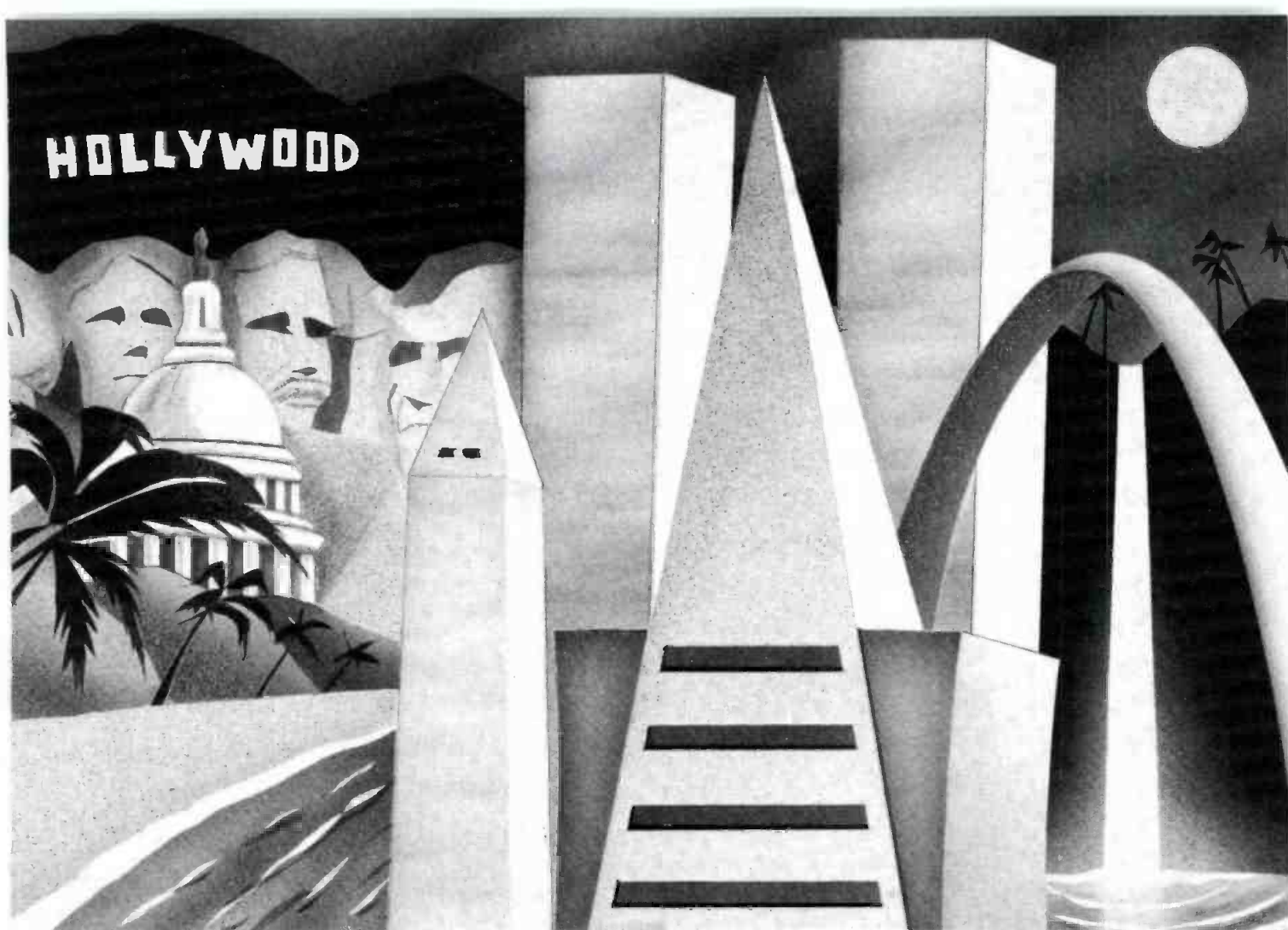
Following meetings with U.S. Senators Arlen Specter (R-Pa.) and Al Gore (D-Tenn.)—in which Gore was said to have compared cable's current "attack on sports" rights to Japan's bombing of Pearl Harbor—the group of more than 20 rights holders said it will request that Congress investigate "the siphoning of sports from free, over-the-air television" to subscription cable TV. An aide to Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) said Metzenbaum has promised Specter to hold hearings on the issue, but has not yet scheduled them.

The group also plans to convene in October a "larger gathering" of broadcasters holding rights to a variety of sports.

Kevin O'Brien, general manager of Oakland Athletics rights holder KTVU(TV) Oakland, said although there will be no reduction in local over-the-air schedules, "the local broadcasters will be forced not to air games...on two of the biggest broadcast nights of the week." And James Boaz, general manager of Philadelphia Phillies rights holder WTXF-TV Philadelphia, added: "I don't have a problem with the balances" among broadcast and cable TV, "as long as I can play equally."

ESPN Senior Vice President Ed Durso said broadcasters will see annual increases in their game inventories—from 1,485 in 1984 to 1,648 in 1988—continue next season. Fans without cable will see as many games over the air as they have in previous seasons, and fans with cable will see those and 175 more on ESPN, he said, adding, "Nothing in this deal even approaches anti-competitive behavior."

Association of Independent Television Stations President Preston Padden he hopes MLB will voluntarily change its contract, he said. But the longer term siphoning issue "will likely require legislation." —PDL



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NBC opts for further study of prime time rollback

Feasibility of move to 7-10 p.m. West Coast prime time to be researched, with decision by January 1990 about whether to make move in September 1990

NBC, which had appeared to be on the verge of approving a prime time rollback to 7 p.m. by three West Coast affiliates (BROADCASTING, Aug. 21), has chosen instead to study the proposition.

After concluding a meeting between West Coast affiliate general managers and network executives last week (Sept. 11) in New York, NBC announced that a research study will be conducted to determine the "feasibility" of shifting to a 7-10 p.m. Pacific time zone prime time for Sept. 1990, with a final decision to be made by the network Jan. 1, 1990.

The study, to be conducted in October and November by an independent research organization and overseen by NBC affiliate research personnel, is being billed by the network as "a joint research project to study lifestyle and audience composition issues" particularly important to West Coast affiliates.

Despite almost unanimous support for a rollback of the current 7-11 p.m. prime time format among NBC station executives around the Pacific Rim (BROADCASTING, Aug. 21), a three-market test plan at KRON-TV San Francisco, KCRA-TV Sacramento and KSBW-TV Monterey-Salinas, Calif., being discussed for the summer of 1990 apparently fell victim to the network's opinion that further research analysis would be needed. To keep all West Coast affiliates abreast of the latest initiative, a planning meeting will be held at NBC's Burbank, Calif., offices Oct. 19.

NBC Senior Vice President of Corporate Communications Betty Hudson said an outside research firm will be hired in the next couple of weeks.

Industry sources say the timing of NBC's scheduled January verdict on shifting prime time would give affiliates some leeway in making purchasing decisions for syndicated programming being shopped at the NATPE convention in New Orleans Jan. 16-19, 1990.

If prime time does get pushed back to 7 p.m., syndicators may make life difficult for NBC affiliates, with threats of legal action to prevent the loss of key 7-8 p.m. access slots for their shows. King World Productions Chairman Roger King was reportedly threatening to sue KRON-TV over a possible breach of contract if the station moved *Jeopardy!* and *Wheel of Fortune* out of access and into early or late fringe slots. King World President and CEO Steve Palley says Roger King's comments were taken out of context, and that KRON-TV is an

"old and valued customer," Palley added: "We have valid and binding contracts with KRON for *Wheel* and *Jeopardy!* [through Aug. 31, 1990]. If they move those shows, we'll have to take a look at what action we'll take at that time."

"I don't really ever think there was a threat to sue," said Sturges Dorrance, vice president and general manager, KING-TV Seattle. "I would say all of our stations have maintained a good working relationship with syndicators, and we hope to keep it that way. We have a solid access lineup with *Entertainment Tonight* [distributed by Paramount] and *This Evening* [Group W], and we want to keep those franchises. We [NBC and its Pacific affiliates] wanted to set a timetable for reviewing the research and then making a decision. We are just trying to identify what will be best for the stations, the network and the viewers."

Dorrance says he is still "in favor" of a 7 p.m. prime time start in Seattle because with up to 80% of the city's female population working, the "changing lifestyles" have forced KING to think about a 10 p.m. news to "reach" more viewers before they go to bed. "That's a basic responsibility of any local station's news operation," emphasized Dorrance.

Representing the West Coast Affiliate Committee at the New York meeting were general managers Amy S. McCombs from KRON-TV San Francisco, John Kuenke of KCRA-TV Sacramento, Jeff Lee of KSBW-TV Monterey-Salinas, Calif., Elliot Kleeman of KNDO-TV Yakima, Wash., and Dorrance. Leading the network delegation was NBC Network President Pier Mapes, Vice President of Relations Bill Fouch, Vice President of Research Bob Niles and Hudson. —MF

Joint industry anti-drug effort targets children

ATAS, producers, networks and independents will jointly produce and air special with cartoon characters urging children to say no to drugs

The Academy of Television Arts & Sciences is spearheading a cooperative effort among broadcasters, several major television producers and the McDonald's Corporation to produce and distribute a half-hour anti-drug television special aimed at children, it was announced last week.

As part of its Campaign Against Substance Abuse launched in 1986, ATAS is producing an animated television special that will be carried simultaneously on the three major networks when it airs in early 1990 and will feature animated characters from several different studios. The producers of the project said that the airing of the special will mark both the first time that the

three major networks air an entertainment show simultaneously and the first time that major studios and production companies allow their copyrighted animated characters to be drawn together in one television program.

It is planned that the commercial-free special will air on a Saturday morning in February or March 1990 on more than 750 television stations in North America. In addition to running simultaneously on ABC, NBC and CBS stations, the special will run on at least 180 independent stations that are members of the Association of Independent Television Stations (INTV). Exact plans for when independents will air the show are unclear. In addition, the producers are making the program available to cable channels, such as HBO, Nickelodeon and the Disney Channel.

Studios and production companies involved in the project include Alien Produc-

USA drafts PSA's for war on drugs

At a luncheon sponsored by the New York Chapter of the National Academy of Television Arts and Sciences last week, USA Network president Kay Koplovitz said the network was developing a multimedia anti-drug abuse public service campaign, designed to complement on-air spots that television and cable networks have been carrying in connection with the Media-Advertising Partnership for a Drug-Free America project. The campaign, said Koplovitz, will be launched on USA in January, at which time the network will also make it available to other cable networks and local systems. Koplovitz said that nine cable networks—USA, Family Channel, Arts & Entertainment, Nostalgia Channel, MTV, ESPN, Nashville Network, BET and TBS—will contribute a total of \$75 million in air time to promote the Drug Free America Campaign in 1989. "We should be able to double that in 1990," Koplovitz said. There is "no greater battle," she said, than the fight against drugs.

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KXTV-TV, Sacramento, CA, Division I

WCTV-TV, Tallahassee, FL, Division II

WOR-AM, New York, NY, Division I

WOKY, Milwaukee, WI, Division II

Newscast

WRAL-TV, Raleigh, NC, Division I

KARK-TV, Little Rock, AR, Division II

WSB, Atlanta, GA, Division I

KSFO/KYA, San Francisco, CA, Division II

Investigative/Documentary

WUSA-TV, Washington, DC, Division I

WCVB, Boston, MA, Division I

KREM-TV, Spokane, WA, Division II

WINZ, Miami, FL, Division I

WXRT, Chicago, IL, Division II

Sports Reporting

WIVB-TV, Buffalo, NY, Division I

KXAN-TV, Austin, TX, Division II

WBAL-AM, Baltimore, MD, Division I

WRFC, Athens, GA, Division II

Feature

KOMO-TV, Seattle, WA, Division I

KTBS-TV, Shreveport, LA, Division II

KYW, Philadelphia, PA, Division I

FL Public Radio, Tallahassee, FL, Division II

Spot News Videography

WBZ-TV, Boston, MA, Division I

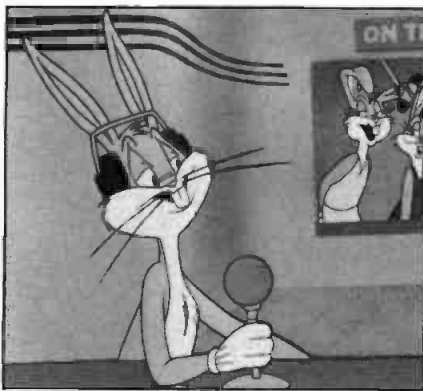
KVUE-TV, Austin, TX, Division II

Sports Videography

WCVB-TV, Boston, MA, Division I

WCIA-TV, Champaign, IL, Division II





Some of the stars of the upcoming industry anti-drug effort

tions, Columbia, DIC, Film Roman, Hanna-Barbera, Henson Associates, Marvel, Paws, Ruby-Spears, Walt Disney, Warner Brothers and others. Characters and shows that will be pooled together for the spe-

cial—with no cost for licensing—include ALF, Bugs Bunny, *Duck Tales*, Garfield, Muppet Babies, Scooby-Doo, Smurfs and Yogi Bear. The special will also feature three characters created especially for the

show.

The program is being principally funded by the McDonald's Corporation, the characters' licensees and the Ronald McDonald Children's Charities foundation. The foundation is donating \$600,000 to ATAS towards making 250,000 videotape copies of the program for free lending to families, schools, libraries and community centers. McDonald's restaurants will be involved in promoting the broadcast before it airs, supplying tie-in materials to schools and sponsoring local activities related to the broadcast.

The cost of producing the half-hour animated show could range from \$600,000 to \$1 million, suggested Roy E. Disney, vice chairman of the Walt Disney Co. and executive producer of the special.

The show is targeted at children 5-11, and the show's backers hope to reach 60% to 70% of that age group. According to the National Institute on Drug Abuse and the National Council on Alcoholism, the average age of first drug use is currently 13 and the age for first alcohol use is 12.

The show's producer is Buzz Potamkin, a long-time animation producer. Writing

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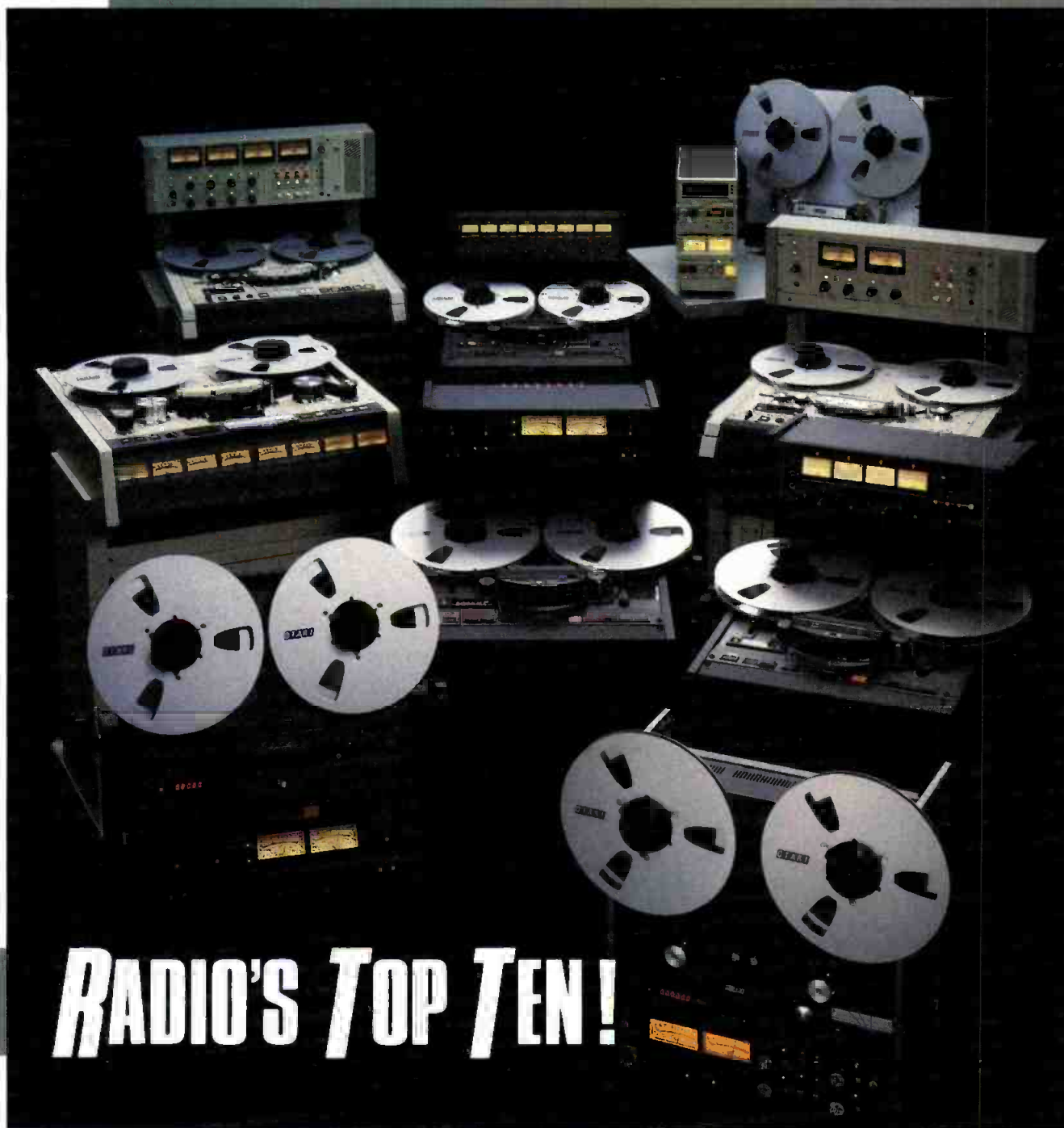
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Fair share

Association of Independent Television Stations is launching advertising campaign to make point that independents, not cable, have largest non-network share of television viewing. INTV has hired Minneapolis advertising agency Fallon McElligott to create print campaign that "will stake our claim as a leading segment of the television industry and will directly confront misconceptions about our stations and audiences," said INTV President Preston Padden.

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the show will be Dwayne Poole and Tom Swale, who have written for Hanna-Barbera.

Credited with the idea for the show was the ATAS's Campaign Against Substance Abuse Steering Committee, chaired by John Agoglia, executive vice president, business affairs, NBC-TV. The Campaign Against Substance Abuse was organized in 1986 by then-ATAS president Richard Frank.

—GM

Orion taps Bob King and Joe Indelli for sales posts

The Orion Entertainment Group fired Scott Towle, president of TV distribution, last week and plans to replace him with syndication veteran Bob King. In addition, former MTM TV Distribution Group President Joe Indelli will join Orion as executive vice president. King will set up an office in New York, and Indelli will take control of the Los Angeles sales operation.

A well-placed source said Orion Chairman and CEO Gary Nardino has reached agreement with Indelli and King, and will pay off the remainder of Towle's contract

(through March 1990).

Towle's departure is likely linked to problems Orion has encountered with sales of hour-long dramas to stations in the syndication market, and principally to Towle's sale of *Cagney & Lacey* for an exclusive six-month window on the Lifetime basic cable service that ran from February 1988

Discovery's live 'Student Safari'

The Discovery Channel, the BBC and WJLA-TV Washington are joining together to produce a live, interactive, one-hour special international classroom program, *Student Safari: Africa Watch*, on Sept. 28.

The program is both an outgrowth of the service's *Assignment Discovery* service for schools and the *Safari Live* production that kicks off Discovery's new season the weekend of Sept. 22-24. That production, which will include live footage from Africa, is being produced by Discovery and the BBC, from the Masai Mara wildlife reserve in Kenya. Discovery will station seven cameras, four on mobile vehicles and three in fixed positions, for the *Student Safari* program. At 10 a.m. on Sept. 28, the cameras will begin transmission of a live Discovery Channel feed from Kenya, to be hosted by BBC personality Julian Pettifer.

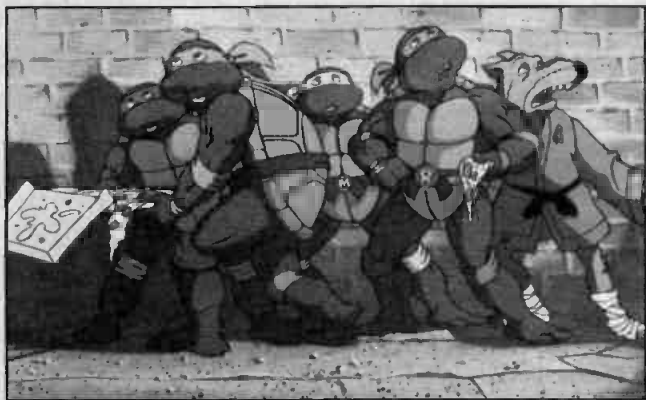
Back in the U.S., Discovery will assemble 20 elementary, middle and high school students from Washington area high schools at WJLA-TV studios to participate in a question and answer session with wildlife experts stationed in the reserve. Hosting the U.S. portion will be WJLA-TV anchor Renee Poussaint. Ward and Associates will produce *Student Safari*, which will also be simulcast on WJLA-TV.

The program is tied in with Discovery's *Assignment Discovery* programing segment for schools, which is carried weekdays at 9 a.m. "We believe that *Student Safari: Africa Watch* represents a breakthrough, allowing for the first time—live before a national audience—students to be linked by television to a country half the world away," said Greg Moyer, senior vice president/programing group, for Discovery.

to September 1988. After that time, the syndication window opened to the dozen local stations that bought the show in advance for local run. Believing they had made an exclusive arrangement in their markets, local station executives later cried foul over the Lifetime sale.

"I don't feel defensive about that deal at

Syndication Marketplace



Sept. 25 has been set as the premiere date for **Group W Productions'** *Teenage Mutant Ninja Turtles* animated children's half-hour strip. The syndicator says the 65 new episodes, produced by Muraka Wolf Swenson, have cleared 120 stations for 88% coverage, including the top 50 markets.

□

Lassie, an updated version of the CBS story that ran from 1954 to 1971, hits first-run syndication this week with clearances in 160 markets, according to **MCA TV**. An **Al Burton Production** and a co-venture of **Palladium Entertainment** and MCA TV, the half-hour weekly series is sponsored in part by Ralston Purina Co.

□

Western International Media announced that its syndicated series *Fight Back! With David Horowitz* has cleared 60 markets for its 10th year in syndication. The consumer-awareness show also marks its 15th anniversary in production on Los Angeles's KNBC-TV. Produced by Horowitz's Fight Back! Productions, the half-hour weekly show is taped at NBC's Burbank, Calif., studios. A new segment added this season is "Fight Back! People's Poll," which asks viewers for their opinions through a 900 telephone

polling system. Results from polls will be announced on subsequent episodes. Proceeds from the 900 calls will be donated to Fight Back! Foundation For Cancer Research.

□

Qintex Entertainment has announced that two-hour premiere *Rock 'N Rollergames—The World Premiere Championship* will get prime time airings on WPIX(TV) New York, KTLA(TV) Los Angeles, WGN(TV) Chicago, WGBS-TV Philadelphia, WFXT(TV) Boston, KTXA(TV) Dallas-Fort Worth, WGNX(TV) Atlanta and other cities for Sept. 12-17 debut week. Rollergames will have its regular weekly run



(mostly in weekend late fringe) beginning week of Sept. 23 on 144 stations. Featured in 120-minute special premiere is five-team elimination match to determine who faces world champion T-Birds, and half-time rock-n-roll performances by Deborah Harry, Lita Ford and Warrant. More than 70 stations on lineup will carry *Rock 'N Rollergames* event in prime time. Also, "world tour" is being planned for Spring 1990.

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Ready for the '90s

all," Towle said. "It was clear at the time that the Lifetime exposure was vastly overstated negatively by the trade press." Towle would not comment further on the Lifetime deal except to say that a soft syndicated market for one-hour shows has forced distributors to look for placement with the cable networks.

Nardino and other company officials were unavailable for comment.

Towle joined Orion in 1981, while the syndication business was under the former Filmways Production banner. He moved up from Western division sales manager to senior vice president of sales, and finally to distribution president in 1986.

Bob King, who was most recently chairman of the Television Program Source (TPS) before the company disbanded in 1987, is the brother of King World's Roger and Michael King, with whom he worked before joining TPS. Indelli left MTM (BROADCASTING, Sept. 4) after the company did not renew his contract and named Greg Phillips to take over worldwide sales. □

More dirt on soaps

Capital Cities/ABC and Murdoch will publish magazines on daytime serials

There is good news for the 6.5 million daily serial viewers who can't get enough of the inside dope on their favorite soaps. The launches of two more publications on the programs were announced last week. Capital Cities/ABC Inc. said it was launching a new book called *Episodes* that will focus solely on the daytime serials broadcast on the ABC Television Network.

Murdoch Magazines, part of the Rupert Murdoch media empire, said it was proceeding with a new weekly publication called *Soap Opera Weekly*. Murdoch purchased the bi-weekly *Soap Opera Digest* in July for a reported \$70 million.

ABC executives said that *Episodes* is designed to increase viewership of its daytime serials, already the strongest in both household and key demographic ratings, as well as give advertisers another vehicle in which to market their products to target audiences.

Stock guide

Billed as the "first published guide to stock film and videotape," "Footage 89" provides details on 1,635 sources of footage, including production companies, distributors, archives, private collections, corporate archives and sports organizations, public domain footage, television networks and stations. The catalogue, whose coverage encompasses the United States, Canada, Mexico and the Caribbean, also contains essays on videotape restoration, copyright and licensing, and other topics. "Footage 89" has a subject index with over 36,000 individual entries, a name index and a television series index. The catalogue is available in both book and floppy disk from New York-based Prelinger Associates.

A *Wall Street Journal* report last week said that ABC is selling full-page ads in *Episodes* for \$30,000, at least \$20,000 less than the going rate for women's service magazines, such as *Vogue* or *Cosmopolitan*.

Episodes is scheduled for February 1990 launch and will be published every other month. According to William Abrams, director of administration, ABC Daytime Programs, the magazine evolved from an earlier soap opera promotion concept called Soaptalk that was tested in 1987. Soaptalk enabled daytime serial viewers to call a 900 telephone number to hear different actors giving inside advance information on upcoming episodes.

"The response we got from Soaptalk demonstrated just how involved and responsive our daytime serial audience is," said Abrams. The magazine will be promoted in 30-second spots in the network's daytime soaps—*General Hospital*, *All My Children*, *One Life to Live* and *Loving*—starting after Thanksgiving.

The spots will urge viewers to subscribe by calling a 900 number. Subscribers will pay a \$3 annual subscription fee, said Abrams. The goal is to sign up 2 million subscribers, or roughly 10% of ABC's weekly soap audience, by February, he said.

While the magazine will focus to some extent on the off-screen lives of ABC soap opera stars, it will stay away from tabloid-type stories such as who is marrying, cheating on or divorcing whom, said the magazine's publisher and editor, Amy Dorn Kopelan.

The new Murdoch weekly will hit the newsstands Nov. 14, priced at 99 cents.



Aside from being more timely than its bi-weekly companion publication, it was not clear last week whether there would be much difference in the editorial content. Murdoch officials refused to elaborate beyond a one-page press release issued last week which said that Mimi Torchin has been named editor. She was formerly editor of *Soap Opera's Greatest Stories and Stars*, as well as a columnist for the bi-weekly *Soap Opera Digest*.

The new Murdoch book will be 48 pages, and in four-color. Advertising sales will be handled by the existing *Digest* staff, who report to that publication's publisher, Michell Berman. —SM



"Wheel"

Syndication Scorecard *

Rank	Program	Rtg.	Stns	Covg
1	Wheel of Fortune, synd.	11.9	228	97
2	Jeopardy!	11.1	212	97
3	Cosby Show	8.6	201	97
4	Star Trek	8.1	235	97
5	Oprah Winfrey Show	7.9	209	98
6	Wheel of Fortune, wknd.	7.6	198	91
7	Current Affair	7.1	145	89
8	Tri-Star Showcase	6.5	124	90
9	Entertainment Tonight	6.3	172	94
10	Donahue	6.1	225	99
10	TV Net Movie	6.1	182	95
12	Geraldo	5.2	196	98
13	GSL 15th Year Anni. Special, part II	5.1	128	90
14	Cousteau	5.0	146	93
14	People's Court	5.0	188	94

The following programs are rated, but not ranked.

Wrestling Network	7.2	164	91
World Wrestling Federation	7.8	240	97

* Source: Nielsen Media Research Weekly Pocketpiece

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LIN proposes to split in two

Cellular operations would be merged with those of BellSouth, leaving TV stations to trade as separate company

LIN Broadcasting last week announced a definite merger agreement that in one stroke would turn its seven affiliate TV stations into a relatively "pure" broadcasting stock; would eliminate a threatened takeover by McCaw Cellular Communications, and would create the largest cellular telephone operator in the country. The agreement, the centerpiece of which is a proposed asset-for-stock swap with regional telephone operating company BellSouth, would split LIN in two pieces—one with cellular and specialty publishing, the other with television broadcasting. Last week's announcement might start a bidding war for the existing company if McCaw chose to raise its outstanding \$110-per-share offer.

Assuming the LIN and BellSouth cellular merger is approved by LIN shareholders at a meeting expected to be held in December, the former company said it would spin off its seven affiliate television stations into a separately traded public company. The new company, to be called LIN Television, would also contain the "mobile satellite interests, which the company believes may become valuable, although there can be no assurance in this regard." LIN Television would begin life with \$25 million cash and no debt on its balance sheet. Observers expect it would trade at \$13-\$16 per share.

LIN's presentation in New York focused mostly on the other newly created company, LIN Cellular, born from its combination with BellSouth. The telephone company would transfer its current cellular interests to LIN, which would in return transfer enough newly issued shares to give BellSouth half ownership of LIN Cellular. The announcement also said: "In addition, LIN preferred stock may be issued to BellSouth to the extent that net tangible assets of BellSouth transferred to the combined company exceed those contributed by LIN by more than a specified amount." The two companies are already partners in Los Angeles and Houston, and together would serve more than 500,000 customers in over 40 markets that contain over 62 million people. Seventy-two percent of LIN Cellular's customers would be located in the top 10 markets.

As part of the merger agreement, LIN also said it would pay a special \$20 dividend for each of the 54 million shares currently outstanding. The dividend would be financed with existing cash and roughly \$800 million in loans to be assumed by the new cellular company.

LIN Chairman Donald Pels told an investors' meeting last Wednesday in New York

that he had not heard from McCaw since the BellSouth merger agreement was announced Monday morning. The Seattle, Wash.-based cellular operator had initially offered \$120 per LIN share over three months ago, but subsequently reduced its offer to \$110.

Michael Plough, LIN's vice president, corporate development, and treasurer, said the television stations had 1988 revenue of \$137 million and cash flow of \$75 million. Plough added that this year's results for the stations would be "very close to the same levels."

All of LIN's stations are affiliates: KXAS-TV Dallas-Fort Worth (NBC); KXAN-TV Austin, Tex. (NBC); WISH-TV Indianapolis (CBS); WANE-TV Fort Wayne, Ind. (CBS); WOTV-TV Grand Rapids, Mich. (NBC); WAVY-TV Portsmouth, Va. (NBC), and WAND-TV Decatur, Ill. (ABC). It is expected that Gary Chapman, who 10 months ago was named president of LIN's television group, will continue in that role, and that Pels, who would be the sole employee of

both new LIN companies, would retain the titles of chairman and chief executive officer.

Pels told BROADCASTING that he expected LIN Television would be given certain special "defensive" provisions, although he said he did not think those would include dual-class voting stock. Noting that LIN owns two stations in Indiana—and whose anti-takeover law was recently upheld in Federal Court—Pels said the company might incorporate in that state. LIN is currently incorporated in Delaware.

LIN expects both the proposed merger and television spinoff would be tax-free to shareholders. In addition to shareholder vote, certain aspects of the plan would be subject to governmental approval, which is not expected to be completely obtained until sometime next year. The FCC has already approved the television spinoff, which was OK'd by the board in principle last May. On the day of the announcement, LIN's stock rose \$1 to \$106.75, and closed on Thursday at \$106.125. —GF

TV ad dollars up in second quarter

Second-quarter television advertising was up 7% over the same period in 1988, according to a report issued by the Television Bureau of Advertising last week. Network advertising, the largest segment, was up 5.8% over second-quarter 1988 to \$2.4 billion, while national syndication advertising, the fastest-growing segment of TV advertising, was up 36.7% to \$305 million. Spot television advertising rose 4% to \$1.3 billion, while local advertising was up 6.9% to \$1.3 billion, according to data supplied by Broadcast Advertiser Reports.

For the first half of 1989, television advertising totaled \$10.1 billion, up 3.2% from the first half of 1988. Network advertising, coming off an Olympics year in 1988, was down 1.2% from that time period to \$4.7 billion in first-half 1989.

Breaking down the TVB/BAR data by network, second-quarter revenues were up 10% for NBC to \$928 million; up 6.2% for ABC to \$743 million, and flat for CBS at \$740 million.

The fastest-growing daypart for network advertising from last year's second quarter to this year's was prime time, in which revenues rose 14.3% to \$1.5 billion. The daypart suffering the most shrinkage in advertising was weekend early fringe, which dropped 45% to \$28 million.

The biggest network advertising group for the first half of 1989 was the food and food products category, which was up 1% over 1988 figures to \$859 million. The second largest network advertising group, automotive, was up 18% over first-half 1988 to \$739 million. The leading network

Television advertising, 1989 versus 1988

(Dollars in Millions)

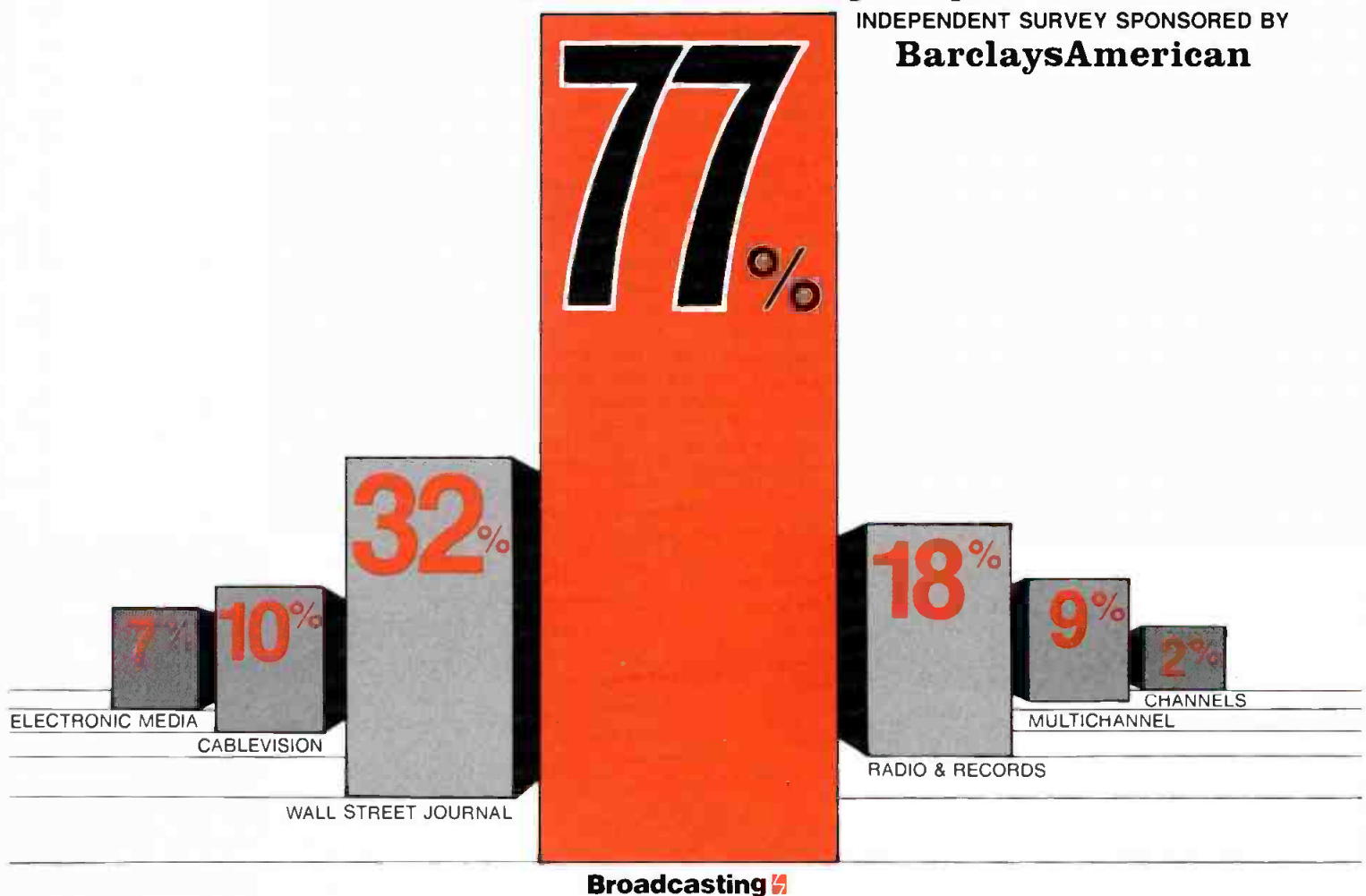
	2nd quarter '89	% change from '88	1st half '89	% change from '88
Network	\$2,412	+5.8	\$4,679	-1.2
Spot	\$1,330	+4.0	\$2,519	+3.4
Local	\$1,311	+6.9	\$2,424	+6.3
Nat'l Syn.	\$305	+36.7	\$571	+34.3
Total	\$5,357	+7.0	\$10,192	+3.2

Source: Television Bureau of Advertising, from Broadcast Advertisers Reports

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advertiser was General Motors, which spent \$247 million on network advertising in 1989, up 44% over the corresponding time period last year.

The largest category in spot advertising for the first half of 1989 was automotive advertising, which amounted to \$687 million, according to BAR data compiled from 75 markets. Leading automotive's 17% growth were big increases from foreign car manufacturers and their dealer associations, including Toyota, Nissan, Honda and Mazda.

-GM

Bankrupt Beam sues foreign investors

Beleaguered broadcaster claims that major creditor tried to take over its stations and, when unsuccessful, encouraged single largest creditor, Chase Manhattan, to precipitate bankruptcy

Charges filed by Beam Communications against investment firms incorporated in Liechtenstein and Saudi Arabia have further complicated the voluntary bankruptcy proceedings of the Key Biscayne, Fla.-based group owner. Beam is currently in discussion with other investment firms and is expected to file a reorganization plan within the next two weeks.

The recent chapter 11 filing indicates that Beam has 195 "unsecured" creditors with \$539,000 in claims, the biggest of which were held by Katz Communications, \$145,200, and King World Productions, \$77,800. But Beam's primary creditors are its secured lender, Chase Manhattan, which is owed \$48.3 million, and Liechtenstein-incorporated Equity Investment International Corp. (EIIC), which has a subordinated loan of \$18.3 million. Against Beam's total liabilities of \$67.7 million stands tangible property of \$16.4 million.

Chase earlier tried to extricate itself from its loan by trying to auction the company's stock securing the loan, but the attempt, it is said by more than one source, failed to

attract a bid. The bank won a court decision last May, enabling it to garnish some of Beam's cash.

Beam's adversarial filing, however, is not against Chase but rather against EIIC and affiliated parties, which it contends attempted to gain control of the stations and, when it was unable to do so, encouraged Chase to take action "which would force plaintiffs [Beam] to file bankruptcy petitions." The allegations include charges that EIIC contacted key employees "to solicit their cooperation and support for an EIIC takeover of the television stations" and that EIIC misused confidential information and

Bottom Line

Zenith's nadir. Zenith Electronics predicted weaker operating results, adding that company was unsure it would be able to report profit for full year. Problems, said Glenview, Ill.-based consumer electronics, computer and cable TV equipment manufacturer, were primarily in computer division where slower government orders and pricing pressures had hurt operating margins. Company said it was deferring salary hikes for salaried U.S. employees and some foreign workers, a move expected to save \$6 million annually. Zenith said it was also undertaking certain cost-saving "reorganizations" within system. Charles Ryan, securities analyst for Merrill Lynch, said he does not currently expect any major restructuring at Zenith and currently recommends investors "avoid" the stock.

More afloat than ever. David Walthall, president of Heritage Media, said recent slight decline in stock price of group owner and out-of-home advertising company might be due to fact that Heritage issued more than 10 million shares in merger with Actmedia, or at least five times Heritage stock float prior to merger: "Much of the stock went into the hands of people who really don't know Heritage's story and so for the next 30 or 45 days, we will see a lot of volume in our stock from people selling who don't really want to be in it." Walthall said majority of Heritage's Actmedia purchase was financed with additional equity, thereby reducing company's debt exposure. One of those purchasing equity, HC Crown Corp., has increased its stake in Heritage to about 7.2 million class A common shares—assuming conversion of its class C common shares—or roughly 15% of fully diluted class A shares. HC is a subsidiary of Hallmark Cards (majority owner of Univision).

Savings opportunity. Tele-Communications Inc. has called for early redemption of \$150 million in 12% senior subordinated debentures due 2003. TCI said early call, along with company's recent tender for 11% subordinated debt, would allow TCI to refinance \$600 million in debt at rates approximately 2% lower, saving TCI more than \$12 million per year over 10 years.

"consistently thwarted plaintiffs' efforts to sell or refinance the stations by refusing to attend meetings, provide information or perform acts which the defendants had duties to perform."

In late 1986, Beam bought out the limited partnership interests of EIIC and SAC Limited, a Saudi company, both of which are represented by Mamdouh M. Abdallah, a Cincinnati resident. The refinancing was apparently required because it was felt that FCC limitations on attributable foreign ownership—Abdallah himself is a U.S. citizen—were exceeded. EIIC took some of its payment for the limited partnership units in cash and accepted the \$18 million note for the remainder.

Beam contends that the purchase price for the limited partnership units was to be based on 10 times trailing cash flow, which was believed to be \$5.5 million. The price, Beam asserts, was preliminary and subject to an audit by Deloitte, Haskins & Sells. The accounting firm instead determined cash flow to be only five million dollars. As a result, Beam contends, it overpaid to EIIC and SAC and is still owed several million dollars.

The filing, made last month, also claimed that EIIC has no secured interest in Beam due to contract provisions agreed upon by both parties. A more recent counter-filing by the defendants denied virtually every claim and contended instead that Beam owed them \$187,500.

While lawyers dispute the claims and investment bankers at Furman Selz try to refinance the group owner ("Closed Circuit," July 24), the group's financial results show some improvement, at least through

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
C-Cor	Year	\$53,755	47	\$5,195	239	\$1.21
Centel Cable TV	Second	\$43,705	16	\$2,513	19	\$0.10
International Broadcast	Second	\$1,929	319	\$66	NM	\$0.02
Jones Intercable Investors	Second	\$7,894	19	(\$3,380)	NM	(\$0.41)
QVC Network	Second	\$54,919	48	\$812	13	\$0.05
Republic Pictures	Second	\$15,496	7	\$433	22	\$0.10
Telemundo Group	Second	\$29,782	19	(\$10,565)	NM	(\$0.63)
TVX Broadcast Group	Second	\$37,127	-18	(\$13,599)	NM	(\$1.86)

International Broadcast Systems, international program distributor, had net loss of \$629,284 last second quarter. Company went public in April. ■ **Jones Intercable Investors L.P.** had net loss of \$2.8 million for corresponding quarter one year earlier. Operating income, before depreciation and amortization, was up 14% to \$2.8 million.

■ **Telemundo** said that continental U.S. net commercial sales were up 45% from second quarter 1988 to \$15.6 million. Telemundo had net loss of \$10.2 million in second quarter 1988. ■ In 12 months following 1988 second quarter, **TVX Broadcast Group** sold four stations. Sales, along with programing changes and increased interest expense, make year-to-year comparisons meaningless, company said.

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Paramount's profit picture

Paramount Communications reported last week that it spent \$80.5 million on its unsuccessful tender offer for Time Inc. this summer. The finance, legal, consulting and other fees related to the takeover attempt pulled Paramount's earnings for the quarter ended July 31 down 20% from the same quarter last year to \$96.3 million.

Revenue and operating income from Paramount's continuing operations grew over last year's third quarter. In the company's entertainment segment, revenue was up 24% to \$506.5 million, while operating income rose 49% to \$57.5 million. Growth in Paramount's publishing segment was not as great—revenue was up 15% to \$444.1 million, and operating income was up 4% to \$103.9 million.

Paramount said that pay cable results for the quarter approximated the results of the quarter one year earlier. Profits from the sale of features to network television rose due to sales of "Top Gun," "Ferris Bueller's Day Off" and "Children of a Lesser God."

Series syndication profits increased also, according to Paramount, although profits from *The Arsenio Hall Show* and *Star Trek: The Next Generation* were partially offset by lower domestic syndication revenue from *Laverne & Shirley*.

the first five months of this year. Beam's stations, all affiliates, are WDAM-TV Hattiesburg, Miss.; WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz., and WPNB-TV Traverse City, Mich. A pre-trial conference at the U.S. bankruptcy court in Miami is expected sometime within the next two months. —GF

Local stations vie for viewers

Broadcasters in Connecticut have launched an advertising campaign to persuade local audiences, especially those in commuting distance of New York City, to watch Connecticut-based stations rather than those in New York.

Meanwhile, broadcasters in the West Palm Beach area market, who ran a similar campaign several years ago to win viewers back from Miami stations, have discussed reviving that campaign.

The primary target of the Connecticut campaign, said Al Bova, president of the Connecticut Broadcasters Association and vice president and general manager of WVIT(TV) Hartford (New Britain), is people who work in New York but live in Connecticut. In addition, the campaign is targeting "people who live in Connecticut who are unconsciously, unknowingly tuning into New York stations as opposed to Connecticut stations," he said. "We think there is a significant section of both of those groups that will choose to watch local stations" if the broadcasters are able to create an awareness of the difference between Connecticut and New York signals. "The issue is not that we're better," Bova said. "The issue is that we're here. We don't serve the tri-state area. We serve Connecticut."

The advertising campaign, designed by Westport, Conn.-based Dickison & Rakaseder, is taking the form of television and radio ads, a full-page ad in *Connecticut* magazine, and posters in commuter trains traveling between Connecticut and New York City.

In judging the campaign's success, Bova said, "Any measurable shift [in viewers]...would be considered a victory." A more optimistic, longer-term goal, he said, would be to draw Connecticut's Fairfield County into the Hartford-New Haven area of dominant influence. Fairfield County, the state's closest county to New York City, has never been part of the Connecticut ADI.

The five commercial television stations that are members of Connecticut State Broadcasters, along with the state's public television network, have committed to the viewer-recruitment campaign through December, Bova said.

Broadcasters in the West Palm Beach-Fort Pierce-Vero Beach market have held two meetings on the subject of reviving a similar 1985-1987 program designed to win local viewers back from stations in the adjacent Miami ADI, according to Jay Oliver, general manager of WTVX(TV) Fort Pierce. "I suspect that early next year, you'll see

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another campaign," he said.

The 18-month West Palm Beach "Local Television: Turn It On" campaign pitched six different reasons to watch local, rather than Miami-based stations, Oliver said. The campaign, for example, pointed out that viewers would learn more relevant weather information from local stations, which is especially important in emergency situations, he said. The campaign was conducted via TV spots, newspaper and outdoor

advertising, direct mail inserts in cable system bills and contests involving local McDonald's restaurants.

The success of the earlier campaign was undeniable, Oliver said. When the campaign started, the prime time share of the West Palm Beach area broadcasters totaled 48%. Two years later, the share was 62%. Meanwhile, Oliver said, the net weekly circulation of the Miami stations dropped to a level that eliminated them from the West

Palm Beach area rating books.

Since the last campaign ended, the gains of the campaign have eroded slightly, Oliver said. In the July Nielsen ratings book, the local broadcasters' ratings share amounted to 60% of prime time, and one Miami station was back in the West Palm book, he said. Several stations in the affected South Florida markets have changed network affiliations since the campaign ended in 1987. —GM

Cablecastings

New subscribers in Chicago

United Video has added almost 250,000 subscribers for WGN-TV Chicago, including ATC's Raleigh and Durham, N.C., systems, according to the company. Additionally, UV said Cox Cable San Diego has switched from microwave to a satellite feed of KTLA(TV) Los Angeles, which UV also uplinks.

CAB advertising workshops

The Cabletelevision Advertising Bureau has scheduled 12 fall local advertising workshops. The workshop topics include: "Expand Your Current Base," "Beat Back the Competition" and "Use Research Creatively," plus "Packaging for Maximum Profits," "Discovering New Revenue Streams," "Promotions that Work" and "Commercials that Sell." Workshop sites include Dallas (Sept. 19), Los Angeles (Sept. 21), San Francisco (Sept. 22), Chicago (Sept. 26), Kansas City (Sept. 28), Atlanta (Oct. 3), Raleigh, N.C. (Oct. 5), Orlando, Fla. (Oct. 6), Boston (Oct. 10) and Philadelphia (Oct. 12). Registration is \$175 for CAB members and \$275 for nonmembers.

Laughing in Montreal

HBO's Comedy Channel, slated for a November 1989 launch, is producing original programming featuring comedian Kevin Meaney in segments shot on location at the seventh annual Montreal International Comedy Festival in July.

Double billing

Two new pay-per-view events have been announced. Titan Entertainment is combining the "No Holds Barred" theatrical movie, which starred Hulk Hogan, with a Hogan wrestling event in a PPV double bill on Dec. 27 at 2 p.m. The two-and-a-half-hour event will be priced at \$11.95. A second PPV offering is a sports, music and entertainment event featuring female mud wrestlers and heavy metal bands, entitled "Thunder and Mud." It is being distributed by Reiss Media Productions and IRS Media. The Nov. 10 event, priced at \$9.50, will be hosted by

Jessica Hahn. Underground film director Penelope Spheeris ("The Decline of Western Civilization") will direct the event.

The beat goes on

Earthbeat, a weekly series on the environment, will premiere on superstation WTBS(TV) Atlanta on Sunday, Oct. 15, at 11 p.m. The program is produced by Planet Live, a nonprofit company headed by J.J. Ebaugh, vice president and director of critical issues program development at Turner. The program, producers say, "will take a positive, constructive, action-oriented approach to the most pressing social and environmental problems facing us all."

Affiliation deals

According to the USA Network, it has signed new five-year affiliation deals with Comcast, Continental, Cablevision Industries and Newhouse, totaling six million homes.

First film

Jones 21st Century Entertainment has announced plans for its first film project, a two-hour made-for-television remake of the "The Little Kidnappers," which will be produced for The Disney Channel and the Canadian Broadcasting Corp. Filming begins this month in Nova Scotia.

Joint effort

Prime Network and Raycom Inc. have joined to create a sports rights acquisition team. The two companies jointly bid on the Southwest Conference package of events, which pitted them against SportsChannel America and has subsequently spawned a legal dispute. (Raycom sued the conference and SCA based on events surrounding the bidding process. The new cooperative arrangement grew out of working together on SWC.

Two million and counting

Continental Cablevision and Multimedia have signed charter affiliation agreements with NuStar, adding two million homes to the cross-promotion service.

Hall of Fame awardee

William MacPhail, CNN vice president, sports, has been inducted into the Pro Football Hall of Fame, winning its first Radio-Television Award. MacPhail, while at CBS in the late 1950's and early 1960's, signed the first individual team and league-wide television pacts with the broadcast network. He joined CNN prior to its 1980 launch.

Support pledged

CNN said that systems representing 50% of cable homes have pledged support for its 15-minute CNN Newsroom. The companies include TCI, United Artists, Continental, Warner, Cox, Jones, Heritage, Times Mirror, Sammons, Scripps Howard, Prime, Post-Newsweek, Maclean Hunter, TCA Group, Rifkin & Associates, Multimedia, Colony and Western.

Getting active

Tele-Communications Inc. is backing USA Harvest, a nonprofit organization dedicated to feeding the hungry, by encouraging local TCI cable systems to get active in the program by volunteering time and cross-promoting their efforts. TCI has also produced video editorial backing the project as well as a written editorial to appear in its program guide. TCI also said it would donate two satellite dishes and headend equipment to Colorado Boys Ranch, a nonprofit ranch designed to help troubled teen-age boys. TCI will wire the ranch's three classrooms and living quarters, and will donate X*PRESS educational feed and software.

Fleming, Ian Fleming

The Secret Life of Ian Fleming, a two-hour telefilm produced by Saban/Scherick Productions, will premiere on Turner Network Television in 1990. Jason Connery will star as the British Secret Service agent turned author who created the character of James Bond. Jason Connery is the son of actor Sean

Connery, who appeared as Bond in seven films. Edgar Scherick will serve as executive producer, Aida Young will produce and Ferdinand Fairfax will direct from a script by Robert Avrech.

Imports

Through an agreement with BBC Co-productions, Turner Broadcasting System Inc. has acquired exclusive U.S. television rights to two series written and narrated by Sir David Attenborough. *The Trials of Life*, a 12-part series currently in production, will premiere in 1991. The four-hour *Lost Worlds*, seen in Great Britain earlier this year, will be seen in the U.S. in 1990. Both shows will be seen either on TBS or TNT.

Trials examines animal behavior and, according to Attenborough, is the third in the series preceded by *Life on Earth* and *The Living Planet*. *Worlds* is a look at the study of fossils.

Added to CNBC

CNBC has added hourly credit market and commodity/future reports to its afternoon *The Money Wheel*. Those reports will begin at 12:45 p.m. and run until 4:45 p.m., and will be approximately two minutes long. Sue Herera will host them.

Profiling the best

SportsChannel New York has added a six-part monthly *Halls of Fame* series,

hosted by Fran Healy. Last weekend's premiere episode profiled Johnny Bench, newly elected to baseball's Hall of Fame. The half-hour series will culminate with a two-hour special next January.

Forest fire report

The Weather Channel will air *Wildfire*, a documentary, Oct. 14 and 15. The one-hour program will explore the problems associated with future forest fires in the Eastern states.

New home

SportsChannel Ohio will become the cable pay television home of the Cleveland Indians. Under the terms of a multiyear television agreement, the channel will have local cable pay rights to 45 Indians games during the 1990 and 1991 season, as well as 11 games for the remaining 1989 season and a number of preseason games.

HTS adds N.C. system

Home Team Sports has passed the 1.4 million home mark, with the addition of Summit Cable's 70,000 subscriber Forsythe County, N.C., system.

New creative

HBO's Comedy Channel has named Cliff Freeman & Partners, a division of Saatchi & Saatchi Advertising Worldwide, as its advertising agency. The account will be

overseen by Freeman, chairman and chief creative officer, and managed by Robert Reed, executive vice president and managing director. Among Freeman's clients are Wendy's ("Where's the Beef?" and "Russian Fashion Show"), Philips ("It's Time to Change Your Light Bulb to Philips") and Little Caesar's Pizza.

Chicago Jukebox

Video Jukebox Network has signed two Chicago area LPTV stations as 24-hour affiliates for its interactive music video service. VJN will reach 690,000 homes over ch. 36 and ch. 22 in Palatine and Waukegan, Ill., respectively, northwest suburbs of Chicago. The stations receive a portion of revenue from the service, as well as three minutes per hour of advertising. Callers request specific videos to be aired and are billed through the telephone company.

Sixpack

USA Network announced six additional films that will air in the first quarter under the World Premiere banner, including two films based on thrillers from best selling author Frederick Forsythe, *Pride and Extreme Prejudice*, with Brian Dennehy, and *A Casualty of War*, with Shelly Hack. The other titles are *The China Lake Murders*, with Tom Skerritt; *Dangerous Pursuit*, with Gregory Harrison; *Personals*, with Jennifer O'Neill and Stephanie Zimbalist, and *The Take*, with Ray Sharkey.

Journalism

The democratization of television news

ABC special looks at explosion of camcorders and issues surrounding use of amateur footage in newscasts

It started as an idea for celebrating what is generally accepted as the 50th anniversary of television. The next *Koppel Report* would deal with the future of the medium. What, for instance, would be the kind of programing viewers would see? But before long, the journalist and political observer in Ted Koppel turned his interest toward an examination of the startling developments in television technology, and the impact they might have on history and on international politics—indeed, were already having.

The result of the research, seen last week on ABC, would be enough to give pause to George Orwell. And it left Koppel with the conclusion that, if the Bush administration regards "propaganda" as a valid enterprise, it should "get out of the horse and buggy era" in its use of television.

Television—Revolution in a Box showed how, in effect, television news coverage is being democratized, as one of its new prac-

tioners put it. Reporting and capturing on tape news events of the day are no longer restricted to networks and stations. Anyone who can afford a camcorder is a potential contributor to their news budgets. And, Koppel notes in the piece, "seven and a half million camcorders" will be sold worldwide this year, some weighing no

more than two pounds. A sailor aboard the U.S.S. Iowa used his camcorder to record the explosion that ripped apart the middle gun turret. And several spectators at an airshow in Ramstein, West Germany, captured on tape the collision of Italian jets in an airshow.

But, as the piece makes clear, ownership

Show and tell

Golden, Colo.-based Columbine Systems Inc. has been taking its new News Management newsroom computer software package on the road for demonstrations in a number of cities. Introductory demonstrations were held last month for the three major TV networks in New York, and showings in several major markets followed immediately. The system, developed in partnership with IBM, provides many of the same features as the leading newsroom software systems marketed by Basys and Dynatech NewStar, including news wire management, automation interfaces and personnel and equipment tracking. According to Columbine, the News Management system's main selling point is greater archiving capabilities than competitors at a lower price. So far, five test systems have been installed at locations in Canada and the United States. Further demonstrations were to be given at the Radio-Television News Directors Association convention and the National Association of Broadcasters Radio '89 equipment exhibition, both held last week in Kansas City, Mo., and New Orleans, respectively.

Book No.	Price
Total	\$

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The Radio Business is a Battle.

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of camcorders is not restricted to those interested only in objective journalism. They are also used by those with special agendas. Indeed, in the years when Solidarity appeared crushed, members of the organization married camcorders to VCR's to spread their message throughout the country. Members of the African National Congress have done the same. The messages are uncensorable. In the U.S., environmentalists have used the technology to advance their cause. And not all uses are benign. The *Report* noted that the terrorists holding hostages have used the technology in their efforts to influence American public opinion: tape recordings of hostages reading statements are seen on American television. So were the pictures of the body of Marine Lt. Colonel William Higgins, swinging from a makeshift gallows.

All of which, Koppel said last week in an interview, should make viewers and those involved in the transmission of videotape pictures "very cautious." "We're being inundated [with material] by people we don't know and whose agenda we don't know." In the past, he said, "the public had a kind of quality control." In the case of ABC News's use of a simulation gone wrong in the story on an American diplomat suspected of espionage, Koppel said, "you knew whom to blame." He said it is likely the network "will think 10 times" before attempting another simulation. But he noted that with "several million people" having the capacity to provide videotaped material, combined with the "competitive pressures" under which broadcast journalists operate, "we have to be very careful about the people [who supply the video] and their backgrounds."

Such competitive pressures were evident when NBC and ABC bought from an amateur photographer what they were told—and what they said on the air—was footage of a fire at the Chernobyl nuclear reactor. It turned out to be footage of an Italian cement factory.

The need for caution can only grow greater as the technology becomes increas-



Ted Koppel

ingly sophisticated. Koppel demonstrated the use to which something called the Ultimatte can be put. The device creates a composite of two separate video elements, with the result that an individual can appear to be seen in a city he has never visited—as Koppel appeared to be seen in Gdansk, a place he has never been. The Ultimatte is expensive, and the process is expensive and time-consuming. Koppel said in the interview it took “two or three hours to shoot the 20-second segment.” But he also said that Panasonic will soon introduce a camera with two lenses that will do “almost the same thing” and cost “less than \$2,000.” So, as he said in his *Report*, “Manipulating or altering reality is now within the budget of almost any political group in the world.”

The documentary also takes note of the popularity of American television—*The Cosby Show* and *Dynasty* are seen around the world and constitute lessons, for good or ill, in what America is like. And it reports that the USSR, under Mikhail Gorbachev and his policy of glasnost, is becoming a more open society. The news media are reporting stories that once would have been suppressed—ethnic unrest in Armenia, for instance. Gorbachev himself, as Soviet television commentator Vladimir Posner says, is becoming a more effective television personality—thanks to lessons he learned from former President Reagan.

But an irony in the latest *Koppel Report* is that the U.S., that fountainhead of public relations and advertising savvy, of marketing skill and production talent, is failing to use those abilities in telling its story abroad. Deputy Secretary of State Lawrence Eagleburger acknowledged in an interview with Koppel that “public relations has not yet become an integral part of the [U.S.] foreign policy establishment.”

Bruce Gelb, the new head of the U.S. Information Agency, blamed Congress for the agency's problems. If Congress would give it the means and “stop jamming our signal,” he said, “we’ll show you what dedicated people can do.” Koppel noted that only 5% of the U.S. Information Agency budget is spent on USIA's Worldnet television service.

Gelb also expressed a view that seemed to have been discredited by much of what went before his appearance in the broadcast. He said that in most countries there are “gatekeepers,” people connected to the government who decide what and how much of a television product is seen on the countries' networks. “What the director of the United States Information Agency should know,” Koppel said, is what underground activists in Chile and Hungary and television producers for Solidarity and the African National Congress have long known—“television requires neither a visa

nor an invitation.”

Koppel, in the interview, said the U.S. should decide whether or not it should involve itself in “propaganda.” A “sustainable argument” can be made that it should not, he added. In that case, he said, the U.S. should shut down the Voice of America, Worldnet, Radio Free Europe and Radio Liberty and Radio Marti. But if the decision is made that the U.S. should tell its story abroad—as well as report on developments in foreign countries—it should move its television service “out of the horse and buggy era.”

Picking up on Gelb's remark, he said, “We act as if we need the permission of a gatekeeper” to broadcast abroad. Yet, he said, small organizations around the world “are putting out handfuls of videocassettes that let them reach out to tens of thousands of people.” He noted that there are 10,000 satellite dishes in Poland—and said that VCRs permit the multiplication of copies of the programs seen by the owners of those dishes.

Koppel also had a word for those in Congress concerned that Worldnet lacks a sufficient audience to warrant funding for passive programs. If RCA waited for viewers in the 1950s to buy television sets capable of receiving programs in color before its NBC broadcast in color, Koppel said, “no one would have bought a color set.” —LZ

On Radio

Radio for children

Station group owner Ragan Henry and Linda Katz and Marci Moon, co-directors of Children's Literacy Initiative, a Philadelphia-based nonprofit organization, have joined to create Children's Radio Network Inc. Described as an “all-children's radio network,” it will consist of 13 hours of programing, seven days a week, and will offer seven one-hour and two-hour shows targeted to children, ages 2-11.

According to Katz: “We were drawn to the radio format because, unlike television, radio develops the same learning processes in a child's mind. By stimulating their imagination, vocabulary and comprehension, we can help to increase their speaking and reading ability in a way that is entertaining and available to all children, regardless of their socio-economic status.”

The network is expected to launch next spring, a spokeswoman said. Among the programs already recorded are *In Concert*, *Sing-Alongs*, *Story Hour*, *Parenting Experts/Interview Show*, *Classical Music* and *Night Time Company*.

Indy switch

WIRE(AM) and wxTZ(FM) Indianapolis have changed their formats. Formerly airing easy listening, wxTZ is now adult

contemporary. WIRE changed its classic country sound to easy listening. The changes took place Sept. 6. WIRE will continue to be the flagship network for the Indiana University Sports Network.

Country time

Satellite Music Network Inc. and Buck Owens Production Co. have launched a new country music format. *Traditional Country & Western*, a 24-hour service, is produced in stereo at Buck Owens Production Co.'s KNIX-AM-FM Phoenix and

distributed by satellite. SMN bills *Traditional Country & Western* as a “pure presentation of country music and talent.” The show will feature hits performers including Patsy Cline, Jim Reeves and Tammy Wynette as well as songs by newcomers such as Randy Travis, Dwight Yokum and Reba McEntire.

Service records

Community service and news have been getting increased attention recently at many

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major market radio stations.

On Sept. 12, in New York, WINS(AM) and WOR(AM) preempted their regular schedules to provide live coverage of the mayoral primaries. Beginning with WINS at 7 p.m. and WOR at 9 p.m., the stations provided live reports from the candidates' headquarters and constant updates of the vote-counting until all returns were in.

WNWK(FM) New York has created an incentives award program in cooperation with Mayor Ed Koch and Ethnic Council Director Herb Rickman. Each month the program will give out awards to "deserving members of the ethnic population" that have aided the community with "heroism, sacrifice or public service."

WFAN(AM) and WNEW-FM, both New York, teamed up against each other on Sept. 13 in a softball game to benefit the Patrick Kelly Fund. Proceeds will be donated to offset medical costs not covered by insurance for Patrick Kelly, who is suffering from arterial venous malformation.

In Chicago, WKQX-FM teamed up against the Surf All Stars, a softball team of musicians and celebrities from various soap operas, in a charity game to benefit the Juvenile Diabetes Foundation. Celebrity memorabilia was raffled off after the game, including the T-shirts worn during the game. A total of about \$9,000 was raised during the event.

Also in Chicago, on Sept. 1-4, WMAQ(AM), in cooperation with AT&T, offered

free long distance phone calls to Poland during the city's "Taste of Polonia" festival over the Labor Day weekend. The station also sent a reporter to cover Senator Paul Simon's journey through Poland.

KSHE(FM) St. Louis joined forces with the Red Cross for a two-day blood drive. Listeners contributed 3,250 pints of blood and were rewarded by the event's cosponsors—Cybertel Cellular, TreeSweet Orange Juice and Hunter-Krey Hot Dogs—with free food, drinks and T-shirts.

In Portland, Ore., KINK(FM)'s morning team of Les Sarnoff and Rebecca Webb kicked-off the fourth annual running of the Megan's Run 24-hour race. The race was established in memory of Megan Edmunds by her parents to raise funds for research into Sudden Infant Death Syndrome, or "crib death." The event has raised close to \$80,000; this year's goal is \$30,000.

Growing Garden

The Madison Square Garden Radio Network has been formed as a division of the Madison Square Garden's Communications Group. The network has signed four affiliates (WFBL(AM) Horseheads, WHCU(AM) Ithaca, WFBL(AM) Syracuse and WIBX(AM) Utica, all New York) and will carry New York Knicks basketball and New York Rangers hockey. The initial broadcast will be the Rangers' season opener Oct. 6 against

the Winnipeg Jets.

The network has also lined up WPTR(AM) Albany, N.Y., to carry Knicks games.

Madison Square Garden Radio, which broadcasts its Knicks and Rangers games live, will continue to use WFAN(AM) New York as its primary outlet for games this season; conflict games will be carried by WMCA(AM) New York.

Birthday greetings

National Public Radio's *Latin File* will celebrate its first anniversary and National Hispanic Heritage Month in September with a series of reports on five Hispanic families in the United States, NPR said last week.

Series segments include examinations of an inner city New York Puerto Rican family, recent as well as post-World War II Salvadoran and other Central American immigrants, a Mexican-American family that has lived in the southwestern United States over several generations, and a Cuban family that came to Miami in the 1800's.

Latin File special programming will also include coverage of the congressional Hispanic caucus dinner, the Hispanic Designers Benefit Fashion Show and Smithsonian Institution festivities. NPR's documentary series *Horizons* will also contribute to Hispanic Heritage Month programming with a half-hour profile of salsa recording artist Willie Colon.

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6

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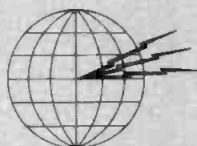
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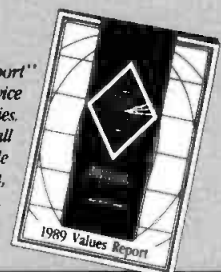
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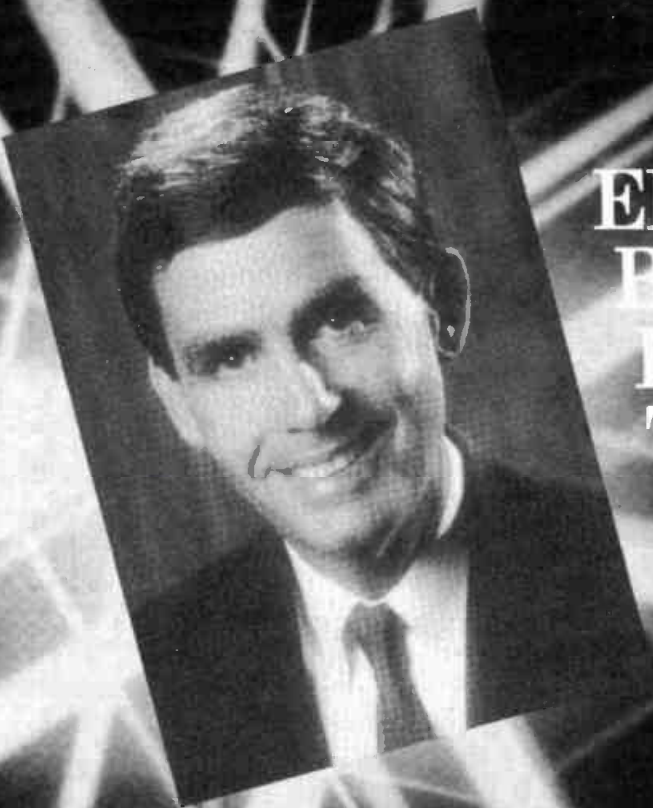
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Telco-cable legislation said to be gaining momentum

At public relations seminar hosted by USTA, Rep. Boucher says support grows in House and Senate, urges telephone industry to work for passage

House Telecommunications Subcommittee member Rick Boucher (D-Va.) is "optimistic" that his cable-telco legislation (H.R. 2437) will be enacted before the 101st Congress adjourns in late 1990. Boucher last week told telephone company executives that support for the bill is mounting and that its prospects are "very good." He also urged the phone industry to use its resources to promote the measure.

Boucher's bill would enable the telcos to offer video services in their telephone franchise area, restore municipal authority to regulate basic rates when competition is absent, mandate carriage of all program services (including broadcast signals), and require cable programmers to offer their product to all technologies.

In the final analysis, "whether or not this bill passes is up to you," said the congressman. "I think we can win, but we need your help," Boucher told a breakfast audience during a Washington public relations seminar hosted by the United States Telephone Association.

There also is a good chance for action this year in the Senate, according to Roy Neel, an aide to Senator Al Gore (D-Tenn.). Earlier this month, Neel told telco executives at a USTA government relations roundtable at The Greenbrier in White Sulphur Springs, W. Va., that the "signs are looking better for passing some kind of [cable] bill in the Senate." Gore, Slade Gorton (R-Wash.) and Wendell Ford (D-Ky.) introduced S. 1068, which is virtually identical to Boucher's bill.

The Senate Communications Subcommittee plans a hearing on must carry in October and a cable oversight hearing in November. At that time, Neel told BROADCASTING, he will have a better idea of what may happen. The evidence "is piling up" but not everyone is in agreement, said Neel. There are some who support reregulation of cable while others believe competition from the telcos is a better approach. Nevertheless, he said, support was mounting for "some kind of bill."

Boucher warned the group to prepare for battle: "Cable will fight this tooth and nail. They will put forth enormous resources to defeat the bill." Moreover, he said, the cable industry has "done a masterful job" "conducting its congressional relations. They are 'well known and well liked,' on Capitol Hill, he said.

With the help of political consultant Bob Beckel, he said, cable is prepared to spend millions on commercials portraying the

telephone industry as the "bad guy." He said the ads might appear once there was movement in Congress. Beckel, of the FMR Group, is organizing a grassroots anti-telco effort on behalf of NCTA.

NCTA would not discuss Beckel's activities. But NCTA executive vice president Decker Anstrom said that "obviously the telcos are waging an aggressive effort to discredit the cable industry and we are fighting back." Nor does Anstrom envision any Hill action on cable rates or telco entry this year. There is concern about rates, he admitted, and Congress has "put the industry on notice." But lawmakers are waiting to see how cable responds before taking any legislative steps, said Anstrom.

To counter cable's move, Boucher urged the telcos to educate the public on the benefits of his legislation. He suggested sending inserts with consumers' phone bills. Communicate with your stockholders, he said.

Boucher believes H.R. 2437 is necessary to curb the abuses wrought by an "unregulated monopoly." Because cable has no competitors, consumers have no recourse, said the congressman. The General Accounting Office study on cable rates (BROADCASTING, Aug. 7), which showed

basic cable rate hikes shot up 29% since deregulation two years ago, provided the evidence that something needs to be done, he said. Rather than reregulate cable, Boucher favors competition. He noted that the Consumer Federation of America prefers reregulation, but he is hopeful the organization's position will change. Boucher also hopes the National Association of Broadcasters will endorse his measure. He said he would likely add must-carry provisions to the bill to accommodate NAB's concerns.

Later, Boucher told BROADCASTING "our real effort" to push the measure would be next year. "We need to build a broader coalition, he said, acknowledging that the votes are not there yet but there is a "general sense" among his colleagues that cable has "serious problems."

Getting the message out

"Anticipate your opponents' game plan" and "carry a positive message," advised Chip Shooshan, vice president of National Economic Research Associates. Shooshan and others appeared before the PR executives to address the cable-telco issue. Like Boucher, Shooshan thought the telcos were

Selling HDTV to America

Southern Bell's Richard Miles says the phone company can boast of being a leader in demonstrating the practicality of high-definition television transmission over switched fiber optic systems. This has helped to advance HDTV research and at the same time has provided positive public relations for Southern Bell, he said, at "Selling HDTV to America," a session of the U.S. Telephone Association conference last week in Washington.

Since the breakup of AT&T into the regional Bell companies, Southern Bell has been conservative in its business decisions, Miles said. But at the same time, it has tried to be identified with the cutting edge in technology. Southern Bell has organized three different HDTV-over-fiber optics demonstrations in just over a year. The first showing was at the Democratic National Convention in Atlanta last summer. It was an opportunity not only to boost the company's image before the general public, but also before Washington policymakers. "Those people are making the rules that will change our industry for the rest of our lifetimes and it is very important to convey these corporate messages," Miles said.

In 1989, further HDTV demonstrations were held of a space shuttle launch last March, and a demonstration at the National Conference of Mayors gathering in Charleston, S.C., in July. The latter had double significance for the telephone industry, Miles said, because as the HDTV demonstration was being held, the mayors were passing resolutions in favor of cable-telco crossownership and reregulation of the cable industry, he said.

One of the claims the national cable industry has made is that it will cost nearly a trillion dollars and take several years to wire the nation with fiber optic cable for HDTV and other ISDN services. "Our one-word response to that is 'preposterous,'" Miles said. "We have a major capital expenditure program underway. It is a five-year plan."

From the consumer standpoint, it is also expected to be expensive to convert to HDTV. Mark Rosenker, vice president, public affairs, for the Electronic Industries Association said that the first HDTV sets could cost up to \$7,000, but that EIA is holding to its prediction that HDTV will reach 25% market penetration by the year 2000, reaching that mark at a rate faster than VCR's. EIA's main concern now is the FCC's adoption of a transmission standard that can be used equally well by the alternative media, including fiber, Rosenker said. "We're open to everything. We don't want to stamp out any potential deliverer of programming," he said.

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making progress on Capitol Hill. But conveying the industry's message to the FCC is equally important, said Shooshan. It is a brand new FCC, he reminded the audience.

Shooshan also advised the group to talk with local broadcasters.

Presenting the broadcasters' perspective was NAB executive vice president of operations, John Abel: "We have a lot of problems with cable. They have pushed us around a lot. Our industry sees them as a monopoly." He said broadcasters and cable have been unsuccessful in reaching an accommodation on must carry. "Renegades in their industry and in our industry" are "stuck on a minor issue—actually, not so minor an issue," said Abel, referring to the

inpass on channel repositioning.

He said broadcasters were caught between the cable and phone industries. "We do not like cable much...and do not like telcos at times." Broadcasters do not feel telephone companies will operate cable systems much differently than cable. He noted that NAB's joint board has adopted "conceptual guidelines" that address the issue of telco entry.

He noted that NAB supports telephone delivery of video services only as a common carrier and only as a second conduit to the home. "We oppose telco involvement in content generation. We want you to be a transporter only."

Cable may be our "biggest ally" in mov-

ing legislation, suggested James Graf, vice president of government relations for Con-
tel Corp. Graf thinks the GAO study underscores the need for competition. But the telephone industry should not rest on its laurels. "We have to articulate our view."

Do not underestimate the cable industry, as they are a very powerful lobby, said Larry Clinton, a Boucher aide. Whereas Boucher's office hears from the telcos, Clinton said that was not the case with other congressional offices. He urged the group to use its grassroots lobbying power. "Be prepared to discuss the negatives. Cable is largely antiunion. That argument should be in your arsenal," said Clinton. —KM



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Sikes says FCC will encourage technical innovations

Chairman says commission will improve regulatory climate for developing new communications technology, services

Alfred Sikes, in his first speech since assuming the chairmanship of the FCC last month, declared his commitment to making the "overall regulatory environment more conducive" to the development of new communications technology and services so that the public can enjoy their benefits as soon as possible and the U.S. can maintain its global competitiveness.

Speaking before the Columbia Institute Conference on High Technology and the Future of the American Economy in St. Louis last Monday, Sikes said: "It is certainly my intention to work hard to make sure that the FCC encourages, rather than discourages, advancements in communications."

The chairman added: "We simply have to do a better job...of fulfilling congressional mandates to encourage new goods and services. [N]ot only do we have to streamline our approval requirements, but we also have to reexamine the underlying incentive structure."

Sikes also said the U.S. has "to look at other ways in which we can strengthen our national technology posture—measures such as making the current tax credit for research spending permanent, as President Bush has urged, and reforming the antitrust laws as well."

The existing system for divvying up radio spectrum favors those proposing "known services," Sikes said. "You can only get radio channels easily if what you want to do fits in the same, familiar regulatory box."

Those proposing new services face two "significant obstacles" at the FCC, Sikes said. "First, getting that spectrum allocated has typically been a considerable bureaucratic hassle.... And, second, once you get the allocation, you don't have any procedural advantage when it comes to getting an actual operating license. Having assumed the risks of going forward, you usually find

yourself in the same queue with a lot of other competing applicants.

"Imagine if every time you came up with a new business idea, you had to get an approval or variance from a national zoning board," he said. "Yet that is roughly the present situation in radio in Washington."

The approach might have been good enough in the 1930's when technological progress was "more leisurely," he said. "But it's not good enough for today's global, competitive environment."

Innovation by telephone companies has been held back by the distribution of "risks and rewards," he said. "Traditionally, if the phone companies came up with a new product that proved successful, a significant portion of the profits were captured for basic service rate-payers," he said. "But if the product wasn't successful, then phone company shareholders had to bear all the costs. Not unexpectedly, some companies were reluctant to undertake a lot of potentially risky research and innovation. And

this is something that we will reexamine in view of today's international competitiveness priorities."

Sikes offered no specifics on what changes to the "regulatory environment" he has in mind, but he made clear that changes are needed.

According to Sikes, cellular radio is the "classical example" of the effects of regulatory delays. While the question of how the new service was to be introduced in the U.S. was debated for 12 years at the FCC, other countries "moved ahead deploying this technology," he said. As a result, he said, the U.S. lost any advantage in being first.

The debate over whether to allow the seven regional Bell operating companies to provide information services will also result in "some retardation" in the delivery of new services, Sikes said. "This will be especially true in the speed of establishing new communications links—most notably fiber optics—to the American home."—HAJ

NABOB gives FCC passing grade

Black broadcasters at annual gathering are concerned about direction of recent rulings, generally pleased with composition of new commission

The new FCC was given a tentative thumbs up on the issue of minority ownership by Antoinette Cook, counsel for the Senate Commerce Committee.

Cook told the attendees of the 13th annual National Association of Black Owned Broadcasters (NABOB) fall Broadcast Management Conference in Washington last week that she is "not looking at the FCC as part of the problem anymore." She said the three new commissioners—Chair-

man Al Sikes, Andrew Barrett and Sherrie Marshall—have indicated support for minority ownership policies at the FCC. Barrett also told NABOB that while he "may not always agree [with NABOB] on everything, I will at least have an open door for you."

Cook and James Winston, NABOB executive director and general counsel, were less optimistic about the fate of minority ownership policies if left in the hands of the Supreme Court and the U.S. Appeals Court in Washington. Cook said that she could not "overstate the problems that I think we are going to face in the Supreme Court and the D.C. Court of Appeals."

Concern about the Court of Appeals stems from last April's decision in the case of *Shurberg Broadcasting of Hartford Inc. v. FCC*. In that case the appeals court found the FCC's minority distress sale policy to be unconstitutional—a violation of the Fifth Amendment right of equal protection. The distress sale policy allowed broadcasters in danger of being denied renewal of their licenses to sell to minorities at no more than 75% of the station's market value.

However, minority ownership was helped the same month by the Court of Appeals in *Winter Park Communications Inc. v. FCC* in which the appeals court affirmed minority preferences in comparative cases, an action seen by NABOB as contradicting the decision in the *Shurberg* case.

Winston said that it was NABOB's hope that neither case would reach the Supreme Court because the "weight has definitely shifted to a mindset reflective of the Reagan philosophy." He described the decisions in *Shurberg* and *Winter Park* as a "one-one draw."

Cook also praised the FCC's recent EEO enforcement efforts but said that she expects broadcasters to pressure the commission and Capitol Hill for a relaxation of EEO rules. She said that the major change in EEO enforcement has been the



Antoinette Cook

man Al Sikes, Andrew Barrett and Sherrie Marshall—have indicated support for minority ownership policies, adding that in the past the greatest resistance to minority ownership has come directly from the commission.

Commissioner Barrett, in his first speech since being sworn in Sept. 8, told conference attendees that he supports all the mi-

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KOGO/KBBY (FM), Oxnard-Ventura, California has been sold by Ventura Broadcast Associates for \$6,700,000 to Buena Ventura, Inc., George Duncan, President.

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Descrambling obstacle. U.S. District court in Colorado has issued preliminary injunctions barring four satellite equipment dealers from involvement in modifying satellite signal descramblers. Injunctions follow filing of four civil lawsuits in early August by HBO, Showtime, Cable Home Communications Corp. and M-A/Com Inc. against Discount Satellite, Vega Telecommunications, Mike Wagner and Ultimate Satellite, first three of which also face FBI criminal investigations, said Satellite Broadcasting and Communications Association.

FCC's stepped up interest in recruiting efforts that has forced broadcasters to actively seek minority applicants. Cook said she thought it was more "preferable" for the FCC to handle EEO legislation rather than the Senate.

Cook, Winston and Barrett stressed that NABOB members must become more involved with Congress. Cook said it is important for NABOB members to let their senators and congressmen know how important minority ownership and FCC policies promoting minority ownership are to them. She hoped new legislation would be introduced in the House to codify minority ownership policies, thus making the policies less vulnerable to attack by affirmative action foes.

Barrett told attendees that it important to make clear to Congress how they feel about the *Shurberg* decision.

Winston also stressed the importance of minorities letting Barrett know that he has a constituency.

Also participating in the "Washington Update, The Congressional Report" panel was Lois Wright, vice president and corporate counsel for Inner City Broadcast-

ing Corp.

Ralph Everett, chief counsel and staff director, Senate Committee on Commerce and Transportation, and Larry Irving, senior counsel, Mass Media, House Subcommittee on Telecommunications and Finance, were scheduled to appear but were unable to attend, so Winston filled in.

Majority Whip William Gray (D-Pa.), the luncheon speaker, spoke at length about the late Representative Mickey Leland's contributions to minority broadcasters.

On the FCC, Gray said, "We [Congress] must continue to monitor [the FCC] closely to insure the minority ownership policies are properly enforced." Gray said that the new administration has shown a new tone on a rhetorical level; however, he added, "we must move beyond kind and gentle rhetoric and move beyond tone to substance."

Other panels at the conference discussed the management of black and urban formatted stations, techniques for stations to expand local advertising and financing station acquisitions. —JF

Landau resigns post at State

Brad Holmes, FCC division chief, is considered likely candidate to succeed her

Sonia Landau, who has served on an interim basis as U.S. coordinator and director of the State Department's Bureau of International Communications and Information Policy since November 1988, has announced her resignation. That announcement, on Monday (Sept. 11), was taken as a sign that the Bush White House was moving closer to a decision on its choice to fill the post. However, a State Department official discouraged speculation regarding an imminent announcement.

Brad Holmes, chief of the FCC's Policy and Rules Division, Mass Media Bureau, is widely regarded as being the front-runner in the contest for the job. A source at the State Department—Secretary of State James Baker III will make the recommendation the White House is expected to ratify—said "nothing has been finalized" and that the President's announcement is due "in the next couple of weeks," rather than in "a matter of days." The source also described Holmes as "a candidate, rather than a choice." However, he also said he is "not aware of any other significant candidates."

Landau, a former chairman of the Corporation for Public Broadcasting, said she has been "deeply honored" to serve both Presidents Reagan and Bush in the State Department post but that "the time is right for me to move on to new things." Her departure date is uncertain. The White House has asked her to remain in her post until her successor has been confirmed by the Senate.

Reagan had nominated Landau in August 1988 to fill the State Department post, but when the Senate did not act to confirm the appointment, Reagan on Nov. 22 gave Landau a recess appointment. Along with a number of others given recess appointments at the same time, Landau was asked to submit her resignation as of Jan. 20. The purpose was to give the new President an opportunity to make his choices for those positions. Landau filled the post left vacant



Sonia Landau

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by Diana Lady Dougan, who had left the government in March 1988. Dougan was the first person to hold the job, which was created early in the Reagan administration. □

Pending Senate bill earmarks \$946 million for USIA

A Senate Appropriations subcommittee last week completed markup on legislation that would appropriate \$946 million for the U.S. Information Agency. The legislation now awaits approval by the full committee.

The bill would earmark \$85 million for the continuing radio modernization program—but at the same time set aside \$16 million of that amount for TV Marti. Before becoming operational, the station that

would broadcast to Cuba would be required to undergo tests to satisfy the government it would not cause interference to American outlets. And though no specific amount for the Voice of America is contained in the bill, the committee report says that \$171.2 million should be allocated to the Voice. The report also specifies—as the bill does not—\$31 million for USIA's television and film service. Radio Marti would receive \$12.7 million under the committee bill.

The overall figure for USIA is slightly less than what the administration requested (\$949.2 million), and substantially less than the authorization measures approved by the Senate (\$957.2 million) and House (\$960.4 million). Except for the \$65 million contained in the House authorization bill for radio construction, the other figures are not far apart. One provision in the House authorization measure not reflected in the other bills contains \$5 million to compensate American broadcasters claiming interference to their operations as a result of TV Marti broadcasts.

The appropriations measure also includes \$183.5 million for work on the major relay station being built in Israel for use by both Radio Free Europe/Radio Liberty and the VOA. Those funds would be appropriated for the Board for International Broadcasting, which oversees the Radios. The bill also approves \$20.8 million for the Radios' modernization program, and \$174.2 million for BIB operations. The total—\$378.5 million—is less than the \$412 million authorized by the House and the \$398 million authorized by the Senate.

The House Appropriations Committee has not acted on a companion measure. An authorization bill has yet to be signed into law. And Appropriations Committee chairman, Representative Neal Smith (D-Iowa), refuses to move an appropriations bill until the authorization measure is enacted. Instead, he set aside a substantial sum to accommodate the affected agencies. Final figures to be included in the appropriations bill will be worked out in conference between the Senate and House committees. □

Changing Hands

WAYV(FM) Atlantic City, N.J. □ Sold by Forrest Broadcasting Co. to Eleven Chiefs Inc. for \$13 million. **Seller** is headed by Robert Forrest, who is acquiring WSTC(AM)-WJAZ(FM) Stamford, Conn. **Buyer** 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 WMBX(FM) Richmond, Va., and WQIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, Mich. CMN is licensee of WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, Calif.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WYLE(FM) Columbus, Ohio, and WOOK(FM) Raleigh, N.C. Henry is also purchasing WCOS-AM-FM Columbia, S.C.; KCCV(AM) Independence, Mo. ("Changing Hands," July 31), and WRAW(AM)-WRFY(FM) Reading, Pa. **Broker: The Mahlman Co.**

KOGO(AM)-KBBY(FM) Oxnard/Ventura, Calif. □ Sold by Ventura Broadcast Associates to George M. Duncan for \$6.7 million. **Seller** is New York-based limited partnership headed by William Silverman. It has no other broadcast interests. **Buyer** is also president of Encore Communications Associates. Encore is licensee of KVKI(FM) Shreveport, La.; KBFM(FM) McAllen-Brownsville and KHFI(FM) Austin, both Texas, and KZOU-AM-FM Little Rock, Ark. KOGO is full-timer on 1590 khz with 5 kw. KBBY is on 95.1 mhz with 28 kw and antenna 315 feet above average terrain. **Broker: Media Venture Partners.**

WTAX(AM)-WDBR(FM) Springfield, Ill. □ Sold by Sage Broadcasting Corp. to Lake Shore Communications Corp. for \$4 million. **Seller** is Stamford-based group headed by Jerry Poch. Sage is also selling 60% of WLVI(AM) Hartford, Conn., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa to Legend Communications. Sage owns WKHT(AM) Manchester and WNAQ(AM) Naugatuck, both Connecticut; WFHN(FM) Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WCDL(AM)-WSDG-FM Carbondale, Pa.; WACO-AM-FM Waco,

Tex.; and WRFB(FM) Stowe, Vt. **Buyer** is headed by Thomas Bookey and Drew Horowitz. Bookey also owns WYNE(AM)-WROE(FM) Appleton, Wis. Horowitz is former general manager of WFYR(FM) Chicago. WTAX(AM) is on 1240 khz with 1,000 w fulltime. WDBR is on 103.7 mhz with 50 kw and antenna 303 feet above average terrain. **Broker: Blackburn & Co.**

WIBB(AM) Macon and WFXM-FM Forsyth, both Georgia □ Sold by Davis Broadcasting Co. to The Woodfin Group for \$1.65 million and non-complete agreement estimated to be worth \$300,000. **Seller** is headed by Gregory Davis, and also owns WNTA(AM)-WFXA-FM Augusta and WOKS(AM)-WFEX(FM) Columbus, Ga. **Buyer** is headed by B. Ken Woodfin, who heads WONE(AM)-WFSY(FM) Panama City, Fla. WIBB is on 1280 khz with 5 kw-D. WFXM is on 100.1 mhz with 3 kw and antenna 300 feet.

WRQR(FM) Farmville, N.C. □ Sold by Farmville Broadcasting Inc. to WRQR Inc. for \$900,000. **Seller** is headed by L. Gene Gray and has no other broadcast interests. **Buyer** is headed by

Sam Floyd, who has following broadcast interests: 20% shareholder of Beasley Broadcast Co., licensee of WFAI(AM) Fayetteville, N.C.; 25% shareholder of New South Broadcasting Co., licensee of WASC(AM) Spartanburg, S.C.; 5% shareholder of Beasley Broadcasting of Eastern N.C. Inc., licensee of WKML(FM) Lumberton, N.C.; and shareholder of Wsjc Inc., licensee of WSJC(AM) Magee, Miss. WRQR is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **The Whittle Agency.**

WWPA(AM) Williamsport and WYRS(FM) Jersey Shore, both Pennsylvania □ Sold by Summit Enterprises Inc. to S&P Broadcasting for \$490,000. **Seller** is principally owned by William Ott. **Buyer** is headed by Ronald Swanson and John Piccirillo, who also own WALY(FM) Altoona, Pa. WWPA is on 1340 khz with 1 kw-L; WYRS is on 97.7 mhz and 3 kw and antenna 300 feet above average terrain. **Broker: Ray Rosenblum.**

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

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Wireless: Going head to headend with conventional cable

Wireless cable operators get together in Washington to talk about the problems and potential of tackling major competitors

Wireless cable operators once talked about providing a "complementary" business—offering popular cable programming to homes in areas beyond the reach (or interest) of conventional cable and avoiding direct competition.

That pretense has been dropped.

At the three-day convention of the Wireless Cable Association in suburban Washington last week, pioneering wireless cable operators made clear their willingness and, in some cases, their intention to challenge conventional cable operators for subscribers.

Wireless cable operators have to compete, said Microband's Bruce Mann. "If we don't face up to that fact, we will not be here for a long time."

And despite limited channel capacity and continuing troubles in securing popular ca-

ble programming, the wireless cable operators expressed confidence that they can compete by offering comparable or superior service at a lower price. Wireless cable can deliver 100% of the value at 75% of the price, said Mann.

Wireless cable, which uses banks of microwave transmitters to broadcast cable programming to subscribers, is a reality in Cleveland, New York, Detroit, Washington and a score of lesser markets, and it appears headed for tens of other markets large and small. According to WCA, some 300,000 homes now receive cable programming via wireless cable.

The operators considered the unpassed cable homes their primary market—their niche—and count on it to build solid businesses with sufficient revenue and cash flow to service debt and make a fair return on investment. But to secure the business or to grow, the operators recognize that they will have to lock horns with the cable operators.

"We are serving the unserved, the under-

served and the unsatisfied," said Microband President Mark Foster, whose company operates systems in Washington and Detroit as well as New York. "The last category is growing, not shrinking," he said. "More and more people are dissatisfied with coaxial cable service."

"At a lower rate with the kind of service quality the consumer wants, we can compete," he said.

In a rousing luncheon speech, WCA President Robert Schmidt told the membership that it is up to wireless cable to give consumers a choice in obtaining cable programming. While the WCA battles in Washington for the right to carry cable programming, he said, wireless cable operators have to fight it out in the marketplace. "We have to put up our dukes," Schmidt said.

Wireless cable operators use MDS, MMDS, ITFS and OFS channels—there are 33 such channels in each market—to broadcast their scrambled programming. Their subscribers are equipped with special antennas and addressable receiver/descramblers—a package of hardware that costs about \$300 to buy and install.

To get into business, a wireless cable entrepreneur must 1) line up a sufficient number of channels—the consensus is between 15 and 20—with co-located transmitters so they can all be received by one antenna, 2) obtain adequate financing and 3) secure the rights to enough popular cable programming services to fill the channels.

Although assembling channels is still a headache, wireless cable's chief handicaps are the lack of financing and the lack of programming, or the lack of programming on what the operators feel are fair terms. Many operators claim they are placed at a competitive disadvantage by having to pay affiliate fees far in excess of those paid by conventional cable operators or by having to accept restrictions on where they can market the services.

Of all the operators, only Microband seems to have the financing and programming it needs. (However, it complains it has been held back in Washington by the inability to co-locate its 14 channels there on one tower.) "It's a fair fight out there and we are holding our own," said Microband's Mann.

(According to Microband's Foster, its three currently operating systems now reach some 92,000 single-family homes, apartments and condominiums. The 16-channel New York system services 42,000; the 11-channel Detroit system, 30,000; and the 14-channel Washington system, 20,000.)

James Theroux, president, Metropolitan Cablevision (MetroTEN), a wireless system serving about 25,000 subscribers in Cleveland and its environs, said he is having trouble competing with cable operators in



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Migration pattern

Focusing often on the potential migration of such major sports programming as the National Football League's Super Bowl away from over-the-air television, Senator Arlen Specter (R-Pa.) told Sept. 13 Wireless Cable Association luncheon attendees that "on Capitol Hill, we are very much concerned about...cable having a monopoly, about cable being regulated."

Specter, who sits on the Senate's Judiciary Committee and its Antitrust, Monopoly and Business Rights Subcommittee, added, however, that "determining whether a business is a monopoly is a complicated issue that takes considerable examination" and is ultimately a decision for the courts rather than Congress. Asked if he foresaw any specific or omnibus legislation addressing access to programming by cable competitors such as wireless cable, Specter said: "I don't see Congress focusing on such a narrow issue [but] if programming is being denied, that would be reason to look into it. There could be antitrust issues here."

Quoting Motion Picture Association of America President Jack Valent's charge that the cable industry "owns the store and makes the sugar," the senator said he has established "no stance" on "cable-exclusive" programming. "But," he said, "the question comes to my mind as to whether this constitutes an antitrust violation, whether it is vertical integration."

Describing himself as "very much concerned about the possibility of pay per view with a charge for the Super Bowl or the World Series," Specter mentioned the sale of the NFL's Dallas Cowboys for what he said was \$140 million, concluding, "I can't see how that can be paid for without pay per view." In apparent reference to ESPN's 177-game Major League Baseball television schedule for 1990-93, Specter said that, given a national telecast of an MLB game on Wednesday night, "there will not be a game on channel 29 in Philadelphia. There are," he said, "very weighty public policy issues related to sports."

the area because of his inability to carry Turner Broadcasting System's TNT and restrictions on where he can offer ESPN and Home Box Office.

As things now stand, he said, he can only offer HBO in the city of Cleveland because he procured a conventional cable franchise there. "You have to have HBO if you are going to go head-to-head," he said. For every one customer MetroTEN signs in the Cleveland suburbs without HBO, he said, it could sign three more with it.

Rich Churchill of TA Associates, the Boston-based venture capital firm that is backing MetroTEN and Microband, said that the programming restrictions are forcing MetroTEN to compete "with one hand tied behind its back."

The programming difficulty "messes up some of the economic underpinnings" of wireless cable, said Churchill. It affects the "marketability" of a service and forces the operator to spend more on marketing, he said.

Nonetheless, Churchill said he has lost none of his enthusiasm for the medium. TA Associates, which has already invested between \$40 million and \$50 million in MetroTEN and Microband, is prepared to pump more into them and is looking for other opportunities. "I see much greater potential existing now than I have in the last three years," Churchill said.

As it is, MetroTEN is better off than most. Most wireless cable operators are unable to make any kind of deal with either HBO or ESPN.

Asked two weeks ago about his company's policy regarding wireless cable, Roger Williams, ESPN's senior vice president, sales and marketing, explained that it is reluctant to deal with "overbuilders," regardless of whether they are wireless cable or conventional cable operators. If two operators have ESPN in a market, he explained, neither will promote the service.

But if only one does, he said, it will tend to promote it to distinguish itself from its competitor.

Alan Levy, a spokesman for HBO who attended the WCA convention along with HBO's two executives in charge of non-cable markets (Bob Grassi and John Hagerty) to "gather information," said HBO is reluctant to deal with wireless cable because of its experience with single-channel MDS, the service to which wireless cable traces its roots. When that business started going bad in the early 1980's, he said, HBO was stuck with millions of dollars in uncollectable accounts receivable.

Asked why HBO will not give MetroTEN rights to offer HBO in the Cleveland suburbs, despite MetroTEN's backing by TA Associates, Levy said: "I don't think it's appropriate to discuss the details of a particular deal."

Not all cable programmers shun the medium. Indeed, several exhibited at the convention. They included C-SPAN, Lifetime, The Discovery Channel, The Family

Channel, the Eternal Word Television Network, Eastern Microwave (WWOR-TV New York) and United Video (WGN-TV Chicago).

In addition, Amway's Starion Entertainment Network offered an all-movie service as an alternative to HBO and Showtime. According to Starion President Bob Powers, Starion is offered solely to the home satellite and wireless cable markets. And of the two, Powers said, the wireless cable is the one Starion considers to have the most growth potential.

Although most wireless cable operators point to programming as the source of their troubles, Rick Michaels, chairman, Communications Equity Associates, said it lies elsewhere. "In plain truth, it's not the lack of programming that's holding back the industry," he said. "It's the lack of money."

According to Michaels, most lenders shy away from "overbuilders" and "that's the way they see wireless cable." To them, he said, overbuilding is "either economic suicide or blackmail."

For the foreseeable future, Michaels said, bank financing will be hard to find, and when it is found it will be expensive.

Matt Oristano, president, Omni Microwave, who is backing wireless cable ventures in several markets, acknowledged that the bankers have so far shied away from wireless cable. But he advised them to warm up to the medium.

He argued that financing new wireless cable builds made more sense than financing cable acquisitions. Because of pressure to keep down rates and the difficulty in increasing penetration, he said, it may be difficult for cable operators to serve the debt on \$3,000-per-sub deals. Banks that are heavily involved in cable should cut their risk by diversifying in wireless cable because the latter "is here to stay," he said.

(Oristano has teamed up with Mike Specchio of People's Choice TV, whose company has been busily assembling channels for years, and Graphic Scanning Corp., a publicly traded company in cellular radio and paging, to launch wireless cable systems in Sacramento, Calif.; Chicago; Tucson, Ariz.; Kansas City, Mo., and Minneapolis. Together, the three partners have already invested about \$20 million. PacWest, a

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L-r: WCA lobbyist Ray Marvin, Senator Slade Gorton (R-Wash.), WCA lobbyist Nick Allard and WCA President Robert Schmidt

company that won a second cable franchise for Sacramento, is also a partner there.)

Given adequate financing and the right programing at the right price, the wireless cable proponents believe their medium is more than competitive.

According to Oristano, wireless cable is inherently more reliable because there are only two sets of active electronics between the transmitter and a subscriber's television set. In cable, he said, there can be thousands.

Because all major-market wireless cable operators are subject to competition to one extent or another, "an emphasis on service is built into the company culture," said Churchill. "That's something that never existed in cable."

Microband competes by setting a lower

price, offering a pay service on its "initial tier," and providing superior picture quality and better customer service, said Mann.

According to Mann, Microband has tried to turn a potential negative—fewer channels—into a positive with its "Fat Free" marketing campaign. Microband's "spokesperson"—a "very alert, very intelligent" cartoon couch potato named Seymour Cable—makes the point, as he did in one mailing, that with wireless cable "you are not paying insanely high rates for channels you don't even watch."

Although some wireless cable operators talked about undercutting the competition's prices, some speakers advised against the strategy. "I don't think that is the best way to build this industry," said Paul Bortz, a consultant who has followed cable for many

years. Wireless should focus on marketing and customer service, he said.

The WCA and many of its members believe that wireless cable operators are victims of collusion, in which cable operators have used their ownership ties and market leverage to coerce programers into not dealing with wireless cable.

To right the perceived wrong and loosen the cable industry's grip on its programing, the WCA has been putting pressure on the industry on Capitol Hill, vigorously supporting legislation calling for the reregulation of cable, allowing the telephone industry to compete with cable and mandating equal access to programing by all media.

It is also doing what it can to help along an investigation by a seven-state task force of state attorneys general into allegations that the cable industry conspired to deprive wireless cable and other alternative technologies of programing. If the investigation bears fruit, it could lead to state or federal antitrust action against cable operators and programers.

Consultant Alan Pierce said the Justice Department and the FCC might also help. If the newly constituted Justice Department is so inclined, he said, it could launch an antitrust investigation against the cable industry. Certain aspects of its activities regarding alternative media "strike me as prima facie illegal," Pierce said. (Michaels, however, reminded Pierce that Justice during the Reagan Administration conducted such an inquiry and "found nobody guilty of anything.")

The FCC, for its part, could start a rule-making to "determine where wireless cable fits in and under what circumstances it could obtain access to programing."

Senator Slade Gorton (R-Wash), co-author (with Senator Albert Gore [D-Tenn.]) of a bill that would permit telephone companies to offer cable services in their telephone service area and bring back regulation of cable rates, told the wireless cable operators during a breakfast speech that Congress is unlikely to act soon on the legislation.

But, he said, Congress is "getting restless" about the BOC's and may take up legislation aimed at defining their role next year or the year after. When it does, he said, wireless cable will have an opportunity to seek amendment of the Cable Act. "If you are on the side of the angels asking for a fair shake, sooner or later you are going to be successful."

Gorton's assessment of his bill's prospects may not have been what the wireless cable operators wanted to hear, but his assessment of their business likely was. "You are on the cutting edge of what's going on," he said. With "any kind of luck," he said, "there will be hundreds, if not thousands, of operating systems serving millions of subscribers within a year or two."

—HAJ

"Now is the time to strike"

Six congressional staffers, including House Energy and Commerce Committee Chief Counsel David Leach, appeared to agree with the FCC's Brian Fontes, an aide to Commissioner James Quello, that "the problems fac-

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ing cable can work to your [the wireless cable industry's] advantage." Addressing the convention's Sept. 13 congressional staff breakfast session, the staffers said little to discourage the association from continuing to pursue a course on Capitol Hill whose success over the past year "owes much," in the words of WCA lobbyist Nicholas Allard, "to our having been able to ride on some very important consumer issues" related to cable's alleged monopoly status.

Conceding that legislators have achieved "no focus yet" on how to address antitrust and consumer issues arising from municipal, consumer and programmer complaints about rising cable subscription rates and vertical integration, Leach told the gathering: "Everybody hates cable right now. It is a very fertile environment for you in Washington. Now is the time to strike."

Chris Harvie, the top legal aide to Senator Howard Metzenbaum (D-Ohio), concurred, saying, "Your legislation is up on the screen of legislators. You are going to have to just push harder." According to Harvie, the key elements of Congress's concerns over cable may be found in consumer objections to rising cable rates and an FCC definition of "effective competition" in cable that is becoming more troublesome to congressmen, including Metzenbaum. "It is now clear that competitive delivery systems like MMDS and other alternative multichannel providers define effective competition. Unfortunately," he said, "the FCC said three fuzzy signals over the air [the three broadcast networks] define effective competition."

Several panelists noted the General Accounting Office's documentation that cable rates have risen 29% in the past two years (BROADCASTING, Aug. 7). "There is no protection now in law to prevent unrestricted rate hikes," said Harvie. "It is a consumer issue [and] an antitrust issue."

Michael Sheinfeld, aide to Congressman Thomas Downey (D-N.Y.), said that his boss "got into the issue" of cable monopoly because of last year's movement of New York Yankees baseball to Madison Square Garden Network and the subsequent drop of MSG from Cablevision Long Island's basic services (BROADCASTING, Dec. 5, 1988). The MSG drop was "not an isolated incident," Sheinfeld said, arguing that, if not for mayoral intervention in Boston over carriage of the Boston Red Sox, New England Sports Network "probably would have gone under, and Cablevision would have been the only game left in town. 'Legislation is on the way,'" he said. "It may not be this Congress, but you have to start somewhere."

Constituents in Tennessee, said Dirk Forrester, aide to House Telecommunications Subcommittee member Jim Cooper (D-Tenn.), "are thinking, 'There has to be something done—competition or regulation.' Our preference," he said, "would be competition."

Something borrowed, something new

Leading a panel called "Wireless Cable: A Great Business," operators of wireless systems in Philadelphia, Albany, N.Y., and Milwaukee encouraged attendees to borrow

what they can from their multichannel predecessor, cable TV, but to distinguish themselves through alternative programming and improved service.

"I don't believe we have to be like cable," said Gregg Oswald, president of Capital Wireless, which launched a 25-channel service in Albany, N.Y., last March. The industry can learn from "cable negatives" by heading off "customer irritants" related to subscriber-friendly equipment, refined billing systems and sufficient telephones and staff to answer customer calls. Deciding not to launch until it had 25 channels and 50-channel expansion capability, Oswald said his company eliminated a "potential negative for wireless"—the allegation that it offered too little choice.

Noting wireless's "opportunity to be the good guys, the alternative," Oswald said Capital's approach has been to "develop a

traditional cable-like system and also to create unique niches." An example of such a niche, he said, might be offering FNN to offices. Although the system offers CNN, MTV, C-SPAN, ESPN and several other cable basic and superstation offerings, he said, Capital has found out "we could make it without HBO," and has carried Starion, deciding to market it as unique rather than "like HBO."

Like Oswald, People's Choice TV founder Mike Specchio stressed improving on cable's service record and image—advocating paying 20% to 30% more than cable in wages to customer service, installation and technical staff. Stressing the creation of alternative revenue streams through using channels for data and other nonvideo services, Specchio also concurred with Oswald on the need for more than a few channels.

—PDL

New public TV service names board

Set to begin operations Oct. 1, organization has first-year fund of \$6 million to develop shows without direct oversight by other public TV entities

One year and two months after the House of Representatives amended the Public Broadcasting Act to create a separate fund for independent public television productions, the Independent Television Service (ITVS) last week said it had named its first board of directors and finalized its articles of incorporation. The announcement closely followed last week's unanimous reelection at the Corporation for Public Broadcasting of Chairman Ken Towery and the election of Vice Chairman Daniel Brenner.

Set to begin operations at the start of CPB's fiscal year on Oct. 1, ITVS will begin with a congressionally mandated first-year fund of \$6 million to develop and produce programs without direct oversight by any existing noncommercial television entity, including the CPB Program Fund. Whether ITVS, which is to be funded through CPB, will literally share office space with the corporation remained to be worked out as of last week, said National Coalition of Independent Public Broadcasting Producers (NCIPBP) spokesman Jeffrey

Chester. In any case, he said, the ITVS board will hold its first meeting in Washington Oct. 17.

Following months of quiet NCIPBP-CPB negotiations over the articles of incorporation and board makeup—CPB has insisted that it must be diverse and include public broadcasters as well as producers—CPB President Donald Ledwig said that the list (not released by press time) satisfies the corporation's concerns over diversity and inclusion in the process of programmers who will or will not air the results of ITVS's work. CPB approved the slate.

"The inmates are now part of the asylum," said Chester. "We have a good board and, even more important, we have inspiring articles of incorporation" that include, Chester said, a mission to create programs outside of marketplace pressures.

Although public broadcasters have objected to the idea that a portion of their federal funding may go to producing programs that find little or no carriage in the public TV system, Chester argued that up-front development money, not carriage, has been the problem for public TV producers. History indicates, he said, that ITVS will have no problem finding stations to air its

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programs once they are completed.

Towery, a Pulitzer Prize-winning journalist and publisher of three newspapers, whose second five-year term as CPB director expires in March 1991, was originally elected chairman last February to replace retiring chairman and fellow Texan Howard Gutin. Towery is also former deputy director of the United States Information Agency.

Currently director of the Communications Law Program and law professor at the University of California, Los Angeles,

Brenner served as legal counsel to former FCC chairmen Mark Fowler and Charles Ferris. His five-year term as CPB director also expires in March 1991. Both the chairman's and vice chairman's terms expire in September 1990.

The presidents of the CPB, Public Broadcasting Service and National Association of Public Television Stations have held five meetings since July, including one last Tuesday (Sept. 12) to discuss the potential restructuring and streamlining of noncommercial TV funding—all in preparation for

CPB's report to Congress on that subject, due Jan. 31, 1990.

CPB management will also meet with independent producers, Ledwig told the board, which also passed a resolution adopting its fiscal year 1990 affirmative action plan. And in its only other action, the board adopted another resolution designating itself, rather than Ledwig, as "head" of CPB to comply with the Inspector General (IG) Act which, for the first time, established an IG at CPB this year.

—PDL

Padden gives independent TV status report

Independents' financial future looking up, but troubles with cable remain; INTV president tells FCBA that moratorium on channel shifting is necessary; says cable's offer of 'on-channel' is 'propaganda ploy'

Independent television station expenditures for syndicated programs are decreasing while revenue is rising. Sales estimates released by the Television Bureau of Advertising for the first six months of the year show independents "outpacing" affiliates by a substantial margin, reported Preston Padden, president of the Association of Independent Television Stations.

Padden's rosy financial picture, however, is in sharp contrast to the public policy battles independents are waging in Washington. Last week the INTV president, in remarks before a Federal Communications Bar Association luncheon, discussed the legislative and regulatory challenges facing his industry, most of which deal with cable.

Padden's membership has been at loggerheads with cable for some time over the issues of must carry and channel repositioning. The migration of sports programs from over-the-air television to cable is yet another matter independents say must be addressed.

His speech was replete with references to cable and its "anti-competitive behavior." "Perhaps the most troubling aspect of the cable industry today is the corrupting influence of vertical integration," said Padden. He feels a separations policy between the ownership of the cable system and the ownership of programming is essential for the survival of free TV. It is something INTV has asked the FCC to explore.

"Channel shifting is another anti-competitive manifestation of cable vertical integration," said Padden, adding that cable operators were moving independents from channel positions they have occupied for years to less desirable slots "under the guise of granting them so-called 'on-channel' positions," only to grant favorable channel locations to their own program product.

Cable's offer of "on-channel" is a "propaganda ploy.... The capacity of the average cable system is only 31 channels. More than half of our UHF stations can't be placed 'on-channel' because they have channel numbers higher than 31," he said.

A moratorium on channel shifts is need-



INTV President Preston Padden

ed, argued Padden. "There is no legitimate public interest reason why our stations should be moved from their current channel positions. Deprived of both subscriber fees and the good channel slots, free TV stations won't remain competitive for very long."

"We serve all the people," said Padden. But that is not the case for cable, he added, and then quoted Robert Fennimore, president and chief executive officer of Cable Networks Inc., a major cable rep firm, as saying that cable has "deleted the old, poor and underemployed from the viewing mix."

The siphoning of major sporting events from free TV to cable is equally threatening, said Padden. He noted that Seth Abraham of Time-Warner's HBO believes that all sports programming will "end up on pay-per-view cable because, in his words, 'the amount of money that can be made by the

leagues is so staggering.' " Said Padden: "It's just a hunch, but I don't think the Congress is going to sit by and watch a bunch of antitrust-exempt ball clubs conspire with a bunch of deregulated monopoly cable operators to fleece the American people."

Must carry is something both industries agree should be handled through legislation, said the INTV president. But now broadcasters are focusing on more than just must carry. Repeal of cable's compulsory copyright license is not the answer, he said. Rather, broadcasters may want to bargain collectively for the sale of their program services. It has been proposed that cable pay some form of retransmission fee, Padden said.

Cable operators would have two distinct choices: the option of not carrying any broadcast signals or "carry all, or substantially all, local signals, in return for payment of a portion of basic subscriber revenues into a pool to be divided among broadcasters."

As for the telephone industry and its drive to become providers of video services, INTV's president offered advice to the telcos and cable. He said the telcos should "seize the high public policy ground. Don't push to vertically integrate into programming, but instead position yourself in contrast to cable as the nonvertically integrated, open access alternative."

For cable, "the challenge is to decide which is more important, your First Amendment right to exclude others and shift channels, or your monopoly status. I don't think you can possibly cling to both."

Broadcasters, continued Padden, must keep all options open and "seek the best opportunity to participate freely as multi-channel programmers in the coming multi-channel environment."

—KM

On delivery

The solar array and antenna aboard British Satellite Broadcasting's direct broadcast satellite, Marcopolo I, were successfully deployed by the last day of August, Hughes Aircraft's Space and Communications Group announced. Following "several weeks of testing," Hughes will turn the bird over to BSB, delivering not only Europe's first privately owned DBS, but also inaugurating a new era of "turn key" satellite acquisition. Under terms of BSB's \$300 million contract, Hughes was contracted not only to develop and build two birds, but also to purchase the (McDonnell Douglas) launch vehicles and insurance and certify the performance of the satellite in orbit.

Datebook

Continued from page 23.

ation; Julius Barnathan, ABC; Steven Bonica, NBC, and Richard Streeter, CBS. Jacob Javits Convention Center, New York. Information: Dave Bialik, (212) 752-3322.

Sept. 28—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: David Niles, president, 1125 Productions, on HDTV. Copacabana, New York. Information: (212) 768-7050.

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

Sept. 28—Bay Area Society of Television, Advertising and Radio second annual auction/dinner/dance. Hotel Nikko, San Francisco. Information: (415) 765-8804.

Sept. 28—Southern California Broadcasters Association business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481

Sept. 28—Cabletelevision Advertising Bureau local advertising workshop. Airport Marriott, Kansas City, Mo.

Sept. 29—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

Sept. 29—Deadline for applications for fellowships to Wharton Seminars for Business Writers (Oct. 29-Nov. 1), offered by *National Press Foundation*. Information: (202) 662-7350.

■ **Sept. 29-30—Alpha Epsilon Rho** north central regional convention. Winona State University, Winona, Minn. Information: Ajit Daniel, (507) 457-5228.

October

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

Oct. 1-4—Association of National Advertisers annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

■ **Oct. 2-3—Cable target marketing** conference, sponsored by *Claritas Corp.* Hyatt Regency, Denver. Information: (703) 683-8300.

Oct. 3—Cabletelevision Advertising Bureau local advertising workshop. Colony Square hotel, Atlanta. Information: (212) 751-7770.

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

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

Oct. 4—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Chloe Aaron, VP-television, WNYC Communications Group. Copacabana, New York. Information: (212) 768-7050.

Oct. 4-5—Rocky Mountain Public Radio fall conference. Burnsley hotel, Denver. Information: Lamar Marchese, (702) 456-6695.

Oct. 4-6—National Broadcast Association for

Community Affairs annual convention. Eldorado hotel, Santa Fe, N.M. Information: (505) 764-2592.

Oct. 5—Cabletelevision Advertising Bureau local advertising workshop. Governors' Inn, Raleigh, N.C. Information: (212) 751-7770.

■ **Oct. 5—Local cable ad sales seminar** sponsored by *USA Network*. Hyatt Regency, Indianapolis. Information: Dana Thompson, (312) 644-5413.

Oct. 5-7—"Hundred Plus Exchange," sponsored by *National Association of Broadcasters*. Knickerbocker hotel, Chicago. Information: (202) 429-5355.

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

Oct. 6—National Academy of Television Arts and Sciences local Emmy Awards chairperson meeting. Keystone, Colo. Information: Trudy Wilson, (212) 586-8424.

Oct. 6—Cabletelevision Advertising Bureau local sales workshop. Stouffer Orlando Resort, Orlando, Fla. Information: (407) 351-5555.

■ **Oct. 6—Local cable ad sales seminar** sponsored by *USA Network*. Holiday Inn Ohio Center, Columbus, Ohio. Information: Dana Thompson, (312) 644-5413.

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

Oct. 7-8—National Academy of Television Arts and Sciences presidents' annual meeting. Keystone, Colo. (212) 586-8424.

Oct. 10—Cabletelevision Advertising Bureau local ad sales seminar. Hilton at Dedham Place, Dedham, Mass. Information: (617) 329-7900.

Oct. 10—Workshop co-sponsored by *Ohio Cable Television Association* and *Society of Cable Television Engineers Ohio Valley chapter*. Radisson Hotel North, Columbus, Ohio. Information: (614) 461-4014.

Oct. 10-14—Southern Educational Communications Association conference. Hyatt Regency Crown Center, Kansas City, Mo.

Oct. 10-15—National Black Media Coalition 16th annual media conference. Theme: "Staying the Course: Renewing Our Commitment to the Dream." Fairmont hotel, New Orleans. Information: (202) 387-8155.

Oct. 11—Women in Cable, New York chapter, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

Oct. 11—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: John Larkin, John Larkin Productions. Topic: Promotion and television. Copacabana, New York. Information: (212) 768-7050.

Oct. 11-12—"Improving Our Schools: Can It Be Done?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

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

Oct. 11-15—Women in Communications national professional conference. Theme: "Creating Your Future." Hilton Plaza del Rio, San Antonio, Tex.

Oct. 12—Cabletelevision Advertising Bureau local ad sales workshop. Adam's Mark hotel, Philadelphia. Information: (215) 581-5000.

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

Oct. 12-16—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 13—Minnesota Association of Cable Television Administrators fifth annual fall conference, "Trends in Telecommunications: State and Federal Activity Affecting Our Future." Holiday Inn-State Capitol, Minneapolis. Information: Ann Mathews, (612) 347-0300.

Oct. 13—Federal Communications Bar Association luncheon. Speaker: Representative John Dingell. Washington Marriott, Washington.

■ **Oct. 13-15—American Women in Radio and Television** Northeast area conference. Philadelphia. Information: Marianne Ham, (609) 342-3812.

■ **Oct. 13-15—"Poverty in the Changing Economy,"** economics conference for journalists sponsored by *Foundation for American Communications*. Hotel Pontchartrain, Detroit. Information: (213) 851-7372.

Oct. 14-16—Texas Association of Broadcasters annual convention. San Antonio, Tex.

■ **Oct. 15-17—"1992: U.S.-Europe Telecom Relations,"** international policy forum for public and private sectors, sponsored by *Annenberg Washington Program. Le Montreux Palace*, Montreux, Switzerland. Information: (202) 393-7100.

Oct. 15-18—Women in Cable national cable management conference. U.S. Grant hotel, San Diego. Information: Reenee Gill, (312) 661-1700.

Oct. 15-18—American Children's Television Festival for "everyone interested in an optimistic, practical approach to improving children's television." Ollie Awards for "excellence in television programming for America's children" will be presented during festival. Ambassador West, Chicago. Information: (312) 390-8700.

Oct. 16-18—United States Telephone Association 92nd annual convention. Hilton hotel at Union Square, San Francisco.

Oct. 17—Association of National Advertisers and Direct Marketing Association direct marketing workshop for advertisers. Waldorf Astoria, New York. Information: (212) 697-5950.

Oct. 17—Canadian Cable Television Association Atlantic region meeting. Hotel Newfoundland, St. John's, Newfoundland. Information: (613) 232-2631.

Oct. 17-18—Broadcast Credit Association 22nd credit and collection seminar. Scottsdale Hilton, Scottsdale, Ariz. Information: Mark Matz, (312) 827-9330.

Oct. 17-19—Mid-America Cable TV Association show. Kansas City, Mo. Information: (913) 841-9241.

Oct. 17-19—Pennsylvania Association of Broadcasters annual convention. Pittsburgh.

Oct. 18—Women in Cable, New York chapter, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

Oct. 18-19—Regional job opportunities conference for minorities sponsored by *Society of Professional Journalists*, in cooperation with *American Society of Newspaper Editors* and *Texas AP Managing Editors*. Westin Galleria hotel, Houston. Information: Ira Perry, (713) 840-5826 or (312) 922-7424.

For the Record

As compiled by BROADCASTING from Sep. 6 through Sep. 13 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

■ WQBA-FM Miami, FL (FM: BAPLH890823GN; 107.5 mhz; 100 kw H-V; ant. 500 ft.)—Seeks assignment of license from Radio De Miami Inc. to Spanish Radio Network for \$25,750,000 ("Changing Hands," Aug. 14). Purchase includes WQBA(AM) Miami. Seller is subsidiary of Susquehanna Broadcasting Co., York, Pa.-based group owner of KFOG(FM) San Francisco, CA; WTKN(AM) Pinellas Park and WHVE(FM) Sarasota, both Florida;

WAPW(FM) Atlanta, GA; WFMS(FM) Indianapolis, IN; WRRM(FM) Cincinnati, OH; WARM(AM) Scranton, WMGS(FM) Wilkes-Barre and WSBA(AM)-WARM-FM York, all Pennsylvania; KLIF(AM) Dallas, KPLX(FM) Fort Worth and KKZR(AM)-KRBE-FM Houston, all Texas, and WGH-AM-FM Newport News, VA. It is headed by Louis J. Appell Jr. and Arthur W. Carlson. Buyers are Radio WADO Inc. and Tichenor Media Inc. Radio WADO owns WADO(AM) New York and is headed by Herbert Levine. Tichenor Media Systems is headed by McHenry Tichenor, and owns WIND(AM) Chicago and WOJO(FM) Evanston, both Illinois; KUNO(AM) Corpus Christi (part owners), KBNA-AM-FM El Paso, KGBT(AM)-KIWW(FM) Harlingen, KLAT(AM) Houston and KCOR(AM) San Antonio, all Texas. Filed Aug. 23.

■ KZKC(TV) Kansas City, MO (TEMP890822; ch. 62; 1,660 kw-V; ant. 1,120 ft.)—Seeks assignment of license from Kansas City Television Ltd., debtor to KZKC Television Inc., for no financial consideration. Seller is trustee in bankruptcy for Media Central Inc., Chattanooga-based group owner that is bankrupt, owned by Morton Kent and family. Buyer is headed by Thomas Crocker, and has no other broadcast interests. Filed Aug. 22.

■ WRQR(FM) Farmville, NC (BALH890822GM; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Farmville Broadcasting Company Inc. to WRQR Inc. for \$900,000. Seller is headed by L. Gene Gray and has no other broadcast interests. Buyer is headed by Sam Floyd, who has following broadcast interests: 20% shareholder of Beasley Broadcast Co., licensee of WFAI(AM) Fayetteville, NC; 25% shareholder of New South Broadcasting Co., licensee of WASC(AM) Spartanburg, SC; 5% shareholder of Beasley Broadcasting of Eastern N.C. Inc., licensee of WKML(FM) Lumberton, NC, and shareholder of WSJC Inc., licensee of WSJC(AM) Magee, MS. Filed Aug. 22.

Actions

■ KQIL(AM)-KQIX(FM) Grand Junction, CO (AM: BAL890719EC; 1370 khz; 1 kw-U; FM: BALH890719ED; 93.1 mhz; 26.3 kw; ant. 1,027 ft.)—Granted app. of assignment of license from Mesa Broadcasting Co. to Airwaves Communications Inc. for \$1,300,000 ("Changing Hands," July 24). Seller is owned by John Hough, who also owns KKAZ(FM) Cheyenne and KUUY(AM) Orchard Valley, both Wyoming. Buyer is owned by Marshall E. Harris, who owns 54% of Good Neighbor Broadcasting Inc., which is licensee of WAG(AM) Menominee, MI, and applicant for FM station at Peshtigo, WI, on channel 241A, 96.1 mhz. Action Aug. 30.

■ WDJY(FM) Washington, DC; WYST-AM-FM Baltimore and WINX(AM) Rockville, both Maryland; KALI(AM) San Gabriel and KSOL-FM San Mateo, both California; WJMO(AM)-WRQC-FM Cleveland Heights, OH, and WKDM(AM) New York (KALI[AM] San Gabriel, CA [BTC890411EL; 1430 khz; 5 kw-U]; KSOL-FM San Mateo, CA [BTC890411EK; 107.7 mhz; 8.9 kw; ant. 1,590 ft.]; WDJY-FM Washington, DC [BTC890411EM; 100.3 mhz; 40 kw, ant. 333 ft.]; WYST-AM-FM Baltimore, MD [AM: BTC890411EE; 1010 khz; 1 kw-D; FM: BTC890411EF; 92.3 mhz; 10 kw; ant. 709 ft.]; WINX[AM] Rockville, MD [BTC890411EH; 1600 khz; 1 kw-D, 500 w-N]; WKDM-AM New York [BTC890411EG; 1380 khz; 5 kw-D] and WJMO[AM]-WRQC-FM Cleveland Heights, OH [AM: BTC890411EI; 1490 khz; 1 kw-U; FM: BTC890411EJ; 92.3 mhz; 27 kw; ant. 235 ft.])—Granted app. of transfer of control from Sovran Bank of Maryland, as Sole Trustee to shareholders of United Broadcasting Co., for \$123,500,000. Buyer is owned by Gerald J. Hroblak, William B. Parris, Joseph Schweighar, Arthur F. Rawson, Robert E. Lee. United Broadcasting Company of Eastern Maryland Inc., licensee of stations WYST-AM-FM Baltimore, is subsidiary of United Broadcasting Company Inc., all of whose issued and outstanding stock was owned by Richard Eaton until his death on June 1, 1981. Application is being filed simultaneously herewith for consent to transfer of control of United from Sovran Bank/Maryland, as trustee of trust established under will of Richard Eaton, and from Gerald J. Hroblak, William B. Parris, Samuel Phillips Sr. and Joseph Schweighardt, as individuals, to UBC Acquisition Corp. Application is being filed because of proposed transfer of control of United which, in turn, controls licensee. United's interest in licensee is not to be transferred; this application is being filed to reflect requested transfer of control of parent corporation of licensee. United Broadcasting Co. of Eastern Maryland Inc. is wholly owned subsidiary of United Broadcasting Co., licensee of station WDJY(FM) Washington. United also owns all of the stock of the following corporations, which are the licensees of the stations indicated: Montgomery County Broadcasting Co., licensee of WINX(AM) Rockville, MD; United Broadcasting Co. of New York Inc., licensee of WKDM(AM) New York, NY; Friendly Broadcasting Co., licensee of WJMO(AM)-WRQC(FM) Cleveland Heights, OH, and owner of 80% of stock of United Cable Co. of New Hampshire; Intercontinental Radio Inc., licensee of KSOL(FM) San Mateo, CA, and Tele-Broadcasters of California Inc., licensee of KALI(AM) San Gabriel, CA.

■ WZEP(AM) Defuniak Springs, FL (BAL890719EG; 1460 khz; 5 kw-D)—Granted app. of assignment of license from Holmes Valley Broadcasting Systems to Wyatt V. Cox for \$185,000. Seller is owned by Scott McAda, who has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 31.

■ WAWS(TV) Jacksonville, FL (BALCT890628KH; ch. 30; 2,789 kw-V; ant. 991 ft.)—Granted app. of assignment of license from Malrite Of New York Inc. to Clear Channel Television Inc. for \$8,100,000 ("Changing Hands," July 3). Seller is headed by Milton Maltz and also owns KLAC(AM)-KZLA-FM Los Angeles; KNEW(AM) Oakland (San Francisco), and KSAN-FM San Francisco; WAWS(TV) Jacksonville and WFLX(TV) West Palm Beach, both Florida; WXIX-TV Newport, KY (Cincinnati); WDGY(AM) Minneapolis and KEEY-FM St. Paul; WHTZ(FM) Newark, N.J.; WHK(AM)-WMMS(FM) Cleveland and WOIO(TV) Shaker Heights (51%), both Ohio; WEGX(FM) Philadelphia, and WSTE(TV) Ponce, PR (80%). Buyer is owned by L. Lowry Mays and also owns WPMI(TV) Mobile, AL; KDTU-TV Tucson, AR; WELI(AM) New Haven, CT; WHAS(AM) and WAMZ(FM) Louisville, KY; WQUE-AM-FM New Orleans; KTO-K(AM)-KJYO(FM) Oklahoma City and KAKC(AM)-

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

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KMOD-FM Tulsa, both Oklahoma; KPEZ(FM) Austin, KTAM(AM)-KORA-FM Bryan, KALQ(AM)-KHYS(FM) Port Arthur and WOAI(AM)-KAJA(FM) San Antonio, all Texas. (All 100% owned.) Action Aug. 30.

■ WAVV-FM Vero Beach, FL (BALH890629GW; 105.5 mhz; 2.75 kw; ant. 350 ft.)—Granted app. of assignment of license from Treasure Coast Radio Inc. to Treasure Coast Media Inc. for \$2,100,000. Seller is headed by Charles Andromidas and John Healy. Buyer is owned by Sally S. Dilucete and her husband, Wayne L. Dilucete. Wayne L. Dilucete is 50% shareholder, president, secretary and director of West Florida Media Inc., permittee of new FM radio station to operate on channel 287A at Solana, FL. Treasure Coast Media Inc. principal B.F.J. Timm is father of Treasure Coast Media Inc. principal Bruce B. Timm and Tallahassee Broadcasting Co. principal Jan B. Timm. Tallahassee Broadcasting Co. is 50% shareholder of Treasure Coast Media Inc. B.F.J. Timm is 51% shareholder, officer and director of Tallahassee Broadcasting Co. Bruce B. Timm and Jan B. Timm each own 24.5 of stock of Tallahassee Broadcasting Co. and are officers and directors of that corporation. B.F.J. Timm has following broadcast interest: 100% stockholder of WVOJ(AM), licensee of WBOM Inc., Jacksonville, FL; 100% shareholder of WANM(AM) Tallahassee, licensee of WANM Inc., Tallahassee, FL; 100% shareholder of WGLF(FM) Tallahassee Broadcasting Co. Inc., Tallahassee, FL; 100% shareholder of WDMG(AM), licensee of WDMG Inc., Douglas, GA; 100% stockholder of WSGL(FM), Sterling Communications Corp., Naples, FL; 100% shareholder of WZQB(AM)-WPPR-FM Televiewers Inc., Warner Robins, GA; 50% stockholder of WILN(FM) Bay Media Inc., Panama City, FL. Action Aug. 29.

■ WCXL(FM) Vero Beach, FL (BALH890629HC; 101.7 mhz; 1.39 kw; ant. 464 ft.)—Granted app. of assignment of license from Treasure Coast Media Inc. to Treasure Coast Radio for no financial consideration. Seller is headed by Charles Andromidas and John Healy. Buyer is owned by Sally S. Dilucete and her husband, Wayne L. Dilucete. Wayne L. Dilucete is 50% shareholder, president, secretary and director of West Florida Media Inc., permittee of new FM radio station to operate on channel 287A at Solana, FL. Treasure Coast Media Inc. principal B.F.J. Timm is father of Treasure Coast Media Inc. principal Bruce B. Timm and Tallahassee Broadcasting Co. principal Jan B. Timm. Tallahassee Broadcasting Co. is 50% shareholder of Treasure Coast Media Inc. B.F.J. Timm is 51% shareholder, officer and director of Tallahassee Broadcasting Co. Bruce B. Timm and Jan B. Timm each own 24.5% of stock of Tallahassee Broadcasting Co. and are officers and directors of that corporation. B.F.J. Timm has following broadcast interests: 100% stockholder of WVOJ(AM), licensee of WBOM Inc., Jacksonville, FL; 100% shareholder of WANM(AM), licensee of WANM Inc., Tallahassee, FL; 100% shareholder of WGLF(FM), Tallahassee Broadcasting Co. Inc., Tallahassee, FL; 100% shareholder of WDMG(AM), licensee of WDMG Inc., Douglas, GA; 100% stockholder of WSGL(FM), Sterling Communications Corp., Naples, FL; 100% shareholder of WZQB(AM)-WPPR-FM Televiewers Inc., Warner Robins, GA; 50% stockholder of WILN(FM), Bay Media Inc., Panama City, FL. Action Aug. 29.

■ WEXY(AM) Wilton Manor, FL (AM: BAPL880601EA; 1520 khz; 1 kw-D 250 w-N)—Dismissed app. of assignment of license from Celebrities Inc. to JLG Broadcasting Inc. for \$800,000. Seller is headed by Juno Beattie and Robert Pitts, who have no other broadcast interests. Buyer is headed by Gary L. Portmess Jr. and has no other broadcast interests. Action Sept. 1.

■ KIZN(AM) Boise, ID (BAPL890717EC; 730 khz; 500 kw-D); KQLO(AM) Reno, NV (BAL890717EE; 920 khz; 5 kw-D, 1 kw-N); KDUK(AM) Eugene, OR (BAL890717EA; 1280 khz; 5 kw-D, 1 kw-N); KWNZ-FM Carson City, NV; (BALH890717EF; 97.3 mhz; 87.1 kw; ant. 2,126 ft.); KLCX-FM Florence, OR (BAPL890717EB; 104.7 mhz; 100 kw; ant. 2,104.5 ft.)—Granted app. of assignment of license from Constant Communications Co. to Pacific Telecom Inc. for approximately \$10,000,000 ("Changing Hands," July 10). Seller is headed by Frederic Constant, who has no other broadcast interests. Buyer is telephone utility company headed by Chuck Robinson. It has no other broadcast interests. Action Aug. 29.

■ KBRV(AM) Soda Springs, ID (BAL890623EA; 790 khz; 5 kw-D)—Granted app. of assignment of license from M.J. Skinner and M. Leavitt to Thomas W. Mathis. Assignment is pursuant to bankruptcy proceeding. Mathis was original owner of KBRV(AM) which was sold to Marvin Skinner and Michael Leavitt, who defaulted on their note to Mathis. Mathis is sole proprietor of KTLE-AM-FM Tootle, UT, 49% stockholder in Chubbuck Community Broadcasters Inc., licensee of KRCD(FM) Chubbuck, ID, and 30% stockholder in Good Times Inc., licensee of KRCD(AM) Chubbuck, ID. Action Aug. 29.

■ KOMJ(FM) Atlantic, IA (BAPLH890719EF; 103.7 mhz;

100 kw; ant. 73 ft.)—Granted app. of assignment of license from Valley Broadcasting Inc. to Ovation Broadcasting Co. for \$5,575,000 ("Changing Hands," July 31). Seller is owned by Robert Dean and Robert Greenlee, who have no other broadcast interests. Buyer is headed by Phil Motta and is purchasing KFQX-AM-FM Abilene, TX ("Changing Hands," July 10). Action Aug. 30. Purchase includes KOIL(AM) Omaha.

■ KEMB(FM) Emmetsburg, IA (BALH890714G; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Palo Alto Broadcasting Co. to Roger J. Jacobson for \$140,000. Seller is owned by John Schad, who has no other broadcast interests. Buyer is Roger J. Jacobson, president, director and 100% shareholder of Jacobson Broadcasting Company, licensee of KILR-AM-FM Estherville, IA. Action Aug. 28.

■ KANA(AM) Anaconda, MT (BAL890712EB; 580 khz; 1 kw-D)—Granted app. of assignment of license from Barry L. Solomon, trustee to Grey Eagle Broadcasting Inc., for \$120,000. Seller has no other broadcast interests. Buyer is owned by Rudy Giecek, who has no other broadcast interests. Action Aug. 30.

■ KOLT(AM) Scottsbluff, NE (BAL890109ED; 1320 khz; 5 kw-D, 1 kw-N)—Dismissed app. of assignment of license from The Hilliard Company to Radio West Inc. for no financial consideration. Following default by assignor on \$600,000 note and mortgage held by assignee's principals, those principals obtained foreclosure of real property where studio and transmitter are located. Assignor then agreed to assign all station assets to assignee for \$5,000 in exchange for release of all remaining debt. Buyer is headed by W.K. Hilliard and L.P. Hilliard, who are permittees of KFLF(FM) Bridgeport, NE. Action Aug. 28.

■ WNQV-FM Caldwell, OH (BAPH890710HO; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Charles J. Saltzman to W. Grant Hafley for \$15,000. Seller has no other broadcast interests. Buyer is owned by Grant Hafley, who owns 100% of issued and outstanding stock of AVC Communications Inc., licensee of WILE(AM)-WCMJ(FM) Cambridge, OH. Action Aug. 23.

■ WXCE(AM) Amery, WI (BTC890623HL; 1260 khz; 5 kw-U)—Granted app. of assignment of license from Estate of W. Michael Dwyer to Garamella Broadcasting Co. for \$129,999. Seller has no other broadcast interests. Buyer is headed by Todd J. Garamella, who has no other broadcast interests. Action Aug. 16.

New Stations

Applications FM's

■ Queensbury, NY (BPED890825MA)—We Trust in Jesus Broadcasting Inc. seeks 91.7 mhz; .250 kw; 990 ft. Address: P.O. Box 2108 Brattleboro, VT 05301. Principal is headed by Etta Dodge, who has no other broadcast interests. Filed Aug. 25.

■ Canton, SD (BPH890816MF)—Dallas M. Tarkenton seeks 102.5 mhz; 3 kw; Address: 100 Wexford Place, Athens, GA 30606. Principal is headed by Dallas Tarkenton, who is president and majority stockholder of Tarkenton Broadcasting Co., licensee of WJGA(FM) Jackson, GA; and is president and majority stockholder of Carroll County Media Inc., licensee of WBTR(FM) Carrollton, GA. Filed Aug. 16.

■ New Ulm, TX (BPH890818MK)—New Ulm Broadcasting seeks 92.3 mhz; 3 kw; 328 ft. Address: P.O. Box 99, Bellville, TX 73418. Principal is owned by Dinah L. Ditter, who has no other broadcast interests. Filed Aug. 18.

Actions

AM

■ Yountville, CA (BP811015AK)—Granted app. of Heritage Communications for 840 khz. Address: 1904 Valencia St., Napa, CA. Principal has no other broadcast interests. Action Aug. 28.

FM's

■ Oxford, AL (BPH860918MA)—Granted app. of Woodard Broadcasting Co. for 97.9 mhz; 3 kw; H&V; 983 ft. Address: P.O. Box 3770, Oxford, AL 36203. Principal is headed by Jimmy E. Woodard, who is licensee and sole owner of WEYY-FM Talladega, AL. Action Aug. 31.

■ Watertown, FL (BPH871202MF)—Granted app. of Louis D. Bolton II for 105.7 mhz; 3 kw H&V; 328 ft. Address: 3821 Cove Dr., Birmingham, AL 35213. Principal has no other broadcast interests. Action Aug. 29.

■ Watertown, FL (BPH871203MB)—Dismissed app. of N.

Shannon Day for 105.7; 3 kw H&V; 328 ft. Address: P.O. Box 180 Live Oak, FL 32060. Principal has no other broadcast interests. Action Aug. 29.

■ Cedartown, GA (BPED890109MC)—Returned app. of Immanuel Educational Broadcasting Inc. for 89.5 mhz; 3 kw; 328 ft. Address: 206 Main St. Cartersville, GA 30120. Principal is headed by Ed Tuten, and has no other broadcast interests. Action Aug. 31.

■ Lexington-Fayette, KY (BPH880825MJ)—Dismissed app. of Charlotte Levy for 104.5 mhz; 50 kw H&V; 492 ft. Address: 3516 Castlegate East Wynd, Lexington, KY 40502. Principal has no other broadcast interests. Action Sept. 1.

■ Louisa, KY (BPH880420MB)—Returned app. of Louisa Broadcasting Corp. for 92.3 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 890, Louisa, KY 41230. Principal is headed by Jim Bradley and Lavern Boyd. Bradley and Boyd each own 12 1/2% of Lawrence County Broadcasting Corp., licensee of WVKY(AM) Louisa, KY. Action Aug. 28.

■ Oscoda, MI (BPH851216MM)—Granted app. of David C. Schaberg for 100.1 mhz; 3 kw; H&V; 328 ft. Address: 6250 South Cedar, MI. Principal has no other broadcast interests. Action Aug. 28.

■ Myrtle Point, OR (BPH881109MC)—Granted app. of Parke-Reyes Co. for 94.1 mhz; 2.222 kw H&V; 373 ft. Address: 4218 S.W. Primrose St., Portland, OR 97219. Principal is headed by Nelson M. Parke and Roberto Reyes-Colon, they have no other broadcast interests. Action Aug. 30.

■ Mason, TX (BPH881027ML)—Granted app. of Hill Country Communications for 97.9 mhz; 50 kw H&V; 492 ft. Address: 839 Timber Cove, Seabrook, TX 77586. Principal is headed by Roy Henderson, who has no other broadcast interests. Action Aug. 31.

■ Wichita Falls, TX (BPED831208AF)—Granted app. of Criswell Center for Biblical Studies for 90.5 mhz; 701 ft. Address: P.O. Box 1809, Dallas, TX 75221. Principal is headed by Scottie H. Ashley, and has no other broadcast interests. Action Aug. 28.

■ Bellingham, WA (BPED860115MC)—Granted app. of Northern Sound Public Radio for 91.3 mhz; 0.120 kw H&V; 334 ft. Address: 119 N. Commercial, 310 Bellingham Towers, Bellingham, WA. Principal is headed by Richard Baum, and has no other broadcast interests. Action June 8.

■ Wheeling, WV (BPED881213ML)—Returned app. of Ohio County Board of Education for 91.9 mhz. Address: National Rd., Wheeling, WV 26003. Principal has no other broadcast interests. Action Aug. 10.

Facilities Changes

Applications

AM's

■ Soquel, CA 1200 khz—Aug. 18 application for Mod of CP (BP830502AI) to increase power to 11.5 kw/50 kw; change TL: 1321 Old Stage Rd., Salinas, CA, and make changes in antenna system 36 39 38N 121 32 29W.

■ Lawrenceville, GA WGNM(AM) 1360 khz—Aug. 25 application for CP to change freq.: 610 khz; increase power to 1.5 kw and change TL: 420 m at 130 degrees from intersection of Ezzard St. & Papermill Rd. in Lawrenceville, GA; 33 57 11N 83 58 15W

■ St. Joseph, MI WSJM(AM) 1400 khz—Aug. 25 application for CP to change freq.: 1310 khz; increase day power to 5 kw; change night power to 500 watts; make changes in antenna system & change from ND-1 to DA-2.

■ Amsterdam, NY WSGD(AM) 1570 khz—Aug. 21 application for CP to change city of license to Ballston Spa, NY; change TL: 0.3 km SSE of Ballston Spa, NY; and make changes in antenna system; 42 58 14N 73 50 00W.

■ Murphy, NC WCVP(AM) 600 khz—application for CP to correct coordinates to: just off Hwy 64, 2.5 miles SE of Murphy, NC; 35 04 00N 83 59 58W.

■ Braddock, PA WCXJ(AM) 1550 khz—Aug. 15 application for CP to change antenna system & change TL: 0.5 km ESE from intersection of Braddock Forest Hills Rd & Wolf Ave., and is 1.6 km and N55 E. from Braddock Brgh., Braddock, PA.

■ Sturgis, SD KBHB(AM) 810 khz—Aug. 2 application for CP to make changes in antenna system & change TL: 5.23 km E. of Sturgis on Hwy 79 near Sturgis, SD; 44 25 24N 103 25 37W.

■ Opportunity, WA KHD(AM) 630 khz—Aug. 22 application for CP to change freq.: to 840 khz; add night service

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with 250 w; increase day power to 50 kw, and make changes in antenna system.

FM's

■ Kings Beach, CA 107.7 mhz—Aug. 15 application for Mod of CP (BPH861231ML) to change ERP: 0.75 kw H&V; ant.: 652 ft. H&V.

■ Park Rapids, MN KPRM(FM) 97.5 mhz—Aug. 8 application for CP to change ant.: 439 ft. H&V.

■ Spring Grove, MN KQYB(FM) 98.3 mhz—Aug. 11 application for CP to make changes in ERP: 50.0 kw H&V; ant.: 492 ft. H&V; TL on Town Rd. T-40; 2.2 km SW of State Hwy. 43; Township of Norway, MN, change class: C2 (per docket 88-141).

■ Natchez, MS WQNZ(FM) 95.1 mhz—Aug. 9 application for Mod of CP (BPH870226IA) to change ant.: 1,056 ft. H&V; change TL: 625 Beltline Hwy., Natchez, Adams, MS.

■ Portsmouth, NH WHEB(FM) 100.3 mhz—Aug. 15 application for Mod of CP (BPH881220IE) to change ant.: 446 ft. H&V; change TL: Lafayette Rd. in Portsmouth, NH.

■ Rome, NY WFRG-FM 95.9 mhz—Aug. 16 application for CP to make changes in antenna supporting structure height.

■ Eugene, OR KWAX(FM) 91.1 mhz—Aug. 23 application for CP to change ERP: 100 kw H; ant.: 885 ft.; and change TL: Ridgewood Drive on Blanton Heights.

■ Mifflinburg, PA WWBE(FM) 98.3 mhz—Aug. 16 application for CP to change ant.: 403 ft. H&V; TL: 1.0 mi NW of New Berlin, PA.

■ Surgoinsville, TN WOTH(FM) 104.3 mhz—Aug. 15 application for Mod of CP (BPH880328M Application for Mod of CP (BPH880328MA) to change ERP: 2.2 kw H&V; ant.: 380 ft. H&V; TL: Bunker Hill, 7.2 km SW of Surgoinsville, TN.

■ Burlington, VT WVPS(FM) 107.9 mhz—Aug. 18 application for CP to change ERP: 50 kw H&V.

■ Waupun, WI WGGQ(FM) 99.3 mhz—Aug. 10 application for Mod of CP (BPH870326IF as Mod) to change ant.: 419 ft. H&V; TL: 170 ft S. of Combe St., 0.15 miles W. of Intersection of Combe St. and W St., in City of Ripon Fond du Lac County, WI.

Actions

AM's

■ Nenana, AK KIAM(AM) 1270 khz—Aug. 30 application (BP890601AD) granted for CP to change antenna system, increase tower height and reduce night power to 2.2 kw.

■ Carmel, CA KRML(AM) 1410 khz—Aug. 29 application (BMP890301AH) granted for Mod of CP (BP821022AA) to change ant. system; reduce daytime power from 3.8 kw to 2.5 kw & nighttime power from 3.9 kw to 2 kw; change TL: 1.6 km SE of Hwy 1 and Carmel Valley Rd., Carmel Valley, CA; 36 32 06N 121 53 34W.

■ Camp Lejeune, NC WJIK(AM) 1580 khz—Aug. 30 application (BP890130AN) granted for CP to change TL: N 90 degrees (T), 16 km out of Jacksonville, NC, Camp Lejeune, NC & operate with 10 kw-ch; 34 43 03N 77 16 57W.

■ Clarksville, TN WCTZ(AM) 1550 khz—Aug. 30 application (BP890531AD) granted for CP to change nighttime radiation pattern.

■ Arlington, VA WABS(AM) 780 khz—Aug. 30 application (BP890530AC) granted for CP to change antenna system by increasing tower height.

FM's

■ Tuscaloosa, AL WFFX(FM) 95.7 mhz—Aug. 30 application (BPH890505LD) granted for CP to change ant.: 521 ft. H&V; TL: 1700 Jug Factory Rd., Tuscaloosa, AL.

■ Fort Smith, AR KMAG(FM) 99.1 mhz—Aug. 29 application (BPH890505IB) granted for CP to change ant.: 1,968 ft. TL: atop Cavanal Mountain, 6 km WNW of Poteau, OK.

■ Yreka, CA KYRE(FM) 97.7 mhz—Aug. 29 application (BPH8812081A) granted for CP to change ERP: 1.39 kw H&V; ant.: 2364 ft. H&V; class: C2; TL: 14 km SE of Yreka at 174 degrees (T).

■ Macomb, IL WIUM(FM) 91.3 mhz—Aug. 29 application (BMPED890808IF) dismissed for Mod of CP (BPED870608MA) to change ant.: 462 ft. H&V; correct radiation center, ground elevation and tower height.

■ Topeka, KS KJTY(FM) 88.3 mhz—Aug. 24 application (BPED880824NA) granted for CP to change freq: 88.1 mhz; ERP: 50 kw H&V; change ant.: 423 ft. H&V.

■ Middletown, MD WAFY(FM) 103.1 mhz—Aug. 28 application (BMPH890413IB) dismissed for Mod of CP

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Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

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* 1986 Readership Survey showing 35
readers per copy

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

(BPH820908AW) to change ERP: 1.0 kw H&V; change ant.: 572 ft. H&V; TL: 300 miles ESE of intersection of Schley Ave. and Old Swimming Pool Rd., Braddock Heights, MD; 39 25 05N 77 30 03W.

■ Kingsford, MI WEUL(FM) 98.9 mhz—Aug. 31 application (BMPH890516IA) granted for Mod of CP (BPH860507PN) to change freq: 98.1 mhz; ERP: 0.24 kw; ant.: 482 ft. H&V; TL: 1.24 km NNW of intersection of W. Brown and Hemlock St., 1.85 km WNW of intersection of US Rtes. 2 & 141 and Norway St. on Pine Mtn in Iron Mtn, MI; per docket 87-592.

■ Vicksburg, MS WIIN(FM) 98.7 mhz—Aug. 29 application (BMPH880622IA) granted for Mod of CP (BPH870227IE) to change ant.: 977 ft. H&V; change TL: on Palestine Rd., 1 mi N of Palestine Church, Hinds Co, MS; change class: C1.

■ Albemarle, NC WABZ-FM 100.9 mhz—Aug. 31 application (BPH890328IG) dismissed for CP to change ERP: 0.87 kw H&V; ant.: 574 ft. H&V; TL: 2.0 km SW of Plyer Community, NC.

■ La Grande, OR KKUC(FM) 98.30 mhz—Aug. 31 application (BPH890426IC) granted for CP to change TL: 45 26 17N 18 05 25W.

■ Crockett, TX KIVY-FM 92.7 mhz—Aug. 28 application (BPH890320IJ) granted for CP to change ERP: 50 kw H&V; ant.: 305 ft. H&V; change class: C2.

■ Del Rio, TX KTDR-FM 96.3 mhz—Sept. 1 application (BPH870203II) dismissed for CP to change ant.: 1,968 ft. H&V.

■ Kilmarnock, VA WKWI(FM) 101.7 mhz—Aug. 29 application (BPH890424IF) granted for CP to change ERP: 3.0 kw H&V; ant.: 328 ft. H&V.

TV's

■ Keene, NH WEKW-TV ch. 52—Aug. 28 application (BPET890803KE) granted for CP to change ERP: 94.5 kw (vis).

■ Binghamton, NY WICZ(TV) ch. 40—Aug. 30 application (BPCT890801KH) granted for CP to change ERP: 468.3 kw (vis).

■ New York WNYE(TV) ch. 25—Aug. 30 application (BPET890508KF) granted for CP to change ERP: 2432 kw (vis); ant.: 1,295 ft.; TL: Empire State Bldg., 350 Fifth Ave., New York; (40 44 54N 73 59 10W); ant: Dielectric TFO-25JSM (DA).

■ Arecibo, PR WCCV-TV ch. 54—Aug. 30 application (BPCT890609KF) granted for CP to change ERP: 1500 kw (vis); ant.: 1,968 ft.; TL: Cerro Roncador-7 km to Utuado, PR, on 60 degrees (T); ant.: Andrew Corp. ATW 30L6 HSP-54 (DA)(BT); 18 14 06N 66 45 36W.

■ McAllen, TX KNVO(TV) ch. 48—Aug. 30 application (BMPCT881026KG) granted for Mod of CP (BPCT820315KI) to change ERP: 5010 kw (vis); ant.: 524 ft.; TL: Rural, 10.5 km SW of Weslaco, TX, 3 km N of Rio Grande; ant: Andrew ATW30H3-HSC-48 (DA)(BT); 26 05 20N 98 03 44W.

■ Wolfthorpe, TX KLRB(TV) ch. 22—Aug. 30 application (BMPCT890328KN) granted for CP to change ERP: 213 kw (vis); ant.: 1,095 ft.; TL: 2 miles S of Hwy. 114, .3 miles W of FM 2378, 2 mi W of Reese AFB, Smyre, TX; ant.: RCA/TFU(24)DM; 33 34 46N 102 05 03W.

Actions

■ Editorial updates relating to AM, FM and TV broadcasting. Effective upon publication in Federal Register, amended Part 73 of commission's rules to conform with current practice in implementing international commitments of United States relating to AM, FM and TV broadcasting. (By Order [DA 89-1052] adopted August 30 by chief, Mass Media Bureau.)

Call Letters

Applications

Call Sought by

Existing AM

WMSX(AM) WATD Metro South Communications Inc., Brockton, MA

Existing FM's

WERQ(FM) WDOV-FM Summit Radio Inc., Dowa-

KMGK(FM)

KVVU(FM)

KHTK(FM)

WHLF-FM

KCSP(FM)

Grants

New FM's

WDNO(FM)

WAMW-FM

WUNV(FM)

WGGA-FM

KIEZ(FM)

WACZ(FM)

WCII(FM)

KYOU(FM)

KPRV-FM

WAYB(FM)

WXVO(FM)

KIXF(FM)

New TV's

KDMD(TV)

WEXP-TV

KVDA(TV)

KUSG(TV)

Existing AM's

KCLB(AM)

WLVH(AM)

WZRZ(AM)

WPDQ(AM)

WJFK(AM)

WOEQ(AM)

WQLL(AM)

WPBE(AM)

WAFN(AM)

WTMS(AM)

KBRL(AM)

WMOU(AM)

WBLL(AM)

KRVC(AM)

WBCR(AM)

WKJY(AM)

KOJO(AM)

KUTR(AM)

giac, MI

KZZA KMGK Inc.; Glenwood, MN

KMGK Thief to the Forks Broadcasting Inc., Thief River Falls, MN

KLTH Legend Broadcasting of Missouri Inc.; Florissant, MO

WCQT Creative Communications Corp., Centerville, TN

KTCL WEDR Inc.; Casper, WY

Dennis N. O'Neal; Laurel, DE

Greene Electronics; Washington, IN

GA Telecom Commission; Albany, GA

Terry Wayne Barnhardt; Cleveland, GA

McForhun Inc.; Brusly, LA

Thomas P. Wamp; Dansville, NY

Family Live Ministries Radio Inc.; Spencer, NY

Rita J. Taylor; Wendover, NV

Leroy Billy; Heavener, OK

Richard C. Wagner; Graysville, TN

Charles E. Phillips; Oliver Springs, TN

Oara Inc.; Madisonville, TX

Echonet Corp.; Anchorage, AK

Issac Blonder; Union City, NJ (experimental use)

Nueva Vista Prod. Inc.; San Antonio, TX

KUTV Inc.; St. George, UT

KVIM Coachella Valley Broadcasting Co.; Coachella, CA

WFNS Sage Broadcasting Corp. of Manchester, CT

WWAM Beasley Radio Inc.; North Ft. Myers, FL

WJFK Genesis Comm., of Jacksonville Inc., Jacksonville, FL

WAPE Genesis Broadcasting of Jacksonville Inc., Jacksonville, FL

WOOO George M. Arroyo; Royal Palm Beach, FL

WSPB Sarasota AM Inc., Sarasota, FL

WTPM Perimeter Broadcasting Inc.; Conyers, GA

WDLW Boston Radio Group Inc., Waltham, MA

WEPG Caven Communications Corp., Presque Isle, ME

KSWN Ron Crowe & Associates, McCook, NE

WIGW Joseph C. Motto; Berlin, NH

WPKO V-Teck Communications Inc., Bellefontaine, OH

KBOY KBOY Radio Inc., Medford, OR

WYOM Gore-Overgaard Broadcasting Inc., Wilkes-Barre, PA

WTPB Townsend Broadcasting Corp., Parsons, TN

KTEO Keto Media West Inc., San Angelo, TX

KLZX Citadel Associates L.P., Salt Lake City

Existing FM's

WMMV(FM) WMMI-FM Faulkner-Philips Media Inc., Bay Minette, AL

KERN-FM KQXR Eagle Broadcasting Co., Bakersfield, CA

KUKY-FM KUKY Fenton Broadcasting Inc., Ukiah, CA

WLVH-FM WLVH Sage Hispanic Broadcasting Corp. of CT; Hartford, CT

WZAZ-FM WPDQ Pocus Broadcasting Corp.; Green Cove Spring, FL

WVRK(FM)

KHFX(FM)

KSSK-FM

WEBQ-FM

WOOZ-FM

KFFX(FM)

WCTK(FM)

WHXT(FM)

WKQI(FM)

WCZY-FM

KLES(FM)

KKLR(FM)

WZPK(FM)

WZOS(FM)

KLMK(FM)

WXJM-FM

WDZR(FM)

KNRJ(FM)

WFOS(FM)

WHRV(FM)

WBQB(FM)

WBCR-FM

Existing TV's

WVGO-TV

KKTO(TV)

KOVR(TV)

WFOA-TV

WVGO-TV

WVGO-TV

WVGO-TV

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WNKS M&M Partners, Columbus, GA

KIOV RLS Radio Inc., Honolulu

KXPW Heftel Broadcasting Corp., Honolulu

WDRW Visher & Choate; Eldorado, IL

WEBQ-FM Zimmer Communications Inc., Harrisburg, IL

KHUQ Grant County Broadcasting Co., Hugoton, KS

WMYS Hall Communications Inc., New Bedford, MA

WKPE Cape Media Inc., Orleans, MA

WCZY-FM Broadcasting Partners of Detroit Inc., Detroit

WMMI-FM Central Michigan Comm. Inc.; Mt. Pleasant, MI

KNRJ KNRJ Inc., Worthington, MN

KWOC-FM Bluff City Broadcasting Inc., Poplar Bluff, MO

WMOU New England Broadcasting Inc., Berlin, NH

WPZX OSQ Broadcasting Inc.; Oswego, NY

KINB Landmark Communications Inc., Poeteau, OK

WJCR-FM Washington and Jefferson College, Washington, PA

WVKS Bvack Broadcasting Inc., Etowah, TN

KKHT Emmis FM Broadcasting Corp. of Houston; Houston

WNHS Chesapeake Public Schools, Chesapeake, VA

WFOS Hampton Roads Ed. Telecom. Assoc., Norfolk, VA

WFVA-FM Fredericksburg Broadcasting Corp.; Fredericksburg, VA

WBCR(FM) The Board of Trustees/Beloit College, Beloit, WI

Following call letter assignments have been deleted by commission

AM's

KRDE(AM)

KUIP(AM)

KJLU(AM)

WKAQ(AM)

WKRE(AM)

WGNZ(AM)

WGNZ(AM)

WGNZ(AM)

WGNZ(AM)

WGNZ(AM)

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Robert Adelman, Pismo Beach, CA

International Broadcast Consultants Inc.; Gardnerville, NV

Stephen Edward Minshall, Klamath Falls, OR

College of Charleston, Hanahan, SC

Bay Star Communications Inc., Jamesville, VA

Virginia Broadcasters Tuckahoe, VA

FM's

WMMI(FM)

WGRF(FM)

KCUM-FM

WEYS(FM)

Family Stations Inc., Sebawaing, MI

Family Stations Inc., Rockford, MI

University of Minnesota, Crookston, MN

Kanawha Economic Development Corp., Institute, WV

TV's

WGEI(TV)

WRBW(TV)

WVFL-TV

KCGO(TV)

WAIG(TV)

Kadd Communications Corp.; Tusculumbia, AL

Rainbow Broadcasting Co., Orlando, FL

Focus Broadcast Communications Inc.; Sebring, FL

Golden Communications Inc., Mineola, TX

Broadcast International Inc., Charlotte Amalie, VI

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Station manager for FM/AM Combo in competitive small northern Michigan resort market. Motivate sales force, direct programming, promotion. Send resume to: Box J-19. EOE.

Sales manager: Professional radio sales veteran with management experience to direct, motivate, train and lead our sales executives. Please send resume and salary requirements to: Sales Manager, JOY 95, One Columbus Center, Suite 824, Virginia Beach, VA 23462. EOE.

Corporate director: Vendor advertising. Leading radio group broadcaster has immediate opening for a corporate director of vendor advertising. Qualified candidates must have at least 3 years hands-on experience running a successful vendor program for a top 25 market station. Previous experience should be in retail sales. Job location is flexible as we have stations in seven major markets. Substantial travel will be required. Please send resume, in confidence, and include a detailed description of your progress with your current vendor programs, to: Dept. OW, PO Box 88-150, Atlanta, GA 30356-8150. EOE. M/F/H/V.

Boston radio/local sales manager: WFNX-FM, a Phoenix Media/Communications Group company, seeks an experienced, motivated sales executive to be our local sales manager. You will be responsible for managing and motivating a dynamic sales staff, in addition to handling some key accounts. Candidates should have several demonstrably successful years in broadcast sales, with at least 2 years management experience. This position offers excellent earning potential, plus a comprehensive benefit package. Send resume to Susan Kelley, Human Resources Manager, 126 Brookline Ave., Boston, MA 02215, or call 617-536-5390, ext. 307. EOE.

Help to move and operate AM radio station. Rocky Mountain. 719-738-1660. EOE.

Operations manager and sales manager to operate daytime in Chattanooga area, and acquire option to own the station 100% with no down payment. Prefer well-educated couple. Plush living accommodations at the studio. Compensation includes rent, utilities, telephone and 100% of the first \$6,000 per month you collect plus 30% of all over \$6,000 per month from your sales efforts. 615-756-7635. EOE.

GSM for highly rated, aggressive, Colorado Combo in 250,000+ market. History of winning in both personal sales and sales management a must. CRM preferred. Must document your ability to constantly train your team, keeping them current on the latest professional techniques, provide strong, positive daily motivation and still find time to set the pace in personal selling. Ability to develop great sales promotions which sell, is another must. Lucrative incentive based compensation package. Tell us just how good you really are in your first letter with resume to Box J-62. Affirmative action/EOE.

Sales manager for #1 Urban FM in the Carolinas. Must be aggressive with provable record. Top dollars for top producer. Resume and references to: Box 828, Naples, FL 33939-0828. EOE.

Manager needed for Ohio, small market FM. Excellent compensation pkg. EOE. Box J-65.

Sales manager for well positioned, successful AM/FM in western New York state. Specific experience and good track record essential. Advance to general manager. Call owner: Mr. Ridikas, 814-838-2477. EOE.

HELP WANTED SALES

Big money: Southwest Florida 100,000 watt Country station looking for an aggressive, experienced street salesperson. Must be able to move immediately for this fantastic opportunity to sell in Florida's fastest growth market. Send reply to Box J-5 with resume. All replies confidential. Equal opportunity employer.

Account executive who can also do play by play sports. Resume to Darrell Sehon, KGRO/KOMX, PO Box 1779, Pampa, TX 79065. EOE.

TV sales rep: No, this is not a mistake. We are a leading Independent Fox Network Station in the Southeast and are looking for aggressive experienced radio sales person interested in moving up to TV. Minimum 2 years experience, familiar with Recas Coop Program and very promotion minded. Send resume to John Livotti, WACH-TV, 1221 Sunset Blvd., Columbia, SC 29169. EOE.

Hilton Head Island, SC 100,000 watt full service, top 40, expanding sales department. Need three good, experienced account executives. Minimum one year experience. Top-rated station in home county serves 17 counties in two states. Letter, resume, references, sales philosophy, work samples to William B. Sanders, WHTK-FM, PO Drawer 22010, Hilton Head, SC 29925-2010. FAX 803-757-0997. EEO.

SM for new FM start-up. Knowledge of local market, integrity, and track record needed. Great ground floor opportunity! Send resume to Brian M. Rowland, 2001 Old St. Augustine Rd., L-204, Tallahassee, FL 32301. No calls. EOE.

Director of sales: Track record as sales manager of large market AM/FM radio combination. Requires hands on experience with local/national sales. Strong leadership/interpersonal skills, planning, organization, delegation and decision making. Resumes to: Summit Atlanta Broadcasting, 120 Ralph McGill Blvd., Suite 1000, Atlanta, GA 30365, Attn: VP/GM. EOE.

WHOT AM/FM Youngstown, Ohio is looking for an enthusiastic, bright, energetic, and creative street-fighter. If you are an organized self-starter, with a demand for excellence, send resume and references to Sales Manager, WHOT Radio, 4040 Simon Rd., Youngstown, OH 44512. Sales experience in a small or medium market is preferred but not required. Equal opportunity and Affirmative Action employer.

Experienced media salesperson needed. (1 yr. min). AM/FM Combo, Raleigh/Durham ADI. Great market, group owned, terrific growth potential. Mail or FAX resume: Fred Adams, WDUR/WFXC-AM/FM, 2515 Apex Hwy, Durham, NC 27713. FAX 919-596-4840. EOE.

We are a dominant #1 Carolina station with a new, progressive management team. We think waiting for the phone to ring and then delivering a target CPP stinks. If you are motivated by outstanding achievement and like to have fun selling, we would like to talk to you. We already pay big commissions. We want to pay huge commissions. Send resume in confidence to Sales Manager, WTQR Radio, PO Box 3018, Winston-Salem, NC 27102. EEO.

Wanted: Professional sales people who like to work. More important, who like to make money. We are a 1,000,000 watt Modern Country and a 1,000 watt Classic Hits and Talk Combo in one of the South's most beautiful cities. Come join a winning team and let's make beautiful money together. Call Jeff Holt, 601-442-4895. Do it today. EOE.

HELP WANTED ANNOUNCERS

Air work, production. Virginia 100,000 watt FM. Experienced. Tape, resume to 800 Melody Lane, Crewe, VA 23930. EOE.

Peach State Public Radio, a young, growing, Classical statewide network has two immediate openings in Atlanta, GA. PRODUCER/ANNOUNCER-PRODUCTION COORDINATOR: Announces and programs Classical works and news items, produces features, coordinates pre and post production activities. Degree in related field or comparable experience. One year experience as radio operator/announcer. Classical music experience required, radio production experience preferred. \$19,548-22,920. MUSIC DIRECTOR: Coordinates selection and scheduling of local programming, supervises station music library, announces and hosts musical programs. Degree in related field or comparable experience. Two years experience in radio broadcasting required. Classical music programming required. \$21,144-\$24,870. Qualified applicants should forward resume, letter of interest, salary requirements and demo tape by September 30, 1989 to: Linda Jolly, Peach State Public Radio, 1540 Stewart Ave, SW, Atlanta, GA 30310. EOE/AA.

Major market opportunity: Radio group searching for America's most exciting and compelling talk hosts. Great cities, benefits and salary for the best personalities. EOE. Send resumes to: Box J-46. No tapes.

Morning personality: We want an experienced morning personality. Work with excellent news and sports announcers. Sense of humor, bright, community oriented. Excellent salary and benefits. Resume and air check to: Gary Moen, Operations Manager, WCLO, 1 South Parker, Janesville, WI 53545. EOE.

Colonial Broadcasting is looking for a 7PM - 12 midnight announcer for top rated WLWI-FM in Montgomery, Alabama. Must have at least 3-5 years experience, knowledge of Country music, and knowledge of music selector. Send tape and resume to Rick Brown, WLWI-FM, PO Box 4999, Montgomery, AL 36195. EOE.

WSIE-FM at Southern Illinois University at Edwardsville is seeking a host/producer: on-air announcing 5 days a week in Jazz format; news and public affairs production; producer/host for live remotes from local Jazz events. Qualifications: 2 years experience in Public radio, preferably Jazz radio; extensive knowledge of Jazz music; Baccalaureate degree in appropriate discipline (graduate degree preferred); ability to communicate effectively on air and on stage; ability to operate standard broadcast equipment; ability to train students; experience in interviewing, writing, and producing news/public affairs features. SIU-Edwardsville is located in the metropolitan St. Louis area which supplies all of the usual urban amenities of a major market. The campus is rural and pleasing, and WSIE is the major Jazz voice in the market. This is a full-time professional position: Salary is \$22,000, with a liberal benefits package. November 1 closing date. Send resume and audition tape to: Mr. Roy Gerritsen, WSIE-FM, Box 1773, Southern Illinois University at Edwardsville, Edwardsville, IL 62026. As an Affirmative Action employer, SIUE offers equal employment opportunity without regard to race, color, creed or religion, age, sex, national origin, or handicap.

Dynamic personality or team needed for morning show at highly rated Country music FM on Florida Gulf Coast. Previous track record for producing results and knowledge of Country music preferred. EOE. Box J-60. No tapes.

HELP WANTED TECHNICAL

Contract chief: San Diego area AM/FM seeks part-time contract chief engineer to maintain new equipment and be on call for rare emergencies. Contact Paul Sakrisson, 2 City Blvd. East, Suite 183, Orange, CA 92668 or 714-835-1300. Equal opportunity employer.

Radio engineer: The University of Tennessee Radio Center is seeking an engineer for WUOT-FM. Must hold a valid FCC license. A General Radiotelephone Operators license is desirable. Must have two or more years formal electronics training (or military equivalent) with four years field experience in the broadcast/recording industry, one year of which must be at a broadcast station using high power FM transmitters (20,000 watts or more); ability to troubleshoot professional electronic audio equipment, including repair or calibration of all types of studio tape recorders; ability to set up a recording studio and coordinate recording sessions; exercise good judgement in an emergency situation. Applicant will be asked to adjust to a flexible work schedule that includes non-standard days and periods of on-call transmitter watch which may include weekends and holidays; and have a knowledge of safety procedures needed while working with high-powered transmitting equipment. Must have good communications skills and be in good physical health in order to provide for direct inspection of antennas. Professional references required. Salary: \$25-28,500 DOQ&E. Contact S.D. Williamson, General Manager, Radio Center, 232 Communications and Ext. Building, The University of Tennessee; Knoxville, TN 37996-0322. 615-974-5375. Applications are now being accepted for consideration. The position will remain open until filled. An equal opportunity/affirmative action/Title IX, Section 504 employer.

Chief engineer: Immediate opening at #1 ranked Class-C/SKW-DA Combo in Midwest community of 125,000. Applicant must have comprehensive knowledge and hands-on experience from bench work to RF. New "Cadillac" facility with a nearly \$200k + capitol budget. Resume & salary history in confidence to: Box J-56 or FAX 612/941-8750. EOE.

HELP WANTED NEWS

Anchor: On-air anchor for strong morning drive time team on All-News format radio station, rated #1 in Philadelphia. Major market experience preferred. Send resume to KYW-Newsradio 1060, Human Resources Department, Independence Mall East, Philadelphia, PA 19106. EOE. M/F.

Sports anchor: Broadcast two nightly sportscasts per hour on All-News format at #1 rated station in market. Prefer major market on-air experience. Send resume to KYW-Newsradio 1060, Human Resources Department, Independence Mall East, Philadelphia, PA 19106. EOE. M/F.

WEZL-FM has an immediate full-time air staff opening. Excellent benefits. Send tape and resume to Charlie Lindsey, Box Z, Charleston, SC 29402. WEZL is an equal opportunity employer.

News reporter/anchor for AM/FM combo in resort area 100 mi from NY metro area. Tape, resume to News Director, WVOS-AM-FM, PO Box 150, Liberty, NY 12754. EOE.

KTRH NewsRadio-Houston seeks editors, anchors, reporters, desk assistants. Minimum five years medium market experience. Must possess proven news skills; emphasis on solid news judgment, creative writing/reporting abilities. Computer literate. T&R, writing samples to Melanie Miller, News Director, KTRH, PO Box 1520, Houston, TX 77251. No phone calls. EEO.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: A good, solid on-air talent with a CHR background. Needs computer and research experience. Salary negotiable. Send tape and resumes to Jim Leary, K-100 Radio, PO Box 631, Marysville, CA 95901. EOE.

Program director. KHCC—FM/KHCD-FM. Duties: Supervision of all on-air, operations and hosting daily Classical program. 3-5 years of public radio experience required. Starting salary \$23,000-\$29,000. Apply: Personnel Office, Hutchinson Community College, 1300 N. Plum, Hutchinson, KS 67501. EEO/AA.

PD (California market), who can do it all, excel on air, armed with successful promotions, class productions, and heavy in community involvement. Commensurate compensation package. Replies to Box J-24. EOE.

Operations manager for East Coast, Class A FM. Needed: Managerial skills with emphasis on teamwork and attention to detail; strong production experience, and ability to host morning program for 30-60 year old audience. EOE. Box J-40.

Radio traffic manager. Leading West Virginia station equipped with IBM System 36 and Columbine software offers excellent career opportunity and benefits package to successful applicant. Computer experience required. Software application training available. Minorities, women encouraged to apply. EOE. Send resume immediately to General Manager, WKXX, Box 368, Parkersburg, WV 26102.

Copywriter/production director for N. Jersey's hottest FM/AM. Modern production facility & new production CD library. Resume, writing samples, tapes, salary to GM, Power 103/WNNJ, Box 40, Newton, NJ 07860. EOE. M/F.

SITUATIONS WANTED MANAGEMENT

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

NewsTalk: Currently small market ops. manager. Major market experience on air talk and news. Looking for Talk/News PD or ops. position. Box I-1.

Successful general manager available. Substantial experience in medium to major markets. 10 years current company. Love turnarounds and rebuilds. Group experience. Excellent background and references. Relocate anywhere for quality opportunity. Deane Johnson, 503-472-1221.

Sales manager: Top station in Top 60 market seeks position as GM or GSM in Southeast smaller market. Box J-52.

General manager: Now employed. Experienced all areas. Major market background. All market sizes considered. Box J-53.

Trial by fire. Consultant has seen it all. You win or don't pay. Track record is your guarantee. Award winning program experience. Top sales rep, soaring success as GM, group exec, trouble shooter, consultant. 29 stations helped. Who's next? Ronald Stratton, 301-529-3330.

Interim general manager/consultant. Sales & ratings booster! Station designer, builder and problem solver. Available anywhere. Bill Elliott, 413-442-1283.

Overachiever, leader, motivator, trainer in underchallenged situation. Goal oriented bottomliner: BBA/MS degrees; decade plus top track record. Answer all, resume, references: 1-504-888-4206.

I am a general manager. It's what I do best. Twenty plus years in programming, sales, sales management including seven years as medium market general manager. Multi-talented. Organized. Thorough. Love problem solving. Analytical decision maker. I'm in Florida now. I need a station. Call Jim at 407-464-2031.

GM Bill Luzmoor called "one of the top ten medium/small market broadcasters in the country" ending present project first of October. Startup, turnaround expertise, but looking for long term growth opportunity as GM or group ops. 303-668-0292 or 303-662-3137.

SITUATIONS WANTED ANNOUNCERS

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

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Call Charles Urnie, PO Box 3055, Waterbury, CT 06705.

SITUATIONS WANTED NEWS

Newsdesk director currently employed in top ten market tired of the quick fix mentality. You're an aggressive station committed to news with the substance to back up the style. I'm a leader with 10 years experience, including producing. The November book could be the start of a beautiful friendship. Box J-42.

Broadcast journalist. Network and wire service experience. Expertise includes interviewing, reporting, writing, editing, story selection. Hank Neyer, 818-990-1519.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Proven Talkhost ready to program and handle airshift. Will be profit center. Looking to raise kids in medium market. Have extensive experience in major leagues. Mel Young, 602-963-9144.

Attention NE Ohio stations: David Mark could be yours! Excellent ratings history, PD experience, etc. Demanding, but worth it! Box J-55.

Experience: Studio board operator with training needs production experience. Will do ID's free, Call 804-977-5333.

Traffic manager available. 13 years on-air, 1 1/2 in traffic with CBSI System. Detail-oriented. Traffic/on-air combo considered. Multi-format experience. Box J-64.

MISCELLANEOUS

Make money in voiceovers. Marketing and technique for success in commercials and industrials. Seminars: Chicago 9/9-10; NYC 9/23-24. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

Small market AM or FM ailing? Need to add \$ to your billing? Call HDI Consultants at 502-358-9522 and ask for Herb. Anywhere in the continental US.

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

Confidentially exploring your career options? Let's talk. Dennis Gros, Gros Executive Search, 504-922-7704. Fee paid by client companies.

TELEVISION

HELP WANTED MANAGEMENT

Business manager for NE NBC affiliate. Degreed accountant with minimum 5 years experience in A/P, A/R, payroll, G/L and financial statements. Individual must possess supervisory, data processing, credit and collection and fringe benefits experience. Good salary and benefit package. Send resume with history of earnings and salary requirements to Ron Puera, GM, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

General manager wanted for major market teleproduction operation. Facility is largest in region with production, post, audio, computer graphics and animation. Seeking individual to provide business and personnel management. Job requires minimum of five years production company experience, three years management. Excellent growth potential and benefits. EOE. M/F. Send salary requirements and resume to Box J-21.

General sales manager: Strong Midwest network affiliate is seeking an experienced individual capable of rebuilding our sales department. This is a great opportunity if you have the proven ability to take control, organize and motivate. The compensation package is excellent. Previous sales management experience is preferred. Send resume and a cover letter detailing your abilities and accomplishments to Box J-35. EOE.

General sales manager for large Hispanic market. A minimum of 5 years of sales management experience required. This extremely competitive market will test your creativity and sales management skills. Must be fluent in both Spanish and English. EOE. Reply Box J-37.

Traffic/operations manager wanted for a Midwest Indy (top 25 markets). If you want to join a strong management team, have good people skills, are creative and strong knowledge of BIAS and what it can do for all aspects of the station, plus have at least two years experience in a similar position, please write Box J-38. EOE.

Sales manager: Help! Staff of eight account executives at Midwest Indy aspire to become sales professionals. Seeking a leader to teach, direct and care. Contact Dave Wittkamp, 513-351-9110. EOE.

Local sales manager: We are looking for a dynamic, well organized, challenging individual with three to five years sales management experience, who enjoys selling sports, specials, merchandising/promotional events, and would like to join one of the fastest growing independent stations in the USA. We would like to talk to you. Please send a complete resume to Jon Paiva, GSM, WPMT-FOX43, 2005 South Queen St., York, PA 17403. EOE.

HELP WANTED SALES

Director of marketing to organize and lead sales and marketing effort of major teleproduction company. Position requires minimum of three years experience in both selling and management with a teleproduction facility/company. Excellent benefits. EOE. M/F. Send resume and salary requirements to Box J-20.

Senior account executive needed for aggressive VHF/FOX Independent in 51st market, Charleston/Huntington. Strong regional and agency experience preferred. Independent sales and vendor background helpful. We seek a self-starter to take an established list and improve it. We are an Act III station, one of the fastest growing groups in the country. EOE. M/F. P.J. Ryall, LSM, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526.

Advertising sales manager: New NY cable TV network seeks manager with proven track record in developing new business (corporate and retail). Must be experienced and aggressive. Send resume to: TTC, 1123 Broadway, Suite 812, New York, NY 10010. EOE.

Sales account executive: TV sales account executive sought by group television station owner for its smallest station: Yuma, AZ. Station is network affiliated. Sales experience necessary. Salary: Base + commission. Reply to: Cindy Heinrich, PO Box 44169, Las Vegas, NV 89116. EOE.

Broadcast sales: Television station in Cleveland is seeking commissionable salesperson to service new and existing advertising clients. Five years of broadcast sales or successful outside sales experience and Bachelors degree preferred. Please send resume to: Jackie Krejcek, WOIO-Television, 2720 Van Aken Blvd., Cleveland, OH 44120. 216-561-1919. EEO employer.

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.

HELP WANTED TECHNICAL

Technician: Two years broadcasting experience at a television station required. Must have strong technical background in camera, VTR, switcher and related studio equipment. Please send resume to: CBS, Placement Office, 7800 Beverly Blvd., Los Angeles, CA 90036. EEO.

Television maintenance manager: Accountable for technician services for university. Requires Bachelor's or equivalent video repair experience. \$24,800. Closes Oct. 15. Idaho is wonderful! Join us! Details on request. Media Center, University of Idaho, Moscow, ID 83843. 208-885-7755. AA/EOE.

Project & maintenance supervisor: Experienced technical supervisor with strong maintenance and construction background needed. Must have a minimum of 3 years supervisory experience with a strong background in technical maintenance, design, systems, building construction and experience with Autocad. Engineering degree preferred, strong management skills a must. Send resumes to Linc Reed-Nickerson, Director of Engineering, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

Chief engineer: Florida UHF TV station looking for hands-on type to manage small staff. UHF transmitter experience essential. Three-to-five years experience in general television maintenance, receiving systems, computers, control room and studio operations required. Please send resume and salary requirements to: Box J-33. EOE.

Assistant chief: Network affiliate. North Rocky Mountain West. Small market, great living. Send resume, salary requirements to Box J-36. EOE. Confidential.

Director of engineering and operations needed for NBC affiliate in Charlotte, NC. We are seeking a seasoned leader with solid people and technical skills, and a record of career advancement. Will be responsible for directing the day-to-day technical and operational aspects of a seventeen-person department, including all FCC compliance matters. ENG experience and knowledge is critical. Degree required. Minimum five years TV engineering management experience required. Send resume to Hope Owens, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

Experienced TV technician for public TV network located in Hershey, PA. Must have knowledge of various VTR formats, switchers, production equipment and automated control room switching systems. Qualified applicants should submit resume and salary history to Steven J. Schaeffer, PPTN, PO Box 397, Hershey, PA 17033. Competitive salary and state employment benefits package. EOE.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

TV maintenance engineer: Experienced individual needed to maintain electronic broadcast equipment. Must be organized and able to respond quickly to emergency repair from production crew & editors and perform preventative maintenance and order necessary repair parts. Electronics degree or equivalent preferred and a minimum 2 years TV maintenance engineer/trouble shooting experience required. Must be able to work flexible hours. Salary is commensurate with experience. Please send resume and cover letter to WNYC, Personnel, 1 Centre St., 32nd Fl., New York, NY 10007. No phone calls. please. EOE.

Television maintenance engineer: Experience in maintaining television studio broadcast equipment including: Cameras, VTR's, switchers, character generators, digital effects systems, still store units. Digital experience a plus. Send resume to: WPLG-TV-10, 3900 Biscayne Blvd., Miami, FL 33137, Attn: Steve Flanagan. EOE.

Maintenance engineer: 2 years experience, training required on Sony BVU-800 and ENG equipment. Send letter and resume to Allan Burbach, CE, KSNT, Box 2700, Topeka, KS 66601. EOE.

Television transmitter maintenance engineer: General Class FCC license required. Minimum five years experience maintaining TV transmitters, UHF experience preferred, position also requires maintenance on 100KW FM plant with dual 20KW transmitters. Both TM and FM are remote control. Excellent salary and benefits. Resume to Clarence Mosley, WLRN, 172 NE 15th St., Miami, FL 33132. EOE/AA.

HELP WANTED NEWS

Reporter: Top-notch general assignment reporter needed to join a winning news team in a great city. Minimum of two years experience. Some investigative work helpful. Send resume to: Kirk Winkler, ND, KETV, 27th and Douglas, Omaha, NE 68131. No calls. EOE.

Weekend weathercaster/reporter: Tulsa's #1 news operation is seeking a weekend weathercaster who can also handle feature or environmental reporting 3 days a week. Meteorologist preferred. Send resume, tape and references to Mike Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F. No phone calls, please.

TV news reporter: Creative, hard working TV reporter with excellent writing skills. Must be able to communicate to viewers in an understandable, personable, comfortable way. Live field experience essential. Must be creative writer and story teller, with minimum of three years TV news experience. Send tape and resume to Liz Grey Crane, Asst. News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE. No calls.

KCRA-TV is looking for an aggressive, creative news photographer/editor who can help us achieve our goal of becoming NPAA Station of the Year. Applicants must have at least three years experience in commercial television. SNG and ENG experience a plus. Forward a resume and non-returnable tape to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

KCRA-TV needs an experienced helicopter pilot/reporter. Applicants must have a spotless flying record and at least two years experience in broadcasting. Send a resume and non-returnable tape to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Reporter/photographer. Washington news bureau. Send non-returnable tape of reporting and shooting to Newslink, 122 C St., NW, Washington, DC 20001. EOE.

Reporter. Still looking for beat reporter with live ability. Send tape to ND, WFMY-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Freelance field producers. You develop a story you know or find one, working with our reporter to follow it through post production on a per-project basis. Our style leans tabloid but our journalism and ethics are first-rate...and you'll have the resources to do it right. Fax resume and letter: 305-384-8852. EOE.

News anchor: Southeast coastal net affiliate looking for special person to co-anchor our 6 and 11pm newscasts. If you can communicate, work with a team and provide a positive example for our staff, send resume, letter, references and salary history to: Box J-43. EOE.

Weekend anchor/reporter: Proven skill on the anchor desk. 3-5 years experience reporting and anchoring. No. 1 network affiliate in Sunbelt. Excellent salary and benefits. Send non-returnable tape and resume to Scott Parks, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Reporter/producer: KERA seeks a creative journalist to research, field produce & report in-depth video news stories for our weekly program. Other capabilities include producing in-studio special programs. Requires a background in news production with a minimum 3 years experience. Send resume, non-returnable tape and salary expectations to Personnel, 3000 Harry Hines Blvd., Dallas, TX 75201. EOE.

Reporter: Northeast medium market aggressor seeks entry-level hustler to join winning team. Must be experienced in broadcast news. Must learn fast, contribute immediately with solid general assignment work. Extensive, thorough working knowledge of central New York State preferred, but not required. Tape and resume to: Personnel, Box 699, East Syracuse, NY 13057. No calls. EOE.

Meteorologist: Weekend weathercaster needed for market's news leader. Meteorology degree or AMS seal required. A strong personality a must. No beginners. Please send tape and resume to Mike Rausch, News Director, WOKR-TV, 4225 West Henrietta Rd., Rochester, NY 14623. EOE.

Television news director: WFMJ-TV is seeking a hands-on news director. Emphasis on local news and community involvement with an enthusiastic approach. Ideal candidate should have small market experience as an assistant news director. We are an NBC affiliate. Send resume to: John Grcic, WFMJ Television, Inc., 101 West Boardman St., Youngstown, OH 44503. EOE.

News producer wanted for upscale, top 60's market. Looking for a good writer and creative thinker with sharp news sense. Ideal candidate is a potential top 10 news producer who already has one to two years experience producing newscasts in a smaller market. No beginners, no phone calls, please. Tape and resume to Rich Klos, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

News graphic artist for top 20 Southwest NBC affiliate. Minimum 3 years news graphic design experience. Proficiency on Paint system required, experience with Aurora system preferred. Strong design skills and positive can-do attitude a must. Send resume and 4 non-returnable PHOTOGRAPHS of news graphics to Box J-71. EOE.

KCRL-TV, Reno, has an opening for combination reporter/11:00 PM anchor. We do not want a reader, but a broadcast journalist with at least a year experience as a TV reporter and anchor. Strong writing and production skills a must. Send non-returnable tape and resume to John Firpo, News Director, 1790 Vassar St., Reno, NV 89502. EOE.

Sports anchor position at aggressive NBC affiliate on the Coast. Must have solid experience on anchor desk, along with strong reporting abilities. Market strong on college, prep and recreational sports. Send resume/references to Box J-68. EOE.

News producer: NBC affiliate, Charleston, SC. Previous experience required. Resume, tapes & references to News Director, WCIV, PO Box 22165, Charleston, SC 29413. EOE.

News photographer: Looking for a creative, innovative, aggressive individual who has shot news and sports for a minimum of two (2) years. Must have solid editing skills and complete microwave skills. To apply, send resume/tape to News Director, WJKS, PO Box 17000, Jacksonville, FL 32245. WJKS is an equal opportunity employer, M/F.

Two opportunities at one of Tennessee's best news operations. WDEF-TV is looking for an assistant news director and a producer. No beginners, please. If you've got what it takes to join the best, contact Tony Windsor, News Director, 3300 Broad St., Chattanooga, TN 37408. 615-267-3392. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Commercial production editor: Multi-source, BVE-900, Beta, 1", 3/4" needed for south Florida Indy. Experienced computer/time-code editors only. Please send resume, salary requirements and resume tape to: Production Manager, WTVX-TV, PO Box 3434, Ft. Pierce, FL 34954. EOE.

Public relations coordinator to oversee publicity and community outreach efforts of #1 news station in top 40 market. Responsible for press releases, media relations, news collateral materials, community calendars and screening of public service announcements. Must be an excellent communicator with strong writing skills and organizational ability. Experience in writing for the media required. Television production experience preferred. Send resume, writing samples and references to: Human Resources, Capitol Broadcasting Company, Inc., 711 Hillsborough St., Raleigh, NC 27605. EOE.

Promotion manager: Top 50 NE. Hands-on manager strong in on-air news, programming. Production background a plus. Two years experience as manager or assistant. Send salary history first letter. Box J-50. EOE.

Creative services producer needed to join award-winning production team. Responsible for writing and supervising commercial and industrial projects. Strong writing skills and production experience a must. Send resumes to Rick McVey, Director of Production, WCYB-TV5, Box 2069, Bristol, VA 24203. EOE.

News promotion director to oversee topical and image news promotion of #1 news station in top 40 market. Must have superior writing and people skills. Three years promotion or news experience required. Excellent opportunity for ambitious, creative television producer to gain recognition, knowledge and career advancement. Send resume, references and demo reel to: Human Resources, Capitol Broadcasting Company, Inc., 711 Hillsborough St., Raleigh, NC 27605. EOE.

Production audio specialist: Houston Public Television seeks creative, adaptable technoid for all station production. Three years hands-on experience in broadcast TV w/emphasis on audio operations required. Thorough understanding of stereo recording techniques imperative. BA or BS degree in Radio/TV preferred. Salary to \$24,000/yr DOE w/liberal benefits. Resume w/references, equipment list and tape to Production Manager, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls accepted. Position closes October 13, 1989. University of Houston/KUHT is an Affirmative Action/equal opportunity employer.

Video producer/director. Virginia Polytechnic Institute & State University. Responsible for writing, directing, videography, lighting, sound recording, and editing in the University video/film location production unit. 3/4" and Beta. Considerable full-time experience required. Call 703-231-5301 to obtain application packet. Return required forms to Employee Relations Office, 109 UCOB, Blacksburg, VA 24061 by 5:00 September 29, 1989. Refer to Job No. 1700R in all correspondence. Salary range: \$22,370-30,557. Equal opportunity/Affirmative Action employer.

TV promotion director: KBVO-TV seeks self-starting PR person to take over department operations. Stylish, hands-on radio-TV production techniques imperative. Media buying skills, copy writing, layout, print and outdoor experience essential. Individual must possess sales minded attitude to create and administer seasonal TV advertising promotions. Send resume to General Manager, 10700 Metric Blvd., Austin, TX 78758. EOE.

Television director: South Florida affiliate seeks experienced professional to direct fast-paced live newscasts. Hands-on switching experience is a must, as you will call the show one week, and TD the next. Must possess good communication skills and an ability to work well under pressure. Send resume and salary requirements (no tapes, please) to: Box J-41. Equal opportunity employer, M/F.

Public relations coordinator: Defines and executes station public relations policy; oversees the development and execution of station print and promotional materials and campaigns; acts as editor of program guide and serves as community point of contact. Candidate must have excellent writing and communications skills, ability to effectively represent the station to the community, a degree in public relations, advertising, marketing or related field and minimum of one year previous experience in promotion or public relations. Starting salary range: \$18,000 - \$21,500 depending upon experience. Excellent benefits. Send resume to: Wanda Swecker, Director of Programming, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801 by September 29. No phone calls. Equal opportunity employer.

Producer/director: Plan, design, and coordinate all phases of assigned production projects. Experience with live and taped, studio and remote, multi-camera and EFP is essential. Must have script writing ability. Post-production skills and hands-on editing experience essential. Two years experience in public broadcasting or media production. Bachelor's degree in TV/Film, Communications or related field. Salary commensurate with qualifications. Good benefit program. Send resume and names of references to: T.L. Haworth, Personnel Officer, Purdue University, Stewart Center, Room 265, West Lafayette, IN 47907. An equal opportunity/Affirmative Action employer.

Promotion director: Number one station in medium Southeast market has an immediate opening. Job responsibilities include development and execution of station news, program, and public affairs promotional campaigns. Hands-on experience with EFP and editing a must. Compensation based on experience and talent. Please send resumes to Box J-48. EOE, M/F.

Producer/director for fundraising activities. Produce TV membership drives and auction. Produce and direct TV underwrite credits and promos for special events, direct mail, and other development projects. Previous successful experience in television production, editing, field work, directing, one-inch production, Chyron animation, Adda still store, and DVE equipment. Public broadcast production experience, especially in fundraising, desired. Three to five years experience. Resume, salary requirements, and tape by September 29 to: Personnel, WMFE-TV, 11510 East Colonial Dr., Orlando, FL 32817. Minorities encouraged to apply. EOE.

Booker/producer position in Washington, DC for weekly public affairs program. 3-5 years experience. Strong knowledge of Capitol Hill, the Administration and public policy issues required. Send cover letter, resume and salary requirements to: Margaret Suzor, 1211 Connecticut Ave., NW, Washington, DC 20036. EOE.

Producer/director: WNED-TV is seeking an experienced producer/director who is capable of producing high quality national and local television programs. The successful candidate will have 4 years experience as a producer/director, a college degree, national credits, and effective writing skills. Competitive salary and excellent benefits. Send resume and salary history to: Western New York Public Broadcasting Association, Executive Producer, Dept. B, 184 Barton St., Buffalo, NY 14213. WNED-TV is an equal opportunity employer.

Promotion writer/producer: Promotion department at #1 NBC affiliate in 44th market seeks creative, versatile writer/producer to oversee all station on-air promotion. Minimum 3 years experience, with emphasis on news promotion, required. Please send tape/resume to: Donna Weston, Promotion Manager, WJAR, 111 Dorrance St., Providence, RI 02903. No phone calls. We are an equal opportunity employer.

Graphic designer: A number two position just right for a creative, hands-on designer who has 2-3 years experience in all aspects of print and electronic graphics. Art-Star 3-D experience preferred. Send resume & tape to: Personnel Dept., WFLA-TV, 905 E. Jackson St., Tampa, FL 33602. EOE, M/F, drug screened.

Producer/director/production. Northeast ABC affiliate seeks talented individual to direct news, commercial production. EFP shoots. Highly motivated, creative self-starter. Prior directing, EFP a plus. Salary commensurate with experience. Send resume to: Box J-61. EOE/Affirmative Action.

News promotion producer: New creative services director in top 30 market desires innovative news promotion producer. Minimum 2-3 years experience cutting dynamic news promotion. Must have knowledge of state-of-the-art production techniques, combined with stunning creativity and aggressive attitude. If you're a go-getter and want to be a part of this station's resurrection, plus live in one of the most livable cities in the US, rush your resume to: Box J-66. EOE, M/F.

Art director: Top 30 network affiliate desires creative, take charge art director. Minimum 3-5 years experience creating print and on-air work. Quantel Paintbox experience essential, desktop publishing a bonus. You will direct an aggressive staff and be part of the best promotion team in the market. Rush resume and salary history to: Box J-67. EOE, M/F.

Producer/director: If you're a director who can also write and produce, you'd give your right arm for this job. You'll get to work on specials, sports, news and live events for a station accustomed to winning national awards. Top 30 Mid-West market. Send resume to Box J-70. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Broadcast CEO. National-International level. Outstanding record of achievement in top leadership roles of administration, sales, finance, organization, strategic planning with results in difficult turn-around situations. Looking for a sick company to cure, languid company in growth atmosphere. Thoroughly professional, no flaws. East Coast. mid 6 figures. Your response could mean millions. Write for details - be surprised! Box I-37.

General manager/sales manager for small/medium market network affiliate. Strong/successful sales background. Former broadcast station owner. Rotarian. High level of community involvement. Advertising Club Silver Medal Award for professionalism. 703-772-7885.

SITUATIONS WANTED TECHNICAL

24 years broadcast engineering. 13 years as hands-on television chief engineer & director of engineering. Start-up & upgrade construction both studios and transmitters. UHF-VHF. People management and departmental budgeting. Please reply Box J-23.

Experienced chief engineer seeks position with station in small or medium market. Construction and maintenance experience. Experienced VHF and UHF transmitters, translators. Supervisory experience, good administrative skills. Budgeting, union dealings. Call Jim, 201-839-7726, leave message.

SITUATIONS WANTED NEWS

Experienced, excellent sportscaster with knowledge of news broadcasting as well, looking for an outstanding station in which to work. 216-929-0131.

Psychologist, network experienced, excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

Roy Leep, executive weather director, Tampa, FL, #10. AMS Seal of Approval. 32 years on-air, seeks to relocate. Personally developed and currently directing largest, most progressive, advanced, and award winning department in the nation. Desires compatible philosophy. Salary negotiable. MML, 3225 S. MacDill, PO Box 133-118, Tampa, FL 33629.

Sports anchor/reporter: Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike, 718-943-1434. Messages 212-545-5661.

Writer/editor/reporter. University grad seeks job in newsroom. Excellent writer. Dedicated. Interned and freelanced in 5th market. Can shoot and edit. Anywhere, anytime. C.M. McDonald, PO Box 454, So. Weymouth, MA 02190. 617-331-3698.

Wordsmith for hire. Veteran anchor and newsroom leader in top 100. Will help you forge a razor-sharp newscast with hard hitting scripts and strong delivery. Box J-49.

Liveline Five help available. Map creation. Weather expertise. Total animation. Weather in motion. 131 Orchard Ridge Ln., Boca Raton, FL 33431. 407-750-1151.

MISCELLANEOUS

Primo People: Call Steve Porricelli or Fred Landau at 203-637-3653. Box 116, Old Greenwich, CT 06850-0116.

Bill Slater and Associates offers talent coaching and career counseling for anchors and reporters, entry level and experienced. Also help with audition tape. 601-446-6347.

Broadcast jobs! Anchor, reporter, weather positions currently available through our unique service. An excellent way for you to discreetly and effectively find a new position. We have openings! Call today! National Media Services, 303-839-1770.

Clip this out for further reference! Freelance videographers: We buy footage fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast and Mass Communication: Tenure track position in the area of sales/programming/management within the Communication Studies Department beginning September 1, 1990. Rank negotiable, PhD or ABD with completion date determined preferred. MA required; demonstrated evidence of scholarly ability; a commitment to undergraduate education; and sensitivity to the interdisciplinary nature of communication. The successful candidate will teach courses in broadcasting and mass media communication including sales/programming and/or management. Salary dependent on qualifications and experience. Women and minorities are encouraged to apply. Send letter, vita, transcripts and three letters of recommendation by November 22, 1989 to: Marcia Moore, Communication Studies Department, SUNYCO, Oswego, NY 13126. EOE.

Mass Communication faculty: Anticipated vacancy. January/September, 1990. The Department of Mass Communication seeks an individual to fill a tenure track position in a rapidly expanding liberal arts major. The ability to teach courses in television production, programming, and management required. PhD or near completion required. Professional broadcast experience desired. Excellent salary and benefits. This position may be filled in either January or September, 1990, and is contingent on funding. Interviews will be conducted at the SCA convention in San Francisco. Applications will be reviewed as they are received. Please forward a letter of application, resume, and the names and telephone numbers of three references to: Personnel Office, Westfield State College, Westfield, MA 01086. An Affirmative Action/equal opportunity employer.

Southern Illinois University. Assistant professor (tenure track). Effective: August, 1990. Qualifications: PhD, or equivalent professional experience required. THREE POSITIONS: 1) Radio production, promotions, performance; 2) Television field production, writing; 3) Broadcast sales/management. Send resume and three references to: Personnel Committee, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. Closing date: December 1, 1989 or until filled. EOE.

M.S. - Broadcasting. The College of Communications at The University of Tennessee invites applications from experienced broadcasters for its graduate program in media management. This unique MS program is designed for professionals desiring advanced training in broadcast administration. Graduate assistantships available. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996. Complete applications for Fall 1990 due March 1. GRE required. Minorities and women are especially urged to apply.

The University of Miami School of Communication is seeking a faculty member for the 1990-91 academic year, beginning mid-August. The successful applicant should have a distinguished record of professional experience as a broadcast journalist, demonstrated teaching ability and the appropriate degree. The applicant should be able to teach broadcast journalism and non-dramatic broadcast performance. In addition, the applicant should be able to coordinate the broadcast journalism students' participation in the School's cable television operation. This is a tenure-track position at the Associate Professor level. Some consideration will be given to applicants at the Assistant and Full Professor levels. Salary is commensurate with qualifications. Applications will be accepted until position is filled. Screening of applicants will begin early in the 1989-90 academic year. Submit a letter of application, current vita, and three letters of recommendation to: Dr. Mitchell Shapiro, Program Director, Broadcasting & Broadcast Journalism, PO Box 248127, School of Communication, University of Miami, Coral Gables, FL 33124. The University encourages applications from women and minorities and is an equal opportunity and Affirmative Action employer.

The University of Miami School of Communication is seeking a faculty member for the 1990-91 academic year, beginning mid-August. The successful applicant should have a PhD, have demonstrated teaching ability and a strong research record. The applicant should be able to participate in the School's graduate program. The applicant must be able to teach in at least two of the following areas: mass media effects & audience analysis; broadcast regulation; communication theory; introduction to broadcasting; and international/comparative broadcasting. This is a tenure-track position at the Associate Professor level. Some consideration will be given to applicants at the Assistant and Full Professor levels. Salary is commensurate with qualifications. Applications will be accepted until position is filled. Screening of applicants will begin early in the 1989-90 academic year. Submit a letter of application, current vita, and three letters of recommendation to: Dr. Mitchell Shapiro, Program Director, Broadcasting & Broadcast Journalism, PO Box 248127, School of Communication, University of Miami, Coral Gables, FL 33124. The University encourages applications from women and minorities and is an equal opportunity and Affirmative Action employer.

HELP WANTED MANAGEMENT

Director of Audience Measurement and Policy Research. The National Association of Broadcasters is seeking a Director for its Research and Planning department. In this position, you will monitor electronic media research methodological issues and conduct primary research related to broadcast industry policy issues. In addition, you will analyze and interpret electronic media audience trends, conduct audience and industry related policy research, serve as NAB liaison with industry research committees and companies and develop education and training materials for broadcasters on the effective use of qualitative and quantitative audience research. The qualified candidate will have a graduate degree with research emphasis, PhD preferred, with substantial industry experience, knowledge of broadcast industry and related audience and policy research issues, an ability to write and meet deadlines, and demonstrated competency in research design and statistical analysis. Experience with broadcast ratings analysis, IBM-PC/Novell LAN environment, and SPSS is desirable. Please send resume, with salary history, to: Richard V. Ducey, PhD, Senior Vice President, Research and Planning Department, National Association of Broadcasters, 1771 N. St., NW, Washington, DC 20036. EOE.

Media director: Exciting position in telecommunications and entertainment industry. Las Vegas based company needs media director with 5 years experience in direct response, in-house or agency buying. Strong negotiating, research and interpersonal skills. Salary commensurate with experience. Good benefits. Exciting opportunity with rapidly growing company. Contact Charlie DeNatale at 702-251-7732. EOE.

Manager, electronic media: The National Wildlife Federation has a position for a talented communicator to assist director, radio/TV in rapidly expanding broadcast outreach efforts. Position will involve substantial media relations work in addition to writing and production of radio/television news and feature programs. Minimum three years broadcast experience, preferably in news reporting/production. Hands-on ENG and audio tape editing ability a must. Experience with media relations and environmental issues preferred. We offer excellent benefits including medical/dental and life insurance. We are also proud to promote a smoke-free work environment. Qualified candidates should send a non-returnable video tape of best stories, salary requirements and a resume to: National Wildlife Federation, Attn: Employment/EEO Coordinator, Dept. PE-54, 1400 Sixteenth St., NW, Washington, DC 20036. An equal opportunity employer. Minorities and females are encouraged to apply.

Help Wanted Announcers

TALK PERSONALITIES

Are you...

Top rated 25-54 in your market?
Now doing a daily talk
program in a top 20 market?
Willing to work a 6th day for
30K?

Can be topical and entertaining
WITHOUT guests?
If you're ready for national
exposure
on our new satellite TALK
Network,
check with YOUR BOSS and call
IMMEDIATELY:

MAJOR BROADCASTING
305-424-7661
EOE

Help Wanted Programing Production & Others

WRITER/PRODUCER

The Worldwide English Division of the Voice of America

seeks one or more writer/pro-
ducers for its daily 30 minute Maga-
zine Show which is heard in the
evening around the world. The
Magazine Show is an eclectic mix of
Americana, Science and Technol-
ogy reports and music. Writer/pro-
ducers must be adept at turning a
varied mix of program elements into
a unified whole through production
values and the writing of appropri-
ate continuity. They must also have
experience at writing feature re-
ports for use on the Magazine Show
and for translation by VOA's lan-
guage services.

5 to 6 years of related experience/e-
ducation is required. Voicing ability
is desirable. The starting salary
range is \$23,846 to \$34,580. To ap-
ply, send federal application (SF-
171) and voice audition by October
2 to: **VOICE OF AMERICA**

VOA/POP, Room 1543
330 Independence Avenue, SW
Washington, DC 20547
ATTN: EK



The Voice of America is an Equal Opportunity Employer
and a part of the United States Information Agency.

Help Wanted Technical

MAJOR MARKET AM/FM COMBO

LOCATED IN NORTHEAST
NEEDS A HANDS-ON CHIEF ENGINEER.
MUST HAVE KNOWLEDGE OF RF
SOLID STUDIO & AUDIO EXPERIENCE.
SHOULD BE COMPUTER LITERATE.
REPLY TO BOX J-39
EOE

Help Wanted Technical Continued

CHIEF ENGINEER

GROWING OPPORTUNITY IN
SERENE, SUBURBAN, COLLEGE
COMMUNITY 40 MINUTES FROM
COLUMBUS. INCLUDES PART-TIME
ASST. ENGINEER. NEWS/TALK
DAYTIMER AM AND CHR CLASS B
FM EQUIPPED WITH NEW 25 KW FM
AND MW-1 AM. AM AND FM HAVE
BACKUP TRANSMITTERS AND
STANDBY GENERATOR WITH
AUTOMATIC SWITCH CONTROL
AND LIGHTNING ARRESTER
EQUIPMENT ON FM TOWER. FM
COVERS APPROXIMATELY 50 MILE
RADIUS WITH 60 DBU SIGNAL. R-
DAT AND CD MUSIC USED IN
STATE OF THE ART FM STUDIOS.
EXCELLENT PROCESING CHAINS
ON BOTH FM & AM STATIONS. FM
TRANSMITTER BUILDING 3 MINUTE
WALK FROM ENGINEERING ROOM
AT WQIO/WMOV STATIONS IN
MOUNT VERNON, OHIO. AM/FM
PART OF A COMMUNICATIONS
COMPANY WHICH INCLUDES
MOUNT VERNON CABLEVISION.
ATTRACTIVE SALARY PLUS
BENEFITS.
FINE TEAMWORK ATMOSPHERE.

PLEASE CALL STEVEN, GM AT
614-397-2288
EOE, M/F

TELEVISION

Help Wanted Programing Production & Others



PRODUCER

Immediate opening for Producer
of award winning, single-issue,
daily talk show. Must have at
least five years experience in
commercial TV production as well
as experience as a Producer of
single-issue talk program.
If you are a highly motivated
team player with proven talk
show experience
we want to talk to you.

Resumes only.
Tapes upon request.
No phone calls please.

Debbie Cason
Executive Producer
WTAE 4 TV/
400 Anderson Blvd.
Pittsburgh, PA 15221

EOE/MF

WTAE 4 TV

Help Wanted Programing Production & Others Continued



The nation's premiere news net-
work is seeking a top-of-the-line
promotions producer with fresh
ideas! Strong background in
film, tape and graphic produc-
tion with solid writing skills a
must. Two years experience in
major market on-air promo-
tions gets you consideration.

Resumes & 3/4" Tape to:
Randall Tatum
Manager News Promotions
One CNN Center
7th Floor, North Tower
Box 105366
Atlanta, GA 30348-5366
Equal Opportunity Employer

KYW-TV EVENING MAGAZINE

Field Producer-
Creative innovative
producer/writer for
Philadelphia's
Evening Magazine.
Generate story ideas;
supervise shoots &
edits of stories. 2 years
field production
experience; able to
meet deadlines and
work well under
pressure.

Send resume to:
Human Resources Dept.
KYW-TV
Independence Mall East
Phila. PA 19106



EOE

M/F

Producer The Good Day Show!

WCVB seeks a creative and experienced talk or variety format producer to manage a highly skilled production staff and produce a live, hour-long, daily morning show. This individual must determine content, formats, staff duties and other creative elements for a major market program with syndication potential.

The producer will establish a close working relationship with the Executive Producer and will create and research ideas, determine the overall look of the show, decide on the type of segments and overall themes or public issues. Additional responsibilities include directing activities of Associate Producers by assigning segment productions on a daily basis, supervising booking of guests and audience members and overseeing research and scriptwriting.

The successful candidate will have a Bachelor's degree with 3 to 5 years' experience as a producer of a talk show or variety format show in addition to strong managerial skills and excellent interpersonal skills.

Interested applicants should send resume reel and salary history to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192. No phone calls please.

Equal Opportunity Employer
Minorities and Females Encouraged to Apply.

WCVB 5TV

ON-AIR PRODUCER

WNYW Fox 5 New York is looking for highly motivated, aggressive, creative on-air promotion producers. 3-5 years experience in news and/or entertainment promotion required, with a very strong post-production background. If you're ready to devote your talents to a fast-paced, on-the-move broadcast station in the Big Apple send your reel and resume to:

Ms. Barbara Denempont
WNYW Fox 5
205 East 67th Street
New York, NY 10021
(no phone calls please)



AN EQUAL
OPPORTUNITY
EMPLOYER

Help Wanted Technical

CHIEF ENGINEER.

NORTHEAST TOP 50 UHF FOX AFFILIATE SEEKING ENERGETIC, HANDS-ON TEAM PLAYER WITH PROVEN MAINTENANCE AND ADMINISTRATIVE SKILLS. MUST HAVE COMPREHENSIVE KNOWLEDGE OF ALL FACETS OF COMMERCIAL BROADCASTING ENGINEERING. SALARY COMMENSURATE WITH EXPERIENCE. IMMEDIATE OPENING.

SEND RESUMES TO:
GENERAL MANAGER,
WOLF-TV,
916 OAK STREET,
SCRANTON, PA 18508.
EOE, M/F.

Situations Wanted News

LIVELINE V Help available

MAP CREATION	Weather In Motion
WEATHER EXPERTISE	131 Orchard Ridge Ln.
TOTAL ANIMATION	Boca Raton, Florida
(407) 750-1151	33431

IS YOUR WEATHERCASTER...

Friendly,
Reliable,
Ready for Severe Weather,
Accurate,
Professional and an
AMS Seal Holder?

Top 60 Meteorologist with 10 Years of
Plains/Midwest & Rockies Experience will
bring these Qualities to Your Newscast.
Contact Box J-58

Help Wanted Sales

MARKETING GENIUS S.O.B. Optional

Operating TV network serving LPTV and Cable looking for exceptional, talented and connected individual who can create and implement all aspects of marketing. Salary and major bonus and options opportunity for this senior member of our management team. Send resume and salary requirements in confidence to:

Attn: Chairman
Channel America
24 W. 57th St.
New York, NY 10019
EOE

SENIOR RESEARCH ANALYST

WWOR-TV is seeking a Senior Research Analyst with 3 or more years major market television sales research experience.

Candidates must have a strong computer applications background, solid sales promotion writing skills and background in developing sales estimates. Experience with Simmons, Scarborough and MRI a plus.

We offer a competitive salary along with an excellent benefits package.

For confidential consideration, please forward resume with salary history and requirements to:

Human Resources, Department-B-70, WWOR-TV, 9 Broadcast Plaza, Secaucus, New Jersey 07094, Equal opportunity employer, M/F/H/V.

WWOR-TV

Help Wanted News

TV SPORTS ANCHOR!!!

MAJOR UNIVERSITY SPORTS MARKET NEEDS
EXPERIENCED TV SPORTS ANCHOR.
DO THE M-F EARLY AND LATE SPORTS.
COORDINATE SPORTS COVERAGE.
CREATE SPORTS SPECIALS.
AND MAINTAIN OUR SPORTS LEADERSHIP.
WE'RE A MEDIUM MARKET, BUT LOOK BIGGER!
SEND RESUME AND SALARY HISTORY TO:
BOX J-44,
EOE.

News Promotion Writer/Producer

WCVB-TV Boston seeks an enthusiastic and talented Promotion Writer/Producer to create on-air promotion for news series, specials and topical news promotion. If you are the Best of the Best, this is a chance to make your mark in an extremely competitive local news market.

The position requires one or two years' prior television promotion experience and a familiarity with the operations of a television newsroom. The candidate should be able to function creatively under tight deadlines and demonstrate strong interpersonal skills. Bachelor's Degree preferred.

Interested applicants should send resume and reel to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192. No phone calls please.

Equal Opportunity Employer
Minorities and Females Encouraged to Apply.

WCVB 5TV

Situations Wanted Management

IS YOUR TV STATION READY FOR THE 90's? ARE YOU AS PROFITABLE AS YOU SHOULD BE?

Will consult your TV station or station group to improve your bottom line. Expertise in sales, marketing, promotion, programing, cable relations and personnel from the nation's most competitive markets.

Write, in confidence,
to Box J-54.

ALLIED FIELDS Help Wanted Sales

SALES BROADCAST AND INDUSTRIAL VIDEO PRODUCTS

We are seeking a SOUTHEAST REGIONAL SALES MANAGER for our Fort Lauderdale, Florida Office. If you are experienced in Broadcast Color Camera and Monitor Sales, have a proven record, and a desire to sell our prestigious product line, we are interested in talking to you. Compensation includes salary plus commission, car allowance and a paid benefits package.

Also, if you are an experienced BROADCAST SALES ENGINEER and are interested in this employment opportunity, please send a resume in confidence outlining your qualifications and salary history to:

Ikegami

Ikegami Electronics (U.S.A.), Inc.
37 Brook Avenue
Maywood, New Jersey 07607
ATTN: Mr. Frank Lo Cascio

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television. Access a daily report by phone. For more information call:

800-237-8073
In CA: 408-648-5200


THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

CABLE Help Wanted Programing Production & Others

If you want opportunity,
independence and action

Connect With A Career In Cable

KBLCOM Incorporated has recently expanded through a major acquisition and now ranks among the nation's top 15 cable television companies. We have an exciting opportunity for a creative individual who has the initiative to exercise a high degree of independent judgment in a fast-paced environment.

Director of Promotions—Seeking a creative individual with at least eight years total experience in on-air promotion, with a minimum of four years as Creative Services Director or Promotional Manager for a broadcast or cable network. The successful candidate will run a department of three people responsible for creating tune-in packages for Paragon Cable systems, developing image/awareness spots, and creating corporate and on-air videos as needed. A B.A. degree is preferred. Extensive experience in the creation and execution of on-air, tune-in promotion is a must and applicants must submit a tape along with résumé and salary history.

KBLCOM

INCORPORATED

A SUBSIDIARY OF HOUSTON INDUSTRIES INCORPORATED
EQUAL OPPORTUNITY EMPLOYER M/F/H/V

KBLCOM offers excellent benefits.

Please submit résumé, demo tape and salary history to:

800 Gessner, Suite 700
Attn: Sandy Levassar
Houston, TX 77024

Employment Services Continued

SPORTS SCAREERS

Your Link to Getting a Job in the Sports Industry

1-800-776-7877

JOBPHONE

1-900-234-INFO ext. TV (88)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute

From any touch tone phone

Educational Services

ENTRY LEVEL TV NEWS REPORTERS AND SPORTSCASTERS

ON-CAMERA PRESENTATION INSTRUCTION INCLUDES:

- * TWO DAYS OF INSTRUCTION
- * PROFESSIONALLY PRODUCED AUDITION TAPE
- * EMPLOYMENT ASSISTANCE

THE MEDIA TRAINING CENTER
CALL (602) 265-1143

For Sale Equipment

**30 Ft. Self Contained
Color Remote Truck**

**Call: 812-852-4002
Ask For Herb Kestler**

Business Opportunity

DOUBLE ... LOCAL SALES
Become 100% Switch Pitch Proof!
With our NEW
"VALUE ADDED"
PROGRAM
Call Ken Pletz At (800) 343-7172

Help Wanted Instruction

TEACH AT OREGON

The University of Oregon School of Journalism has an opening for a broadcast journalism teacher at the assistant professor rank, starting Fall 1990. A graduate degree and professional experience are required. Deadline for applications is Nov. 15. For information, write to:

Karl Nestvold
Chair, Search Committee
School of Journalism
University of Oregon
Eugene, OR 97403
EOE

Situations Wanted Management

MANAGEMENT RADIO, TELEVISION, CABLE ATTORNEY

Harvard law graduate, New York attorney, wants apprenticeship in broadcasting law.

Experienced radio, cable.
Knowledgeable broadcasting field,
background in Constitutional Law.

B. King
550G Grand St.
NYC, 10002

OPERATIONS MANAGER

Television, Radio and Film Services

The American Medical Association is one of the nation's leading providers of medical broadcast materials. These materials include public service announcements, health education videos, and the American Medical Television program on the Lifetime cable network.

We are currently seeking an Operations Manager to supervise all activities related to the American Medical Television (AMT) program, including acting as a liaison with all internal and external agencies and the General Manager of AMT. Specific duties will include: supervising client contracts, traffic and client service meetings; assigning production projects to producers; assigning sales calls; and establishing and monitoring performance and budgetary standards.

To qualify, you must possess a minimum of four years experience in broadcast or cable television, with a Bachelor's degree in an appropriate area. Prior management, production and sales experience essential. Demonstrated oral and written communication a must.

We offer a competitive salary and benefit package, commensurate with experience, and a highly professional working environment. For prompt, confidential consideration, please submit resume and salary history to: Div. of Placement, Dept. CS/ MBA-1606, AMERICAN MEDICAL ASSOCIATION, 535 N. Dearborn Street, Chicago, IL 60610. Equal Opportunity Employer.



Public Notice

The Towns of Berne, Knox, Rensselaerville, and Westerlo in Albany County, New York

invite applications for a cable television franchise.

Applications shall be prepared and submitted in accordance with a "Request For Proposals" available until November 17, 1989 and all applications received will be available for public inspection during office hours at the Town Clerk's office.

Patricia M. Favreau
Town Clerk
P.O. Box 57
Berne, NY 12023

Kathleen Hallenbeck
Town Clerk
Town Hall
Rensselaerville, NY
12147

Linda Heath
Town Clerk
P.O. Box 116
Knox, NY 12107

Gertrude Smith
Town Clerk
Town Hall
Westerlo, NY
12193

Business Opportunities

MANAGEMENT FRIENDLY INVESTORS
seek radio stations. Substantial management incentives, equity assured.
Minority positions or buyouts of existing shareholders considered.
Send business plan and success story:
Suite 151,
527 Third Ave., New York, NY 10016

Help Wanted Management

Product Manager

Betacam SP®

SONY Communications Products Company seeks a dynamic Broadcast Professional to manage our Betacam SP® VTR product line.

You will be responsible for managing communications between factory, sales, and marketing teams, technical training of salespeople, trade show preparation, and working together with our salespeople to resolve customer inquiries. 30-40% travel is required.

We seek a self-starter with 4+ years direct Broadcast tape equipment experience, preferably with component recorders. A thorough understanding of video systems, editors, audio, and ENG is a must. Strong communication and presentation skills are required and a BSEE is preferred.

As a leader in the Broadcast Products industry, SONY offers a competitive salary, comprehensive benefits package, and an exciting, dynamic work environment. For confidential consideration, please send your resume, salary history and requirements to: DEPT. TNR/HUMAN RESOURCES, SONY COMMUNICATIONS PRODUCTS COMPANY, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666.

We are proud to be an EEO/AA employer M/F/H/V. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing.

SONY®

For Sale Stations

- * More than 90 radio & TV stations nationwide listed for sale.
- * Call to get on our mailing list.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

*** CALIFORNIA *****
***** OPPORTUNITY ***
HIGH POWER *** LOW FREQUENCY
FULL TIME *** CLEAR CHANNEL
1.75 Million
BOX I-45

**\$25,000 DOWN
\$85,000 BALANCE**

Wshk, North Dakota 500 watt day/214 night, 1330 AM
new sound and equipment - one and a half years old.
Absentee owner must sell. Includes five acres of land.
ONLY STATION WITHIN 90 MILES
STRICT CONFIDENCE ON ALL CALLS
DAY: 701-786-2006
NIGHT: 701-786-2894
ASK FOR RICK

World Trade Center
New York City
Roof Mounted Antenna, Tower
And Equipment Room.
Edward Andrews, Exclusive Agent
Cross & Brown Company
212-642-9443



PALM BEACH BROADCAST SCHOOL AVAILABLE

ESTABLISHED CONNECTICUT SCHOOL OF BROADCASTING FOR FRANCHISE PURCHASE

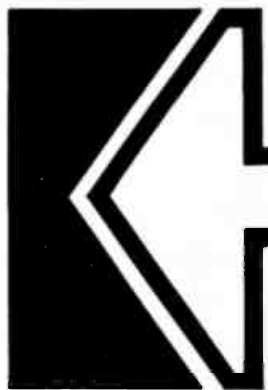
Attractive, modern South Florida facility in one of the fastest growing areas in the country. The price of \$195,000, plus 8% royalty includes all equipment and furnishings. This is a once-in-a-lifetime opportunity.

Call Dick Robinson, President
1-203-232-9988

CONNECTICUT SCHOOL OF BROADCASTING

Radio Park, Farmington, CT 06032

For Sale Stations Continued



KOZACKO • HORTON COMPANY
Brokers & Consultants to the Communications Industry

WISCONSIN

Growing and profitable metro market AM.
Successful track record under absentee
ownership. Transmitter real estate included.
Price of \$550,000.

Contact exclusive broker: **Don Roberts**
KOZACKO • HORTON COMPANY
P.O. Box 39010 Sarasota, FL 34238
(813) 966-3411

Williamsport, Pa.
AM, New FM, LPTV
\$750,000. Terms

West Virginia
FM Moneymaker
\$850,000.

Ray H. Rosenblum
Phone: 412-963-6311

Others in MD, NJ
NY, OH, PA, WV

NORTHERN CALIFORNIA CLASS B FM

At break even cash flow. Strong format, with ratings
and solid growth. Excellent facility. At present, a
"mom & pop" operation. Beautiful community, great
outdoor recreational area.

FOR SALE BY OWNER
1.3 MM terms to qualified buyer.
Reply Box J-45

WRITE NOW! WON'T LAST!

SOUTHWEST CLASS A,
250,000 POP
LARGE CASH FLOW POTENTIAL
\$450,000
Box J-57

**BETTER THAN
OWNING A
RADIO STATION
OWN A
CONNECTICUT
SCHOOL OF
BROADCASTING
in Your City**



- Over 25 years of proven success in training professional broadcasters.
- Thousands of CSB graduates employed in radio and TV coast-to-coast.

Now, you can be in business for yourself but not by yourself. Connecticut School of Broadcasting is expanding its operations in a limited number of prime markets throughout the country.*

As a CSB owner, you'll start with someone already at the top of the broadcast school business. Train in Connecticut or Boston

Franchise Fee \$49,000.

Call Dick Robinson, President
1-203-232-9988

**CONNECTICUT SCHOOL
OF BROADCASTING**

Radio Park, Farmington, CT 06032
Stratford, CT • Palm Beach, FL • Wellesley Hills, MA
Rochelle Park, NJ • Cleveland & Cincinnati, OH
Chicago, IL • Atlanta, GA • Seattle, WA • Philadelphia, PA

*Not available in New England, New York City,
the above areas or in Italy.

NEED FCC ACTION?

Contact
BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE

NEW FM's

■ **HAWAII COMBO**

Very successful AM with Class C
CP in hand. Proj. on air Feb 1990.
\$3,500,000 built, or \$2,100,000
as is now. Possible terms/debt
assumption.

■ **GULF COAST C**

Class C moving to TV Tower in
revitalized Texas growth market.
Proj. complete by mid-Dec. '89.
\$1,600,000 cash or \$1,900,000
terms if qualified.

■ **TOP 10 FRINGE C**

\$2,275,000 with \$575,000 down
buys this start-up. Proj. on air
mid-Nov '89. 970 foot antenna
height can be increased.

George MOORE
& Associates, Inc.

12900 PRESTON RD., SUITE 1040, DALLAS TX 75230
(214) 661-8970

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$4.00 per issue. All other classifications: \$7.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media



Curtiss

Jeffrey E. Curtiss, senior VP, chief financial officer and treasurer, The Coleman Company, Wichita, Kan.-based outdoor recreational products manufacturer, joins Heritage Media Corp., Dallas-based group owner of six AM's, five FM's and six TV's, as executive VP, chief financial officer and board member.

John Sloan, station manager, KWQC-TV Davenport, Iowa, named president and general manager.

Barry Barth, VP and general manager, WFSB(TV) Hartford, Conn., joins KREM-TV Spokane, Wash., in same capacity.

Warren Lada, VP and general manager, WSTC(AM)-WJAZ(FM) Stamford, Conn., joins Forrest Broadcasting Co. as senior VP and board member. Forrest Broadcasting recently purchased WSTC-WJAZ.

Bob Carnahan, assistant general manager, United Cable Television of Wyoming, Casper, named general manager. He succeeds Jim J. Deveraux, who retired after 35 years with company.

Donald M. Millinger, partner, Wold, Block, Schorr and Solis-Cohen, Philadelphia-based law firm, joins Harron Communications Corp., Frazer, Pa.-based owner of two TV's and 11 cable systems, as senior VP and general counsel.

Raymond J. Schonbak, partner, Media Venture Partners, San Francisco-based broadcast brokerage firm, joins Koplak Communications, St. Louis, as executive VP.

Kim Romano, general sales manager, WEZO (AM)-WRMM(FM) Rochester, N.Y., named general manager.

Appointments at WCIB(FM) Falmouth, Mass.: Dana M. Kott, general sales manager, to general manager; Karen Rishar, production and traffic supervisor, The Commonwealth Group Inc., Hyannis, Mass.-based ad agency, to business manager; Rachel Cote-Denaro, owner, Spartacus Travel World, Pocasset, Mass., to secretary-receptionist.

Jeff Foster, general sales manager, KPLY(AM)-KROI(FM) Sparks, Nev., named station manager.

Bill Fink, operations manager, KYAK(AM)-KGOT(FM) Anchorage, joins Braiker Radio Services, Bellevue, Wash., in same capacity.

Jeanne Hermann, sales assistant, Petry Television, Philadelphia, joins WGBS-TV

there as cable relations manager.

Sara Marroquin, traffic assistant, KSCI(TV) San Bernardino, Calif. (Los Angeles), named personnel administrator.

Marketing



Mendelson

Howard Mendelson, senior VP, Guber-Peters Television, New York, named executive VP, advertising sales. Katherine Kladooulos, operations manager, Guber-Peters Television, New York, named account executive, advertising sales.

Valerie Tuttle, account executive, WWJ(AM)-WJOL(FM) Detroit, named general sales manager.

David Plowden, marketing consultant, KPLY(AM)-KROI(FM) Sparks, Nev., named general sales manager, succeeding Jeff Foster (see "Media").

Joe Canty, senior VP, Independent Television Sales, New York, joins KTTU-TV Tucson, Ariz., as general sales manager.

Wendy Miles, local sales manager, WPTZ(TV) North Pole, N.Y. (Plattsburgh), joins KDLT(TV) Mitchell, S.D. (Sioux Falls), as general sales manager.

Arthur E. Daube, local sales manager, WBRE-TV Wilkes-Barre, Pa., joins WTOV-TV Steubenville, Ohio, as general sales manager.

Michael A. Weinstein, VP, regional sales manager, Banner Radio, Philadelphia, joins WCAU(AM) there as local sales manager.

Jamie Rush, manager, Major Market Radio, Boston, joins WLUP-AM-FM Chicago as national sales manager.

James B. Cameron, assistant sales manager,

WLYC(AM)-WILQ(FM) Williamsport, Pa., named sales manager.

Christopher J. Zimmerman, management supervisor, Saatchi & Saatchi Advertising, New York, named senior VP, management supervisor.

Appointments at Blair Television: Thomas F. McGarrity, VP and manager, New York, to VP of independent division; Jeff Burnton, regional sales manager, Los Angeles, to sales manager; Rick Rubin, assistant sales manager, Los Angeles, to sales manager; Marcy J. Cannon, account executive, Seltel, Los Angeles, to same capacity; Glenn Burd, sales person, Jacksonville, Fla., to account executive, Los Angeles.

Appointments at DDB Needham Worldwide: Philip S. Krieger, general counsel, New York, to senior VP; Armand Salerno, VP, financial director, New York, to senior VP; Philippe Defechereux, senior VP, director of new business development, Ogilvy & Mather, Detroit, to senior VP, group account director; Peter Kuntz, VP, Chicago, to management representative; Dorothy Nesbit, research associate, Chicago, to supervisor of strategic planning and research.

Appointments at Katz: Lauren Maiman and Christina Terrone, research analysts, New York, to research managers; Steve Schusel, research analyst, Independent Television Sales, New York, to research analyst; Carol Lewis, sales assistant, New York, to research analyst; Peter Krupa, intern, sports sales department, New York, to research analyst; David Marmol, account executive, WAXY(FM) Fort Lauderdale, Fla. (Miami), to same capacity; Dan Merrifield, account executive, Vitt Media International, New York, to same capacity; William Klotz, account executive, Cable Media, Detroit, to same capacity, New York; Brian Donohue, senior media planner, Williams Wittle & Associates, Alexandria, Va., to sales executive, Washington; Raleigh Fitzpatrick, manager, Los Angeles, to VP, regional sales; Stanton Jones, divisional VP, San Francisco, to manager, Los Angeles; Laura



The Most Experienced
Executive Search Firm In Broadcasting.

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment

44210 North Road
Southold, New York 11971
(516) 765-5050

The person you describe is the person we'll deliver.

Norton, sales executive, San Francisco, to manager; Mary DiGiorgio, spot negotiator, The Haworth Group, San Francisco, to sales executive. Appointments at Katz's Republic Radio: Louis Vitale, sales manager, Boston, to VP, general sales manager, New York; Mitch Mizel, account executive, New York, to manager; Roni Sunshine, account executive, New York, to manager, Boston; Kathy Iskow, account executive, Los Angeles, to manager; Ralph Heyward, VP, general manager, KIXI(AM)-KMGI(FM) Seattle, to manager.

Appointments at Petry Television: Bill Hahn, group manager, New York, to VP; Chuck Sitta, sales manager, Houston, to VP; Donald Stark, account executive, WUAB(TV) Lorain, Ohio (Cleveland), to same capacity.

Appointments at Keller-Crescent Co., Evansville, Ind.-based ad agency: Donald W. Minton, VP, senior account executive, to VP, management supervisor; Ronald D. Edwards, account executive, client services division, to VP, management supervisor; Frank Ferrara, group VP, client services, to VP, management supervisor; Doug Henry, senior art director, to art supervisor; Richard "Herb" Lovelace, art director, to senior art director; Melody L. Liggett, assistant art director, to art director; Harold Griese, director of typography, to manager of production services; Diana Vanell, preparatory scheduling supervisor, to manager of print/broadcast services.

Kris Karavitis-Goff, account executive, MMT Sales, Atlanta, named branch manager. Steve Donohue, account executive, MMT Sales, Boston, to branch manager.

Jonathan Clayman, director of advertising, "Human Resource Executive," Fort Washington, Pa., joins KYW(AM) Philadelphia as account executive. Bill Wolf, VP and treasurer, Delmar Controls, Newark, Del., joins KYW as account executive.

Alison Frink, account executive, WFAL(FM) Falmouth, Mass., joins WCIB(FM) there in same capacity. Phillip M. Johnson, presi-

dent, Doucette/Johnson and Partners, Falmouth-based ad agency, joins WCIB as account executive.

Paul Palmer, manager of product development, *Houston Chronicle*, Houston, joins KHOU-TV there as account executive.

Betty Estle, marketing specialist, Birch/Scarborough Research, Dallas, joins KVET (AM)-KASE(FM) Austin, Tex., as sales executive.

Michael Bates, account executive, WCOA(AM) Pensacola, Fla., joins co-owned WJLQ(FM) there in same capacity. Karen Schuman, account executive, WMDH(FM) New Castle, Ind. (Anderson), joins WCOA-WJLQ in same capacity.

Bob Wise, account executive, KSAT-TV San Antonio, Tex., joins KMOL-TV there in same capacity.

Programing

Christopher Fries, VP, development, first run, Fries Entertainment, Los Angeles, joins Cummings Entertainment Corp., Burbank, as VP of program development and current programing.

John Breckenridge, account executive, RS&I Inc., Corona, Calif.-based equipment distributor, joins Showtime Satellite Networks, Universal City, Calif., as West Coast sales manager.

John Weiser, VP of program sales, Guber-Peters Television, Los Angeles, named senior VP, West Coast sales. Lee Rudnick, VP, Eastern region sales, Guber-Peters Television, New York, named senior VP, East Coast sales and general sales manager.

Richard S. Kantor, controller, Act III Broadcasting, Atlanta, joins Television Station Partners, Greenwich, Conn., in same capacity.

Mary D. Eldridge, account executive, National Cable Advertising, New York, joins

The Learning Channel, Larchmont, N.Y., as regional marketing manager, Northeast region. David E. Brown, management trainee, Southern district, Continental Cablevision of Brockton, Mass., joins The Learning Channel, Larchmont, as regional marketing manager, Southeast region.

Danny Schechter, producer, *20/20*, ABC News, New York, joins Globalvision Inc., New York-based international television production company, as executive producer and principal.

George Hankoff, president, WW Entertainment, New York, joins Tribune Entertainment Company there as VP of program acquisition.



Hankoff



Bradley



Komodakis

Jeanie Bradley, director, current programs, Columbia Pictures Television, Los Angeles, named VP, current programs.

Maria D. Komodakis, director, international sales, CBS Broadcast International, New York, joins ABC there as VP, international TV sales.

Mark Dvornik, manager, Central division, Paramount Pictures Domestic Television Division, Dallas, named manager, Southwestern division.

Eric Fishback, production assistant, WHO-TV Des Moines, Iowa, joins KCCI-TV there as producer-director.

Michael Fox, operations manager, KABC(AM) Los Angeles, named operations director, overseeing all aspects of news, programing and engineering.

Harry Nelson, consultant, WJBQ(AM) Gorham, Me. (Portland), joins WODS(FM) Boston as program director.

Dave Barnett, music director, KPLY(AM)-KROI(FM) Sparks, Nev., named program director.

Gene Bunge, senior producer of cultural affairs unit, University of Nebraska-Lincoln Television, named assistant manager, programing and production, Nebraska Educational Television Network, Lincoln.

Suzy Waud, air personality, WXGT(FM) Columbus, Ohio, joins WNRJ-FM Pittsburgh, in same capacity.

Cliff Brennan, VP, administrative services, Weatherly Health Care Inc., Norwalk, Conn., joins WCIB(FM) Falmouth, Mass., as announcer.



Collins

As expected, Time Warner Inc. last week named Joseph Collins chairman and president of a newly created division that will oversee all of the company's cable operations. As part of other appointments in Time Warner's cable operations, the company has named Richard Aurelio head of Warner's New York-based BQ Cable, president of both ATC's and Warner's New York City operations.

Collins, already chairman and CEO of Time Warner's majority-owned American Television & Communications subsidiary, was named chairman and president of the new Time Warner Cable Group, which will oversee both ATC and Warner Cable Communications. Warner Cable is the cable subsidiary of Warner Communications, which Time Warner is in the process of acquiring. Collins will continue to hold his current job at ATC.

ATC Executive Vice President John Gault, previously in charge of the company's New York City operations, will supervise systems totaling 1.1 million subscribers in other parts of the country, according to an ATC spokesman.

Tommy Harris, previously controller of Time Warner's predecessor company Time Inc., has been named vice president of finance for the Time Warner Cable Group. Under the new structure of Time Warner's cable operations, Harris and Aurelio will report directly to Collins, the company said. Also reporting to Collins will be James Doolittle, ATC president and chief operating officer, and James Gray, president and CEO of Warner Cable.

News and Public Affairs

Appointments at ABC News, New York: **Paula Zahn**, co-anchor, *World News This Morning*, returns from maternity leave. **Mike Schneider**, anchor and reporter, WGBS-



Zahn (l) and Schneider

TV New York, joins Zahn as co-anchor; **Bill Redeker**, 10 p.m. anchor, KTTV(TV) Los Angeles, to correspondent, Tokyo; **Mike Hurt**, coordinator, Florida News Network, Tallahassee, to director of ABSAT, ABC News's Satellite News Gathering Service.

Robert Burke, VP, news, World Television News Productions, New York, named executive VP.

Carol Rueppel, news director, WTKR-TV Norfolk, Va., joins WDIV(TV) Detroit in same capacity.

Ralph Hipp, anchor, KSPR(TV) Springfield, Mo., named managing editor.

Diane Larson, 5 p.m. anchor and health reporter, WTVG(TV) Toledo, Ohio, adds duties of 6 p.m. co-anchor. **Brenda Hines**, weekend news anchor, WTVG named noon anchor.

Bob Clark, reporter and weekend anchor, KTSM-TV El Paso, Tex., joins noncommercial WITF-TV Harrisburg, Pa., as co-anchor and reporter.

Appointments in news department, WMAQ-TV Chicago: **Clarence Page**, columnist, *Chicago Tribune*, adds duties of commentator; **Jackie Bange**, reporter and noon anchor, WPEC(TV) West Palm Beach, Fla., to general assignment reporter; **John Halprin**, commissioner of street and sanitation, Chicago, to feature reporter.

Sharon Nash, personality/field reporter, *Beyond 2000*, Australian prime time, science and technology program, Beyond International, Sydney, joins *The Entertainment Report*, Group W Newsfeed, Los Angeles, as correspondent.

Robert Rasmus, press secretary, Congressman Jim Lightfoot (R-Iowa), joins Radio Iowa, Jefferson City, Mo.-based statewide radio network, as anchor-reporter.

Rebecca Roberts Cope, news director, KUHL(AM)-KXFM(FM) Santa Maria, Calif., joins WVIT(TV) New Britain, Conn. (Hartford), as weekend producer.

Rich Henkels, weekday sports reporter and weekend sports anchor, KWTV(TV) Oklahoma City, joins KREM(TV) Spokane, Wash., as sports director.

Michael Coleman, sports reporter-anchor, KXAN-TV Austin, Tex., named sports director.

Jim Rose, sports director, KSAL(AM) Salina, Kan., joins KAKE-TV Wichita, Kan., in same capacity.

Mark Viviano, assistant sports director, weekend sports anchor, KCRG-TV Cedar Rapids, Iowa, joins WDTN(TV) Dayton, Ohio, as sports reporter-anchor.

Kyle Kraska, assistant sports director, WYNY-TV Carthage, N.Y. (Watertown), joins WWSB(TV) Sarasota, Fla., as weekend sports anchor.

Tom Hauf, weekday forecaster, WCBM(AM) Baltimore and weekend weather anchor, WWBT(TV) Richmond, Va., joins WSTM-TV Syracuse, N.Y., as weekday morning and noon weather anchor.

Technology

Sim A. Kolliner, director of engineering, WHIO-TV Dayton, Ohio, joins WSB-TV Atlanta in same capacity.

Ted Pine, marketing communications manager, New England Digital, White River Junction, Vt.-based manufacturer of digital audio systems, named marketing manager.

Appointments at IDB Communications, Culver City, Calif.-based supplier of audio, video and data/voice satellite transmission services: **George Davis**, manager, Video Control Center, to director; **Don Gilmore**, operations supervisor, to manager of tape operations; **Robin Potter**, transmission supervisor, to manager of video transmission;

Eric Silverthorn, field systems engineer, to manager of field systems; **Richard Findlay**, **Joel Evan Quirt** and **David Righettini**, senior operators, to audio transmission supervisors.

Promotion and PR

Katherine McQuay, account executive, The Billett Group, Baltimore-based public relations agency, joins NBC, New York, as manager, news information, media relations.

Duncan Payton, promotion director, KGGI(FM) Riverside, Calif., joins KPWR(FM) Los Angeles in same capacity.

Ann Letizi, assistant director of advertising and promotion, WPEN(AM)-WMGK(FM) Bala Cynwyd, Pa. (Philadelphia), named promotion manager.

Leanne Hinkle, sales assistant, WGBS-TV Philadelphia, named promotion assistant.

Allied Fields

Eugene P. Kopp, VP for Washington affairs, Union Pacific, Washington, joins United States Information Agency there as deputy director.

Appointments at Arbitron: **Michael Spitalnik**, VP, general sales manager, Independent Television Sales, New York, to East-

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| | ☐ 14. Educational TV Station, School or Library |
| | ☐ 15. Other <input type="text"/> |

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ern division manager, television station services there; **Jemina Nolan**, senior sales assistant/computer specialist, Blair Television, Boston, to client service representative, television station services, New York; **Leslie Smith**, junior media buyer, DDB Needham Retail Advertising, San Francisco, to radio-television client service representative there.

Eldred D. Ingraham, law clerk, Jones, Day, Reavis & Pogue, Washington, named National Association of Broadcasters 1989-1990 legal fellow. Fellowship provides post-graduate work/study experience for recent minority law school graduate and is designed to prepare recipient for career in communications law.

Joseph M. Cohen, CEO, Hughes Television Network, New York, elected to board of IDB Communications, Culver City, Calif.

Roland A. Hernandez, managing partner, Interspan Communications, owner of KFWB(TV) Fort Worth, elected to board of Telemundo Group Inc., New York.

Thomas C. Kelly and **Francis R. Perkins**, partners, LeBoeuf, Lamb, Leiby & McRae, Newark, N.J.-based law firm, join Meyner and Landis there in same capacity. They specialize in regulatory aspects of cable television.

Fred R. Nichols, executive VP and chief operating officer, TCA Cable TV Inc., Tyler, Tex., and **James DeSorrento**, chairman of board and chief executive officer, Triax Communications Corp., Barrington, Ill., elected directors, Community Antenna Television Association, Fairfax, Va. (Washington).

Elected members, American Women in Radio and Television (AWRT), Washington: **Patricia Niekamp**, general sales manager, KAAL(TV) Austin, Minn., to national president and chair of The Foundation of AWRT; **Patricia Mahoney**, partner, Fletcher, Heald & Hildreth, Washington, to president-elect and vice chair, The Foundation of AWRT; **Jan Kiley**, director of research, Midwest Television, Champaign, Ill., to secretary-treasurer; **Marni Pingree**, Pingree Consulting, Glendale, Ariz., to VP for strategic planning; **Mary Ann Cooper**, account executive, WGY-AM-FM Schenectady, N.Y., to VP, community service and special projects; **Stephanie Dumeyer**, account executive, WAVE(TV) Louisville, Ky., to VP of programing-professional development; **Jeannette Reddish Scollard**, chairman of board, SCS Communications, New York, to VP of resource development; **Kathryn Schmeltzer**, partner, Fisher, Wayland, Cooper & Leader, Washington, to VP, government-industry affairs; **Kathy Adams**, general manager, WBBZ(AM) Ponca City, Okla., to VP of membership; **Gail Shore**, public rela-

tions consultant, St. Paul, to VP of promotion and public relations; **Dawn Mowery**, retail sales manager, WFBR(AM)-WLIF(FM) Baltimore, to VP, Northeast; **Lois C. Kwasman**, marketing director, WFLX(TV) West Palm Beach, Fla., to VP, Southeast area; **Sondra Lee**, executive VP, SA Communication Services, Louisville, Ky., to VP, North Central area; **Virginia Mampre**, president, Mampre Media International, Houston, Tex., to VP, South Central area; **Winifred Kosicki**, traffic-sales office manager, KFMB-TV San Diego, to VP, Western area. Directors at large: **Susan Harrison**, partner, Harrison, Bond & Pecaro, Washington; **Jeanette Greer**, Beaumont, Tex.; **Theresa Timpson**, affirmative action specialist, KQED Inc., San Francisco; **Suzanne Wallace**, board director, AWRT, La Crescenta, Calif.; **Joan Gargano**, director, 5th Avenue Club (Saks Fifth Avenue), Oak Brook, Ill.; **Margaret Jones**, national television and radio coordinator, United Negro College Fund, Dallas.

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UPI's and AP's best

United Press International has chosen the winners of the 1989 National Broadcast Awards competition which recognizes excellence in broadcast journalism among UPI subscribers. The radio winners are: individual achievement (division one), Denis O'Hayer, WGST(AM) Atlanta; individual achievement (division two), Jane Greenhalgh, Florida Public Radio, Tallahassee; sports reporting (division one), WBAL(AM) Baltimore; sports reporting (division two), WRFC(AM) Athens, Ga.; best feature (division one), KYW(AM) Philadelphia; best feature (division two), Florida Public Radio, Tallahassee; investigative/documentary (division one), WINZ(AM) Miami; investigative/documentary, wxrt(AM) Chicago; spot news (division one), New York; spot news (division two), WOKY(AM) Milwaukee; best newscast (division one), WSB(AM) Atlanta; best newscast (division two), KSFO(AM)-KYA(FM) San Francisco. The television winners are: individual achievement (division one), Carol Marin, WMAQ-TV Chicago; individual achievement (division two), Carol Fowler, WCIA(TV) Champaign, Ill.; sports reporting (division one), WIVB-TV Buffalo, N.Y.; sports reporting (division two), KXAN-TV Austin, Tex.; best feature (division one), KOMO(TV) Seattle; best feature (division two), KTBS-TV Shreveport, La.; investigative/documentary (division one), WUSA(TV) Washington and WCVB-TV Boston; investigative/documentary (division two), KREM-TV Spokane, Wash.; spot news (division one), KXTV(TV) Sacramento, Calif.; spot news (division two), WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.); sports videography (division one), WCVB-TV Boston; sports videography (division two), WCIA(TV) Champaign, Ill.; sports news videography (division one), WBZ-TV Boston; sports news videography (division two), KVUE-TV Austin, Tex.; best newscast (division two), KARK-TV Little Rock, Ark.

The Associated Press Broadcasters announced the winners of the 1988 APB National Awards which recognize the best reporting and cooperative efforts by member stations and AP staff. The winning member stations are: best overall cooperation, KSSK(AM) Honolulu; best single story cooperation, KAFF(AM) Flagstaff, Ariz.; best weekend cooperation, WINC(AM) Winchester, Va.; best radio spot news, KYW(AM) Philadelphia; best radio enterprise, WHK(AM)-WMMS(FM) Cleveland; best television spot news, KCNC-TV Denver; best television enterprise, WCCO-TV Minneapolis. Winning AP staff members: best state spot news, Dallas AP staff; best state summary, Detroit AP staff; best state enterprise, Beth Grace, Columbus, Ohio; best national summary, David Shapiro, AP Broadcast News Center, Washington; Jo Ann Paige award for best national enterprise, Ira Dreyfus; broadcast news center spot coverage, Karen Sloan; best regularly scheduled radio network broadcast, Mark Hamrick; best reporting of breaking coverage, Tony Winton; best AP network news production, Mark Smith.

Deaths



Seebeck

Charles E. Seebeck, 73, former station manager, WWBB(AM) Madison, W.Va., died Sept. 7 of respiratory failure at Allentown Osteopathic Medical Center, Allentown, Pa. Seebeck began his broadcasting career in 1932 as announcer with experimental New York station W2XR, which later became WQXR(AM). He moved into sales in 1939 when he joined WVA(AM) Harrisonburg, Va. Following military service, he joined WTON(AM) Staunton, Va., in 1946, as station and sales manager. He was with WTON for 28 years. He worked as sales manager for WXCF(AM) Clifton Forge, Va., and WAYB(AM) Waynesboro, Va., from 1974 to 1979. He became station manager of WWBB(AM) Madison, W.Va., in 1979 where he remained until 1986, when he formed Interim Management, management consulting company. He was member of Idea Bank, group of broadcasters who share sales and programing ideas, and was later named first emeritus member of organization. He is survived by daughter, Nina, and son, Charles.

Technology and the human factor

"I consider myself a kind of human engineer," says Robert Siegenthaler, a lifelong newsman who at the age of 55 accepted the top technology job at ABC-TV. "In the 90's, the art [of TV production] is going to be matching an operator to the right device." Television is constantly affected by new and increasingly more sophisticated equipment. But no matter what improvements are made to the gear, the images must be coherent from the viewer's perspective.

Siegenthaler was a writer and producer of TV news for almost 25 years, until the early 1980's. During that period, he coordinated ABC-TV's coverage of several political conventions and election nights, as well as some of the most historic events of the 1960's and 1970's. "Then I started to go bad. I went into management," he says. He was first named vice president, production, for ABC News, and later became vice president of news practices. Then, last April, he made the jump from the news department to president, operations and engineering.

It was "the chance to run my own ship," he says. Siegenthaler sees to the equipment logistics of network entertainment, news and sports shows. "There will be less glamor [than news production], but the excitement will be of a different kind." Compared to an assignment like producing a political convention, he says his new job will be tougher. It is like the difference between a sprint and a marathon, he says.

The marathon analogy works because he is now called upon to look at the long-term effects of all decisions, Siegenthaler says. The most interesting part of the job, he says, is looking into the future far enough ahead to know which of the rapidly changing technologies of today will be important several years from now. But if he guesses wrong, it could mean he "will live to regret a multimillion-dollar gaffe." In recent years, the engineering departments of the three networks have come under increasing pressure to keep costs down. "'Pressured' isn't the right verb" to describe the way ABC executives approached him as he assumed the engineering job, Siegenthaler says, pointing out that his approach, in any case, is to find the most cost-effective methods available. "I believe you should expend what you need to expend in order to bring quality to the screen."

Siegenthaler is still learning about some of the biggest technology issues now facing broadcasters. He refers questions on futuristic technologies such as high-definition television and digital video on fiber optic cables to his predecessor in the engineering department, Julius Barnathan, who was named corporate senior vice president in charge of technology and strategic planning for Capcities/ABC at the same time Sie-



ROBERT RUSSELL SIEGENTHALER—president, broadcast operations and engineering, ABC-TV Network Group, New York; b. July 26, 1933, Pittsburgh; BA, philosophy and classical languages, Xavier University, Cincinnati, 1955; reporter, *Cincinnati Times Star*, 1955-56; U.S. Army service, 1956-57; news writer and producer, WIC(TV) (now WPXI(TV)) Pittsburgh, 1958-60; various news writer, producer and executive producer assignments, ABC News, New York, 1961-82; vice president, production, ABC News, 1982-85; vice president, news practices, ABC News, 1985-89; present position since April 1989; m. Anita Williamson, Feb. 2, 1963; children—Janet, 25; John, 23; Thomas, 21.

genthaler was named to his post.

But Siegenthaler's attitude toward HDTV is a fit with Barnathan's. Both men are "Missourians," he said. They take a Show-Me position toward what HDTV proponents claim will be the benefits of HDTV to broadcasters. In the meantime, he says, there are still improvements to be made in the current NTSC system that do not require radical change.

His full attention has been on television matters since the 1950's, but Siegenthaler says that during his college days, the medium that originally attracted him to broadcasting was radio. Even today he admits to finding radio "more fun."

In spite of his love for radio and because newspapers were "dropping like flies," Siegenthaler's first job after leaving the Army in 1957 was in the news department at the NBC television affiliate in Pittsburgh. That led to his landing a job as a news writer for ABC in New York a couple of years later.

In the 24 years that followed, he served as producer and executive producer for *ABC Evening News* and had two terms as executive producer for special events. He was among the first to use several of the innova-

tions in TV news, both technical and non-technical in nature, that were developed during that era. Many of those innovations seem commonplace and unimportant to today's viewers, he says. But at the time a great deal of attention was paid to them.

A nontechnical example he gave was the naming of a woman—Barbara Walters—as co-anchor of *ABC Evening News* with Harry Reasoner in 1976. "Now there are women everywhere," says Siegenthaler, who was executive producer of the show. "But at the time it was thought to be a pretty big event."

Coverage of Richard Nixon's 1972 trip to China is a technological example of the same story, he says. In an era when television pictures from Neptune are shown to national audiences, live television pictures from China seem to be a small accomplishment, he says. But Siegenthaler, who was the chairman of the committee that planned and performed the three-network pool coverage of the trip, lists it as one of the high points of his news career. The members of that committee were "the brightest engineering minds from the three networks," he says. As the years have passed, he says, he has made a point of keeping in touch with them.

As executive producer of special events, Siegenthaler also presided over ABC coverage of six political conventions, six election nights, 12 U.S.-Soviet summit meetings, three presidential inaugurations and the first 12 space shuttle flights. He produced the Apollo 11 moon landing for ABC as well, but he does not give much credit to the networks for those pictures. "The astronauts did most of the work there," he says. Siegenthaler also produced the Washington coverage during the 31 hours ABC News was on the air following the Kennedy assassination. In addition, he has written and produced about two dozen ABC News documentaries and, as vice president of news practices, was in charge of several broadcasts of *Viewpoint*, ABC's news forum show.

Siegenthaler was also there at the beginning of what evolved into ABC News's late-night mainstay. He produced the first 80 airings of *America Held Hostage*, the nightly update of government efforts to free the Americans held at the U.S. Embassy in Iran in 1979-81. After the hostages were released, the program continued as *Nightline*.

Some commentators have said the news media made too much of the hostage situation, saying that constant, thorough coverage was exactly what the Iranians wanted. *America Held Hostage*, with its running count of the days the crisis lasted, is often given as a prime example. Siegenthaler replies that many have forgotten how important the hostage story was to the American people. ABC was responding to the people's desire to know, he says. "We felt we were doing pretty good work in those days, and I still think so."

U.S. Court of Appeals in Washington last week remanded case involving challenge of law prohibiting broadcast of "indecent material" 24 hours a day to FCC for "full and fair" inquiry on issue. FCC had asked for remand to build record in support of around-the-clock ban. Tim Dyk, attorney representing group of broadcasters and citizen groups that challenged ban, was disappointed by remand, but was heartened that court "made clear" it expects "full and fair" hearing.

Paramount's new magazine program, *Hard Copy*, which debuts nationally in syndication today (Sept. 18), has gotten off to inauspicious start. New Jersey, through its State Police department, filed what department spokesman confirmed was criminal complaint against two *Hard Copy* staffers for inducing two teenagers to gamble illegally at Atlantic City-based TropWorld Casino. Spokesman, trooper Daniel Cosgrove, said investigation determined two producers were apparently working on story concerning underage gambling in Atlantic City and set up teens so they could film arrest. Complaint calls for two producers to appear in Atlantic City court Oct. 6 to answer charges. Paramount was not commenting on matter last week. However, *Hard Copy* spokeswoman did say its story on underage gambling would run tomorrow (Sept. 19), and that program continues to "stand behind" reporters and producers involved.

Chicago Cubs rights holder superstation **WGN-TV Chicago** added 45 Chicago White Sox and 25 Chicago Bulls games to its 1989-90 schedule. **SportsChannel Chicago** also added inventory, signing deal to carry 52 Bulls games (up from 40 last season) and 95 White Sox games (up from 75 minimum this season), none of which are available to other SportsChannel America affiliates.

Senate Appropriations Committee marked up \$340.5 million public broadcasting appropriation for 1992, including \$260 million for CPB and \$80.5 million for satellite replacement. All figures are higher than House committee passage of \$242.06 million for CPB and \$72 million for satellite.

Association of Independent Television Stations is on war-path. Target this time is Time Warner. **INTV will file complaint with FCC alleging that Time Warner is violating agency's cable-broadcast crossownership rules.** INTV says Time Warner's operation of channel on its Rochester, Minn., cable system is same as independent TV station and therefore in violation of rule (BROADCASTING, July 31).

CNN completed deal with GTE Spacenet last week for end-of-life leases of three Ku-band transponders aboard GStar II satellite, expected to fly through February 1995. Terms of "good deal" were not disclosed, although knowledgeable source said Ku rates are approaching \$2.4 million per year. Expansion from single unprotected to two full-time protected and one part-day protected transponders was necessary to handle current 500-hour monthly traffic and to prepare for 1992 elections and beyond, said CNN Newsbeam Director Charles Hoff. Contract contains options on more GStar II transponders and options to move newsgathering system to GStar IV, scheduled to launch next February and designed to fly through year 2000.

In move intended to improve customer service and provide opportunity for pay per view, **Tele-Communications Inc. has purchased 250,000 addressable on-premise modules from Jerrold Division** of General Instrument. Deal, which was announced last week, is, according to nation's largest cable

Fall premiere

The Hollywood Radio and Television Society kicked off this TV season's luncheon circuit last Tuesday with Kim LeMasters, president, CBS Entertainment (l); Brandon Tartikoff, president, NBC Entertainment (c); and Bob Iger, president, ABC Entertainment, as guest speakers.

The lunch drew a crowd of about 1,100 people at the Beverly Wilshire Hotel, with the three network entertainment presidents discussing numerous topics, including the new season and the producer-network relationship.

On the recently announced plan by ABC to have its in-house production division, ABC Circle Films, produce television series for sale to all of the networks, Iger said that in order for the department to become a viable production arm, "we have to have the ability to sell to more than one program. We're in a no-lose situation," he said, when asked how he would feel if ABC sold a show to another network and it became a hit. "If Brandon [Tartikoff] picks up a program from us and it fails, we win, and if he picks up a program that succeeds, we win. I'm confident that the development people on our staff will make the right decision in terms of the product that's brought before us," he said.

When asked if CBS would be getting into the in-house production business, LeMasters said: "In a sense we already are, with the contribution that our news division has been able to make." However, he said, the entertainment division would look at any and all suppliers "who can come in and repair those time periods that we're not doing as well in as we wish we were."

Tartikoff named a positive and a negative change he has seen, when asked what significant changes had taken place in the television industry during the 10 years he has held the top spot at NBC Entertainment. On the down side, he said, 10 years

ago the business was driven more by ideas than by deals and commitments. "The enormous payments, overheads and kinds of commitments you have to make to get certain kinds of writer-producers working for you are such that you start with the deal and work backwards to the idea. Before, it seemed that it was



the ideas that [came first], and then you tried to get those writer-producers to implement them."

On the positive side, Tartikoff said a change he has seen at all three networks is a greater degree of patience with shows. "All three networks seem to be willing to hang with programs for a longer period of time, to nurture them to find a viewership."

Bill Haber, HRTS president, also announced that former president Ronald Reagan, Dear Abby, and Oliver North would be among the featured guests at upcoming lunches this season.

Editorials

Cause for all seasons

Radio '89, the convention, and radio '89, the medium, appear both to be successes. The first because of the second, we would wager; the euphoria that filled the corridors and meeting rooms in New Orleans last week was too great to be explained by all those panel sessions, however admirable. By and large, the American radio broadcaster considers himself in the best of all worlds, and this year, a rising tide of revenues appears to be lifting most of the boats.

On top of all that, an FCC that had delivered most of radio's deregulatory wishes has been succeeded by an FCC that promises to undo any deregulation that may have made the medium more competitive than anyone had bargained for. Indeed, the developing Bush FCC appears to be closer to the broadcasters' dream commission than any in history.

Then what is that cloud on the horizon, looming suddenly larger than a man's hand? It is repression—not the threat of repression, but repression itself—as a well-meaning and most likable FCC chairman and his colleagues set out to jettison the First Amendment for the Fifth Estate. And first, for radio.

As all now know, the Sikes FCC's first official action was to enter indecency complaints against three radio broadcasters (BROADCASTING, Aug. 28). The action was essentially a quid pro quo to the Senate Commerce Committee, which confirmed Chairman Sikes and two colleagues under the implicit instruction that they make all broadcast programming comport to the wishes and the tastes of the Senate.

(It was interesting to note in New Orleans last week that a principal panel was devoted to a discussion of the FCC's new temperance campaign—a discussion that lacked any showing from those broadcasters who have sought to push back the boundaries of acceptable programming with so-called "shock" formats. Why? Because none of their managements would permit their appearing in public to defend themselves against government attack; they were too afraid of further jeopardizing their licenses. Still another demonstration of how fast and how far the chilling effect works.)

Chairman Sikes seized the occasion of his own remarks to a select Radio '89 audience to make clear that he intended to strip broadcasters of their First Amendment protections against government intrusion into their programming province. "Ask yourself whether Thomas Jefferson or James Madison or others had such material or circumstances in mind when the First Amendment was being crafted." (A question similar to that often posed by John Dingell, chairman of the House Energy and Commerce Committee, who asks whether the founders contemplated radio or TV when they devised their "Congress shall make no law" dictum.) Despite the fact that so-called indecency (but not obscenity) has historically been protected by the First Amendment, Chairman Sikes seems determined to write new law that will narrow the broadcaster's discretion as far as he can persuade the courts to allow.

The Sikes predilection for controlling program content gives us pause when he endorses the idea of a program code, as he did again in New Orleans last week. This page has historically opposed such instruments on the ground that they invariably become tools for the government—that is, an industry's voluntary code tends to be adopted as the government's own involuntary rule. As day follows night, such a program code apparatus will soon be proscribing far more than an occasional venture into sex and satire; once it's established that the government can set its own rules for broadcasting, nothing will be safe.

All these government initiatives come at a bad time for

broadcasting. Its collective will to resist is down; once it decided the fairness doctrine was not worth defending against, everything else seemed insurmountable.

The historic fact is, you cannot yield one piece of First Amendment territory without risking all the others. The historic fact also is, the way to lose the First Amendment is one day at a time.

Before it's too late, all elements of the broadcasting industries must develop a consistent, coordinated, convincing position on the First Amendment with which to repel all assaults. It's clearly a job for the Federation of the Fifth Estate—if only there were one.

Don't blink

With the swearing in of Commissioner Andrew Barrett and his assumption of duties at the FCC last week, the commission was at full strength for the first time in over two years. Unfortunately, the Sept. 29 FCC meeting that will find all five commissioners seated will also be the farewell appearance for Commissioner Patricia Diaz Dennis, who leaves the next day for the private sector.

Those in the Senate who profess a love of the public interest have disserved that interest by using the FCC nomination process—or more specifically the impediment of that process—as a political weapon, and doing so while such critical issues as HDTV development, telco-cable crossownership and financial interest and syndication are on the commission plate.

It is in the best interests of both the Fifth Estate and the public that the fifth seat be filled by a qualified candidate as expeditiously as possible.

Expendable

A Senate Appropriations subcommittee last week completed markup of an authorization bill that includes a \$946 million budget for the U.S. Information Agency, \$16 million of which would go toward the establishment of an ill-advised and unnecessary TV Marti service to broadcast to Cuba. (For those not familiar with the concept, TV Marti is best described as a balloon full of Washington hot air with a pork barrel for a gondola.) Although not in the proposed Senate version, a House authorization for USIA (the final form of the bill, once the appropriations committee has signed off on it, must still be worked out in House-Senate conference) also budgets an additional \$5 million to compensate broadcasters suffering interference caused by the broadcasts. Together, those funds represent a classic example of throwing good money after bad. We advise the legislature to do neither.



Drawn for BROADCASTING by Jack Schmidt

"Think of it as pay per view. For the nominal fee of taking out the garbage, I'll let you watch the football game."



Welcome to the neighborhood. St. Louis's newest commercial TV station, WHSL-TV, signed on the air last week after a ribbon cutting by FCC Chairman Al Sikes. The station, on ch. 46, will broadcast the Home Shopping Network's Home Shopping Club. On hand for ribbon-cutting ceremonies were (l-r): Al Evans, VP engineering, Home Shopping Network; Mark and Michael Roberts, owners; Sikes, and Steven Roberts, owner.

The Roberts brothers pursued the FCC license for more than eight years. Sikes said that the FCC has encouraged expansion of minority-owned stations for years and that he was happy to be a part of the ribbon-cutting ceremonies. In addition to carrying the Home Shopping Network, the station will provide local features and public affairs programming.

operator, first step in what will be "full-scale deployment" of on-premise technology over several years. Starport system, which replaces set-top converters with outside panel that allows cable operators to regulate flow of television into home from headend, permits subscribers to hook up as many cable-ready sets or VCR's as they like without an extra monthly charge or converters or wait for servicemen to come to their homes every time they order a change in service.

Top corporate, divisional and state managers of Tele-Communications Inc.—some 50 people in all—will be in Washington tomorrow (Sept. 19) for announcement of "series of major customer service initiatives" that will affect all cable systems owned or managed by TCI. TCI and other cable operators have come under fire in Congress for, among other things, poor quality of customer service.

Senator Daniel K. Inouye (D-Hawaii), chairman of Communications Subcommittee, said at Sept. 15 hearing on minority ownership that **subcommittee wants to protect and, if necessary, codify FCC's minority ownership policies.** Inouye and Conrad Burns (R-Mont.) also expressed concern about "sham" organizations masquerading as minority-controlled groups in order to obtain preferential treatment. When asked by Inouye whether shams constituted problem for minority broadcasters, Percy Sutton, chairman of Inner City Broadcasting, New York, said that if shams are discovered they could be used as excuse to discontinue programs. Jim Winston, executive director and general counsel of National Association of Black Owned Broadcasters, said that "real enforcement" is needed to prevent shams. Also testifying was Alan Shurberg of Shurberg Broadcasting. In *Shurberg Broadcasting of Hartford Inc. v. FCC*, Court of Appeals in Washington found FCC's minority distress sale policy to be unconstitutional—violation of Fifth Amendment right of equal protection. Shurberg testified that he did not object to proper efforts made to assure diversity of media ownership; however, he said that goal "cannot properly be achieved by creating set-asides and denying participation based on one's race." When asked after hearing whether he felt any empathy from audience made up mostly of NABOB members, Shurberg replied emphatically: "None."

Robert Branson, assistant general counsel, NAB, has joined staff of FCC Commissioner **Andrew C. Barrett** as senior legal advisor, it was announced by FCC last week ("Closed Circuit," Sept. 4). After two-and-half years at FCC, Branson joined NAB in 1986 as staff attorney and was promoted to assistant general counsel last March. He is a graduate of University of Virginia and Harvard Law School.

Commerce Dept. has backed off plans to make high-definition TV centerpiece of plan to boost U.S. industrial technology development, instead making advanced TV part of broader technology development plan. Shift, which comes in wake of Commerce Secretary Robert Mosbacher's expressed interest in boosting American HDTV research and development in race with Japan and Europe, drew criticism from U.S. congressmen, including House Telecommunications Subcommittee Chairman Edward J. Markey (D-Mass.).

Kushner-Locke Co., Los Angeles, reached agreement in principle to acquire **Radio Vision International**, international distributor of music specials and concerts for television, for combination of cash and stock. Transaction includes initial payment of \$2 million in cash and stock and is expected to total approximately \$11 million, with additional financial considerations to be allocated based on performance of consolidated entity over next three years. As part of deal, London-based Allied Entertainment PLC, which currently owns interest in Radio Vision, will receive KLC stock in exchange for its interests in RVI. Radio Vision, which had 1988 revenue of \$11.3 million, will operate as wholly owned subsidiary of KLC and retain company's label, management team and sales staff.

Rob Sunde, ABC Information Network, was elected RTNDA chairman-elect last week (see page 31).

Paramount buys TVX

Paramount Communications will spend \$110 million to buy the 79% block of TVX Broadcast Group owned by Salomon Brothers, according to an agreement in principle announced last Thursday. In addition, Paramount said it would buy all TVX debt obligations currently owned by Salomon, which amounted to \$41.1 million in two-year secured accruing notes as of June 30. The price for the notes was not disclosed.

If Paramount goes through with its purchase of the TVX stock, the transaction would be its first major acquisition since the company said in April that it was selling off its finance business to concentrate on the entertainment and publishing industries.

Paramount's announcement signals an accelerated exercise of previously announced options it holds to purchase Salomon's holdings in TVX. Paramount announced its purchase of those options in June, and outlined a scenario in which it might acquire a portion of Salomon's holdings.

Salomon acquired its equity stake in the broadcaster last year in a recapitalization of TVX that was sparked by the broadcaster's inability to make payments on more than \$250 million in debt it owed Salomon. The investment firm helped finance TVX's acquisition of Taft Broadcasting's television stations in 1987. Salomon appears to have lost money on its investment in TVX: Salomon paid \$140 million to acquire the stock it plans to sell to Paramount for \$110 million. It is unclear how much Paramount paid for its options on the TVX stock.

TVX is a seven-station independent group with stations in Philadelphia, Washington, Houston, Dallas and Raleigh-Durham, N.C. The company holds two additional stations that it intends to sell as part of a plan to reduce its debt.

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