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VARIETY

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Vol. 119 No. 5

NEW YORK, WEDNESDAY, JULY 17, 1935

STICKS HICK PIX

World's Worst

N.T.G. is doing a film short for Ben Schwartz' Master Arts with the world's worst amateurs in it.

All the broken-down Sir Josef Ginzbergs, John McCormack, Jr., and other hopeleses are being assembled.

Runner Runner-Up

New York or elsewhere in one season

Cry for 'Author' of Five Plays On B'way Will Get No Response

Top playwright on Broadway next season won't be there to see his own brain-children, the William Shakespeare cycle being due. No less than five of the Bard's classics will brave the Main Stem showshops for edification of earthy New Yorkers and waiting firemen.

With the exception of the Gilbert and Sullivan revivals, it is one of the rare times that five plays by one author or team will hit Broadway in one season, exceeding also

Runner-Up

Chicago, July 16

Appears to radio execs here that Sears-Roebuck is after a record for the number of auditions for a future air program, a record which is now held by Schlits.

While Schlits is still far in the lead.

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Monday Memo

A television marketing commentary by Dave Donelson, Donelson Sales Development Associates, New Rochelle, N.Y.

Finding and developing new advertising revenue sources is the most important goal of most television stations today. It's a difficult, but by no means impossible, task for the station with a grasp of the changes sweeping not just the television business but the advertising business as well.

The advertiser's decision-making processes have changed as his business has changed, so that finding and effectively reaching the advertising decision-maker is one of the major hurdles facing the sales person involved in creating new business. Stations are learning how to change their marketing methods to survive and prosper in this new environment.

The biggest change we face is that what used to be decisions made locally by the retailer or nationally by the agency media department are now made elsewhere by any number of people working for the national chain or conglomerate which now owns the local store.

It's a fact of American business life that the neighborhood grocery has probably been replaced by a chain-owned supermarket or at least joined a buying cooperative which controls advertising and promotions. The local auto dealer has become a mega-dealer, and is probably going to be absorbed in the years ahead by one of the national dealer conglomerates now being formed.

Because of these changes in the structure of American business, closing a sale has become more difficult for the broadcast sales person.

Often, the sales person experiences a great deal of frustration when he or she learns that most large advertisers don't rely on one person who makes the advertising decision but rather on any number of "hidden" decision-influencers who contribute their opinions to the final media usage or promotion decision.

These decision-influencers include everyone from store managers to territorial sales managers, manufacturers' reps and food brokers to wholesaler buyers, media managers to marketing directors.

It is particularly difficult for the less-experienced salesperson to identify the decision-maker since the salesperson may not be acquainted with the job titles and descriptions of the many different individuals involved. The salesperson also may have trouble reaching the "hidden" decision-influencers since they often headquarter in a location away from the market and, by nature of their jobs, often travel a great deal.

The stations sales staff may be highly effective in making presentations, the station may offer advertisers the very best media and promotion values in the market, and the advertiser may actually recognize a tremendous need for these services, but the difficulties of reaching *all* the decision-in-



"The advertiser's decision-making processes have changed as his business has changed."

fluencers often prevent the sale from ever happening.

The station sales manager becomes frustrated as well, especially when he or she sees the sales person develop the perfect plan for an advertiser, only to lose the sale in the hierarchy of the decision-making process. The sales person can fire up the store manager, who sends the proposal to the district manager, who hopefully sends it to the agency. Then somehow, somewhere along the way, that perfect proposal dies of unknown causes. In today's complex business environment, it happens all too often.

We believe stations can overcome these obstacles with a three-step program of modern sales support techniques:

1. Finding the decision-influencers
2. Training the sales staff to effectively communicate with them
3. Pre-selling the decision-influencers

The complexity of the selling environment means that the sales staff itself can no longer be expected to provide its own tools, research all the prospects, then find time to pitch and close the sale. The sales staff should certainly lead the process, but they cannot be expected to successfully penetrate all the levels of decision-making by themselves.

Consider the people who should be hearing your station's message in the three largest television categories: packaged goods,

automotive, and fast food restaurants.

In the packaged goods category, there are the grocery wholesale warehouse managers, their advertising managers (who also often allot vendor funds), and their chief buyers (who secure the vendor allowances). There are also the food brokers, manufacturers' reps, and direct sales personnel that cover your territory and inform the advertising department of local market conditions and opportunities that call for spot TV.

To secure more automotive dollars, your staff needs to know not only all the dealers in your market, but their factory reps, dealer association presidents, and dealer association ad managers as well.

For the fast food restaurant category, there's a whole army of franchisees, district managers, and company reps.

All of these people have some degree of influence over media selection. Every one of them is more important in allocating new dollars to spot television than the average agency time buyer. Yet we devote infinitely more station time and effort to making sure the local or national sales person has the tools, time, and support necessary to sell the time buyer than we do in helping him or her reach these real decision makers.

Training the sales staff to deal with these decision-influencers must focus on understanding each advertiser's marketing needs so that the sales person can shape his future proposals to them. He or she must be familiar with the prospect's corporate structure, decision-making process, and position in the industry and marketplace. The language in which the salesperson must address the prospect must be the prospect's...not media-speak, ratings, and psycho-demo-geographic skews.

Also of growing importance in developing new television dollars is the pre-sell campaign. The decision influencers that we need to reach are open to our approaches only to the degree that we are to service them. And only so long as the time they devote to us doesn't interfere with their other duties—like running their territories or managing their branches or stores.

The station sales and support staffs should make sure the decision-influencers receive station sales literature dealing with their specific business. They will also respond to bulletins telling them which of their vendors, competitors, and/or associates are using television in the market. Direct mail is an efficient way for the station to disseminate this information to the decision-influencers.

Changes in the media business are not the only ones that are affecting television revenues. Changes in our customers' businesses have affected our ability to market our medium to them. Many stations are changing the types of support they give their sales people...enabling them to better serve their customers' new media needs. ■

Oct. 21-22—American Women in Radio and Television Western area conference. San Francisco. Information: Margie Comstock, (408) 285-0907.

Oct. 21-24—North Carolina Association of Broadcasters annual meeting. Grove Park Inn, Asheville, N.C.

Oct. 21-25—Society of Motion Picture and Television Engineers 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 22-24—Oregon Association of Broadcasters and Washington State Association of Broadcasters joint annual meeting. Hyatt Regency, Bellevue, Wash. Information: (206) 448-9722.

Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs." luncheon address by William Bennett, director, Office of Na-

tional Drug Control Policy, White House, to *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 24—Canadian Cable Television Association Midwest/Northwest Territory regional meeting. Port O'Call Inn, Calgary, Alberta. Information: (613) 232-2631.

Oct. 24—Video presentation on commercial TV advertising to Northwest broadcasters and advertising professionals. sponsored by *Washington and Oregon Association of Broadcasters and Seattle Advertising Federation*. Sheraton hotel, Seattle. Information: (206) 623-8307.

Oct. 25—USA Network local ad sales seminar. Sheraton Plaza, Orlando, Fla.

The Fifth Estate Broadcasting[®] incorporating TELEVISION

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Reply

EDITOR: The letter that you published from Harry Gregor Jr. in your Sept. 4 issue needs one response. I don't propose to carry on a mini-series. However, Mr. Gregor missed the point so badly that I feel I must set the record straight.

Apparently, Mr. Gregor did not read very thoroughly my letter to the FCC that you published in your July 31 issue, or certainly added his own interpretation. Nowhere in that letter that supports Richard Arsenault's proposal did I say anything about WVMT[AM] not having listeners.

What I did say is that we were faced with two AM-FM combinations selling at one rate.

Arbitron and other surveys that measure audiences do not measure impact of commercials, but I'll stack WVMT against any FM station in the market on a result basis at the cash register. We may not win the survey but we win at the register.

I was an early FM pioneer. We had one of the first FM stations in the state of New York and still have it. We kept it alive with our AM along with hundreds of other combinations in New York State. I'm not talking about the early days, I'm talking about now.

The atmosphere in broadcasting has changed and now the stand-alone AM's deserve consideration because they are, in most cases, the true broadcasters whose stations have been around years and years.

What Richard Arsenault's proposal suggests would not harm the FM stations that are already on the air. As my original letter indicated: "The FM stations are going to want to beat their breasts to try to sidetrack the proposal," [although] as I said, it will not affect their income adversely and certainly won't affect their signals.

I'm proud to say that I've been a broadcaster for 50 years. I love the industry and I want to see all of it prosper. AM stations were the basis of our industry and deserve to be given consideration in making sure that they are healthy and are able to serve their communities and their advertisers.—Simon Goldman, president, The Goldman Radio Group, Jamestown, N.Y.

Differences of opinion

EDITOR: I find your editorials in the Aug. 28 issue, "More in Sorrow," and the Sept. 4 issue, "Conduct Unbecoming," good titles to describe your stand on indecency. What you describe as minor league sexual innuendo, I describe as major league perversion. What you call a disturbing wave of censorship, I hail as a breath of fresh air.

Your use of the First Amendment as a basis for this type of "trash radio" is an overstepping of the ideals the framers of the Bill of Rights intended. Your statement that "the broader the spectrum of permissible activity, the better for everyone" is absurd. A country based on that philosophy will [sink into] anarchy.

Alarming, some instances show a direct link between indecency and crime and other social problems. The less our nation is subjected to this type of uncalled-for broadcasting, the better off we are.

I'm in hopes that your views on indecency are in the minority.—Robbie Moore, station manager, WMBV-FM Dixon Mills, Ala.

EDITOR: WRBS(FM) [Baltimore] enjoys excellent reception of CLear-TV. We respect these people and support their efforts to reduce sex and violence on television. And, we give them free time.—J. Thomas Biset, general manager, WRBS(FM).

EDITOR: Although your Aug. 14 "Closed Circuit," "UnCLear reception," suggests that religious stations are not cooperating with the effort to broadcast the boycott special, *TV's Sex and Violence: A Response*, we want you to know that we are highly supportive of this boycott and have broadcast the special program as well as numerous promotional announcements alerting people to the time and date.

We feel as broadcasters we have a responsibility to encourage our colleagues to program in such a way that families are benefited and the moral climate of our nation is elevated.—Robert B. Dallenbach, vice president-general manager, KPOF(AM) Denver.

sion 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 *Amnenberg 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.

Errata

Sept. 4 item on **Arbitron Radio Advisory Council** resolutions incorrectly stated that Arbitron Co. will increase its sample size. **Resolution recommended that company increase its sample size.**

□

Sept. 11 story on KODJ(FM) Los Angeles incorrectly identified program director Kurt Kelly as co-producer of *Rock & Roll U.S.A.* Program is being co-produced by **Jon Corfino**.

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.

Oct. 18-20—Indiana Broadcasters Association fall conference. Westin hotel, Indianapolis. Information: (317) 638-1332.

Oct. 18-20—Kansas Association of Broadcasters annual fall convention. Hutchinson, Kan.

Oct. 18-21—Audio Engineering Society 87th convention. New York Hilton and Sheraton Center, New York. Information: (212) 661-8528.

Oct. 19—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Tom Freston, chairman-CEO, MTV Networks. Copacabana, New York. Information: (212) 768-7050.

Oct. 19—MTV Networks' local advertising sales workshop. Marriott Long Wharf, Boston.

Oct. 19-21—Friends of Old-Time Radio 14th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 19-21—National Federation of Local Cable Programers regional fall conference, "Access TV: Where Your Neighbors Are," sponsored by Central states and Midwest regions of NFLCP. Fort Wayne, Ind. Information: (219) 424-7241.

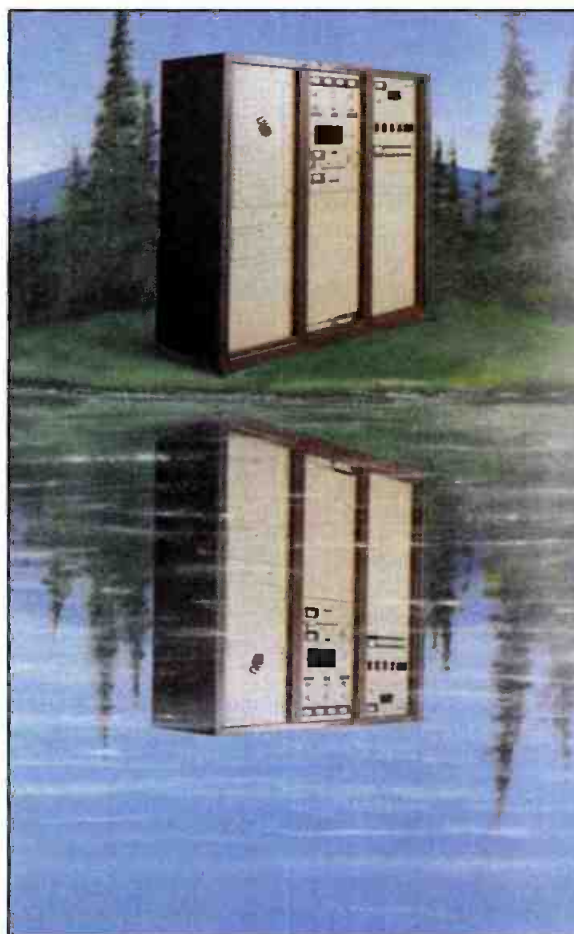
Oct. 19-21—American Women in Radio and Television North Central area conference. Minneapolis. Information: Gail Shore, (612) 645-4042.

Oct. 19-22—National Religious Broadcasters, Eastern chapter, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 20—USA Network local ad sales seminar. Halloran House, New York.

Oct. 20-21—New Hampshire Association of Broadcasters annual convention. Sheraton Wayfarer, Bedford, N.H.

Oct. 21—Los Angeles Black Media Coalition fourth annual Outstanding Technical Achievement Awards presentation. Hollywood Roosevelt hotel. Los Angeles. Information: (213) 460-6087.



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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**—*Washington chapter of The Broadcast Pioneers of America* reception honoring FCC Chairman Alfred Sikes and Commissioners Sherrie Marshall and Andrew Barrett. National Association of Broadcasters, Washington. Information: Vince Curtis, (202) 828-5720 or Marnette Clemons, (202) 828-5709.

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 Televi-*

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

THE PALME MURDER MYSTERY

"SOVIETS KNEW PALME WAS TO BE MURDERED." That was the big front-page headline of the Swedish newspaper *Expressen* on August 24. The story reported that SAEPO, the Swedish secret police organization, had bugged a Soviet diplomat, suspected of being a KGB agent, the night Prime Minister Olof Palme was assassinated in 1986. It said that careful analysis of the tapes had convinced SAEPO officials that at the very least the Soviets had advance knowledge of the plot to murder Palme and that the Soviets may have instigated the murder.

When the Associated Press bureau chief in Stockholm, Arthur Max, read the story his first reaction was that it was sensational. But Max decided not to report it. That was a crucial decision, since virtually all the media in this country depend on the AP for news from Sweden. None of the major newspapers or TV networks learned of this sensational story from the wire services. The publisher of The New York Times and the foreign editor of The Washington Post both agreed that this was news

that should have been reported. They were both scooped by The New York City Tribune, a small paper that got the story from its part-time Swedish correspondent.

The Washington Times was the only daily besides the Tribune to mention the story, but it did so in a brief item headlined, "Sweden Suspends Bugging Probe." Editor-in-chief Arnaud de Borchgrave had learned of the story from the Tribune, a sister paper of the Times, but he did not put any credence in it because the wire services had not reported the story, showing that they did not believe the charges. In addition, Palme had been a useful friend of the Soviet Union and they had no reason to want him dead.

Others, including Zdzislaw Rurarz, the former Polish ambassador to Japan, disagree with the latter argument. Rurarz says that he always suspected the Soviets had a hand in Palme's murder. He says they suspected Palme of having ties to the CIA.

We asked Arthur Max why he had not filed a story. At first he said the story was based on unidentified sources, but he had to admit that the SAEPO officials who leaked it had been named. He then said they were discredited. They were under investigation for possible involvement in bringing bugging devices into the country,

but that didn't discredit what they had learned about Soviet knowledge of the plot to kill Palme. Max said he was in no position to check out that charge. He said, "I'm not here to find out who killed Olof Palme." He said he dealt with activities "closer to the surface, like official judicial proceedings."

The SAEPO officials who leaked the information about the bugging did so because they believed important evidence was being covered up. This might well vindicate the man who has been convicted of the crime on very flimsy evidence. This was reported in Sweden, but possible Soviet involvement in Palme's murder is not purely a Swedish matter. If there is evidence indicating that Palme's blood is on the hands of the KGB, our media should not all shut their eyes just because one AP reporter decided to shut his.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
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What makes some network sitcoms a perfect match for syndicated success, while others can't seem to connect? It's all in their audience composition.

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

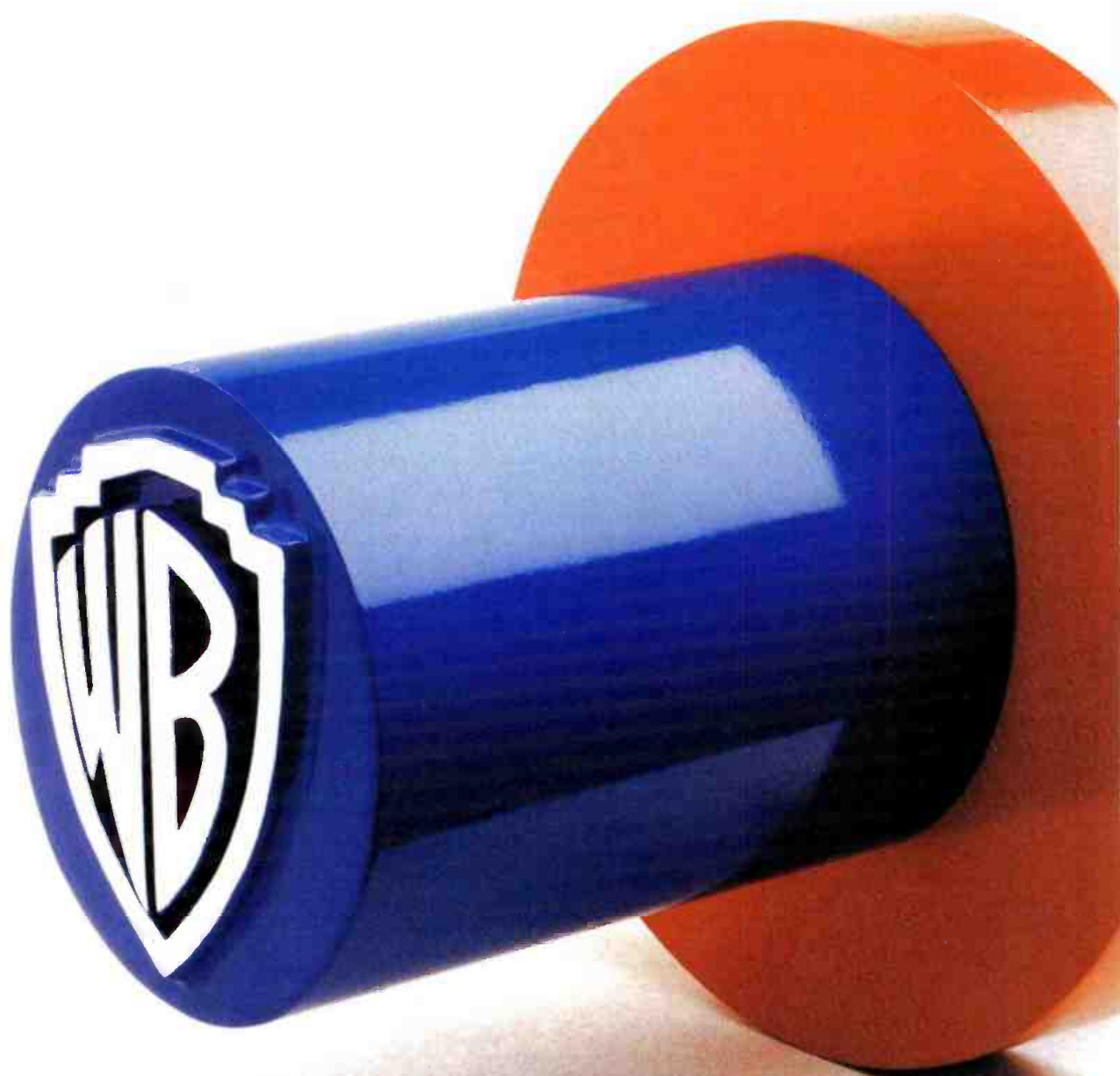


Perfect Strangers



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

A Warner Communications Company



Datebook

■ indicates new listing or changed item.

This week

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. 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," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. 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 Association; 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.

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 Bu-*

reau 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.

BY THE NUMBERS 3

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 20	Sep 13					Sep 20	Sep 13								
		Change	Change	Ratio(000,000)			Change	Change	Ratio(000,000)							
A (NYT) New York Times	30 1/4	31 1/8	-	7/8	-02.81	15 2,375	N (IPG) Interpublic Group	35 3/8	34 1/2	7/8	02.53	18 1,221				
N (NWS) News Corp. Ltd.	24 1/4	25	-	3/4	-03.00	9 6,465	O (QCMC) Omnicom Group	24 1/8	23 7/8	1/4	01.04	14 595				
O (PARC) Park Commun.	24	36 1/2	- 12 1/2	- 34.24	17 331	N (SAA) Saatchi & Saatchi	15	15 1/4	-	1/4	-01.63	11 2,348				
O (PLTZ) Pulitzer Publishing	29 3/4	30 1/2	-	3/4	-02.45	15 311	O (TLMT) Telemation	2	2		00.00	-33 9				
N (REL) Reliance Group Hold.	7 5/8	7 1/2	1/8	01.66	15 568	A (UNV) Unitel Video	13 3/4	14	-	1/4	-01.78	21 28				
O (RTRSY) Reuters Ltd.	45 5/8	45 5/8		00.00	23 20,725											
O (STAUF) Stauffer Commun.	142	142		00.00	47 142											
N (TMC) Times Mirror	39	39 1/4	-	1/4	-00.63	15 4,994	CABLE									
O (TMC) TM Communications	13 3/2	5/16	3/32	30.00	-1 2											
N (TRB) Tribune	56 1/8	57 5/8	- 1 1/2	-02.60	18 4,098	A (ATN) Acton Corp.	17 7/8	18 7/8	- 1	-05.29	5 29					
A (TBSA) Turner Bcstg. 'A'	47 1/2	55	- 7 1/2	-13.63	-16 2,184	O (ATCMA) Amer. TV & Comm.	48 1/4	50	- 1 3/4	-03.50	69 5,259					
A (TBSB) Turner Bcstg. 'B'	47 1/4	51 1/8	- 3 7/8	-07.57	-16 1,143	O (CTEX) C-Tec Corp.	24 1/2	23 1/4	1 1/4	05.37	26 417					
A (WPOB) Washington Post	286 1/2	287 1/2	- 1	-00.34	20 3,667	A (CVC) Cablevision Sys. 'A'	45 1/4	46 1/4	- 1	-02.16	-5 996					
						N (CNT) Centel Corp.	61	62 3/4	- 1 3/4	-02.78	49 3,428					
						A (CTY) Century Commun.	13 7/8	21 5/8	- 7 3/4	-35.83	-40 603					
						O (CMCSA) Comcast	26 5/8	27 1/4	-	5/8	-02.29	-20 1,785				
						A (FAL) Falcon Cable Systems	19 7/8	20 1/8	-	1/4	-01.24	-70 127				
						O (JOIN) Jones Intercable	19 1/8	19 1/4	-	1/8	-00.64	-15 236				
O (ALLT) All American TV	3 1/8	3 7/8		00.00	3 10	T (MHPQ) Maclean Hunter 'X'	13 1/2	13 1/4	1/4	01.88	38 995					
A (CLR) Color Systems	2	2		00.00	-2 10	T (RCLB) Rogers Commun. 'A'	131	128	3	02.34	-222 1,767					
N (KPE) Columbia Pictures Ent.	20	21	- 1	-04.76	1000 2,214	T (RCLB) Rogers Commun. 'B'	106 3/4	110 1/2	- 3 1/4	02.94	-181 1,440					
O (CAVN) CVN Cos.	19 7/8	20 1/4	-	3/8	-01.85	34 355	O (TCAT) TCA Cable TV	17 3/4	18 1/4	-	1/2	-02.73	37 429			
O (DCPI) dick clark prod.	6 1/2	5 7/8	5/8	10.63	-650 53	O (TCOMA) Tele-Commun.	37 1/2	38 1/8	-	5/8	-01.63	625 6,616				
N (DIS) Disney	117 1/4	114 3/4	2 1/2	02.17	25 15,759	N (TL) Time Inc.	136 3/4	132	4 3/4	03.59	27 7,791					
O (FNNI) Financial News	7	7		00.00	85 9	O (UAECA) United Art. Ent. A	22 1/8	23 1/8	- 1	-04.32	-33 2,923					
A (FE) Fries Entertain.	1 7/8	2	-	1/8	-05.25	-3 11	O (UAECA) United Art. Ent. B	22 1/4	23 1/4	- 1	-04.30	-33 1,469				
O (GPEC) Guber-Peters Enter.	11 7/8	11 1/8	3/4	05.74	-5 128	N (VIA) Viacom	54 5/8	57 7/8	- 3 1/4	-05.61	40 1					
A (HHH) Heritage Entertain.	2 1/4	2 3/8	-	1/8	-05.26	-7 11	N (WU) Western Union	1 1/8	1/8		00.00	49				
A (HSH) Home Shopping Net.	4	3 1/2	1/2	14.28	50 357	O (WSMCA) WestMarc	30 1/2	30 1/2		00.00	-27 472					
N (KWP) King World	33	33 5/8	-	5/8	-01.85	11 828										
O (KREN) Kings Road Entertain.	9 1/6	11 1/6	-	1/8	-18.18	2										
N (MCA) MCA	62 5/8	61 1/4	1 3/8	02.24	22 4,573	EQUIPMENT & MANUFACTURING										
N (MGM) MGM UA Commun.	22 3/4	21 1/4	1 1/2	07.05	-11 1,148											
A (NHI) Nelson Holdings	1	1		00.00	34 9	N (MMM) 3M	73 7/8	74 1/2	-	5/8	-00.83	13 16,311				
O (NNET) Nostalgia Network	1 3/4	1 3/4		00.00	-2 9	N (ARV) Arvin Industries	19 5/8	19 3/4	-	1/8	-00.63	29 366				
N (OPC) Orion Pictures	21 1/4	21	1/4	01.19	25 370	O (CCBL) C-Cor Electronics	14 1/2	13 3/4	3/4	05.45	14 59					
N (PCI) Paramount Commun.	53 5/8	55	- 1 3/8	-02.50	16 6,230	N (CHY) Chyron	3 5/8	3 5/8		00.00	-25 41					
N (PCC) Pathe Communications	3 1/8	3 1/2	-	3/8	-10.71	57	A (COH) Cohu	11 1/4	11 1/4		00.00	7 21				
N (PLA) Playboy Ent.	17 1/4	18 1/8	-	1/8	-04.82	-75 182	N (EK) Eastman Kodak	47 5/8	48 3/4	-	1/8	-02.30	11 15,450			
O (QNTX) Qintex Entertainment	6 1/8	6	1/8	02.08	130	N (GRL) Gen. Instrument	33 1/2	31 3/4	1 3/4	05.51	11 905					
O (QVCN) QVC Network	17 3/4	18	-	1/4	-01.38	29 178	N (GE) General Electric	56 3/8	55 1/2	7/8	01.57	13 50,866				
O (RVCC) Reeves Commun.	6 1/4	6 3/8	-	1/8	-01.36	625 79	N (HRS) Harris Corp.	37 1/2	35 3/8	2 1/8	06.00	19 1,452				
O (RPICA) Republic Pic. 'A'	11	11 1/4	-	1/4	-02.22	157 46	N (MAI) M A Com. Inc.	6 7/8	7	-	1/8	-01.78	14 164			
O (SP) Spelling Entertainment	8 1/8	8 1/4	-	1/8	-01.51	17 268	N (IV) Mark IV Indus.	18	18		00.00	9 194				
O (JUKE) Video Jukebox	55 1/6	5 7/16	-	1/8	-02.29	-25 49	O (MCDY) Microdyne	4	4		00.00	0 16				
N (WCI) Warner	64 3/4	63 7/8	7/8	01.36	22 10,776	O (MCOM) Midwest Commun.		6 5/8	3/8	05.66	24 21					
O (WONE) Westwood One	10 3/4	12	- 1 1/4	-10.41	-15 156	N (MOT) Motorola	57 3/8	57 7/8	-	1/2	-00.86	15 7,441				
						N (OAK) Oak Industries	1 1/4	1 1/4		00.00	10 103					
						A (PPI) Pico Products	1 1/4	1 1/4		00.00	-1 4					
						N (SFA) Sci-Atlanta	20 1/4	20	1/4	01.25	14 467					
O (AMEA) A.M.E. Inc.	12 3/8	12 3/8		00.00	81 6	N (SNE) Sony Corp.	56 3/4	56 3/8	3/8	04.66	31 16,037					
O (AGRP) Andrews Group	5 5/8	5 3/4	-	1/8	-02.17	-4 51	N (TEK) Tektronix	19 1/2	20 3/8	-	7/8	-04.29	29 562			
O (BSIM) Burnup & Sims	20 1/4	20	1/4	01.25	22 323	O (TVTK) Television Tech.	9 1/6	9 1/6		00.00	56 3					
N (CQ) Comsat	37 5/8	36 7/8	3/4	02.03	10 627	N (VAR) Varian Assoc.	25 3/8	22 1/4	- 1 7/8	-06.68	9 525					
N (CDA) Control Data Corp.	18 5/8	18	5/8	03.47	-1 778	O (WGNR) Wegener	4	3 7/8	1/8	03.22	10 29					
N (DNB) Dun & Bradstreet	56	57	- 1	-01.75	18 10,482	N (WXN) Westinghouse	67 1/2	66 1/4	1 1/4	01.88	11 9,755					
N (FCB) Foote Cone & B.	30 1/8	30 3/8	-	1/4	-00.82	19 257	N (ZE) Zenith	14 1/2	15 3/8	-	7/8	-05.69	1450 387			
O (GREY) Grey Advertising	153	158	- 5	-03.16	12 163											
O (IDBX) IDB Communications	7 3/4	8 1/8	-	3/8	-04.61	155 38	Standard & Poor's 400	395.60	395.38		00.22	00.06				

A TRI-STAR SHOWCASE!

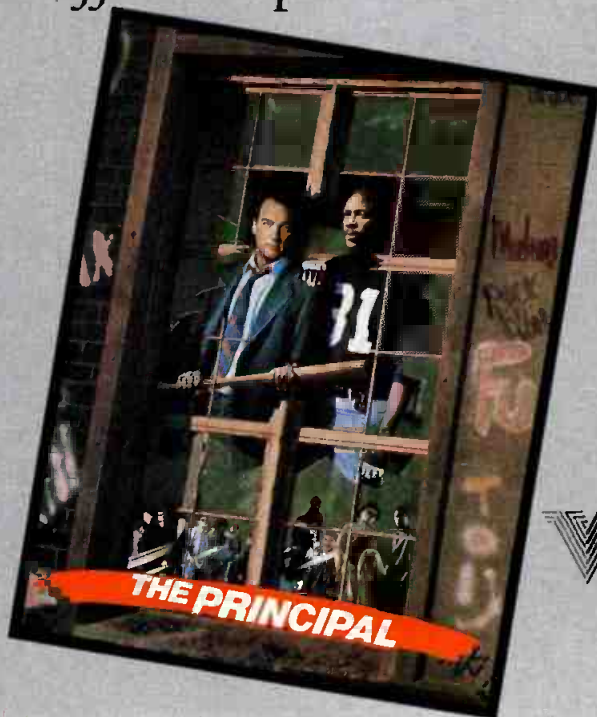
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West
Chuck Martin
☎ 818-880-4165

Midwest
Bill Boyd
☎ 612-894-2121

BY THE NUMBERS 2

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: Nieslen and Broadcasting's own research.

"By the Numbers" continued from page 12

"conservative." ABC's *Living Dolls* (pictured at right), which makes its season debut tomorrow at 8:30, is not expected to grab and hold teenagers once it moves into its regular 8:30 Saturday time slot.

For the last week of the 1988-89 season, NBC won the week with a 12.3/21.7. ABC closed out the week with an 11.8/20.6 over CBS's 11.0/19.3.

In key demographic groups, NBC also won with women 18-49, posting a 7.8, but ABC took men 18-49, winning the group with a 6.6 rating.

In the evening news race, it was the *CBS Evening News* that won the week with a 9.4/20 over NBC's 9.0/20 and ABC's 8.9/20.

For the book of days, ABC won three nights: Monday, Tuesday and Friday. NBC won two, Thursday and Saturday, while CBS also won two, Wednesday and Sunday.

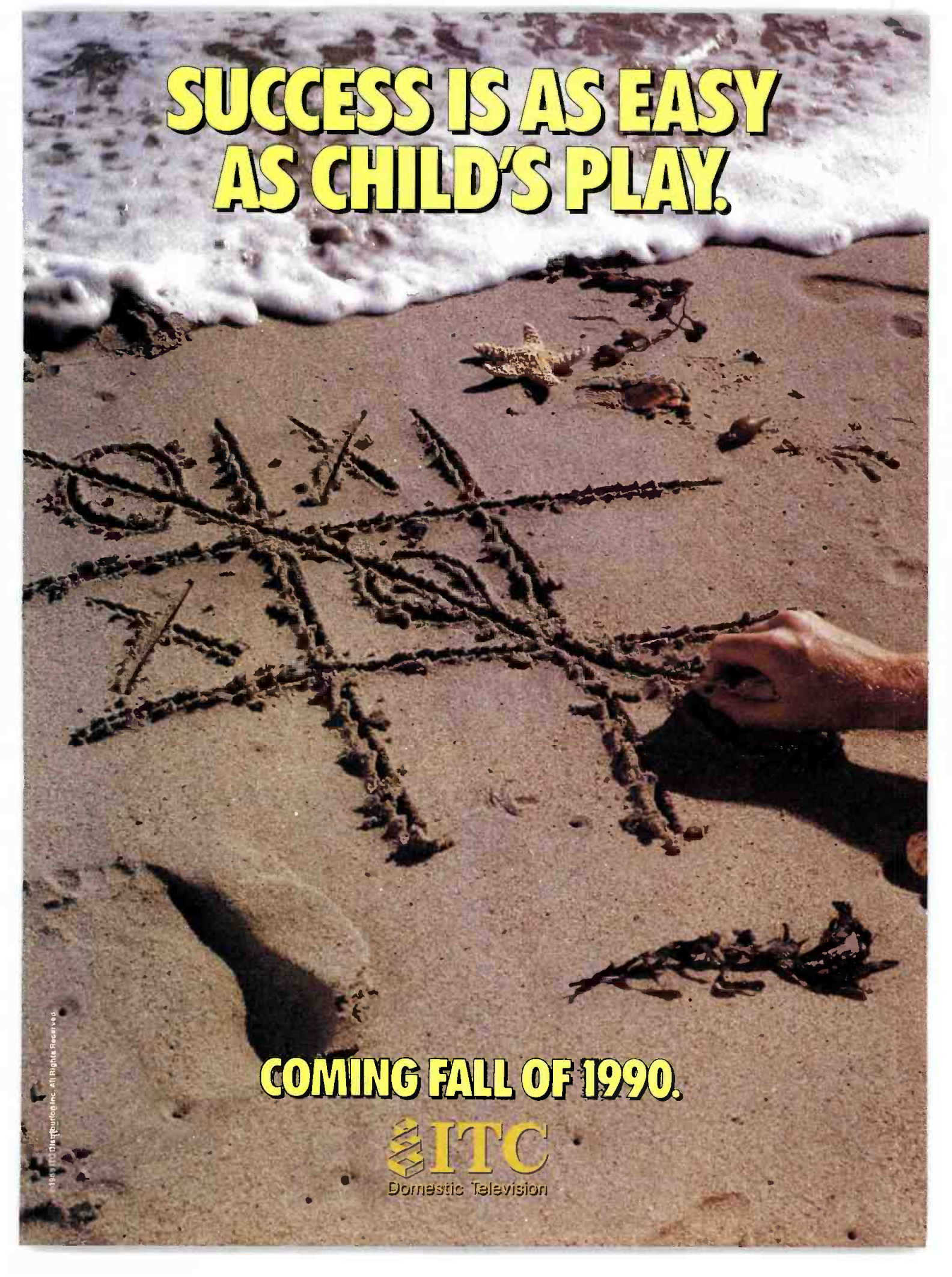
MarketScope

The Standard & Poor's Industrials moved up 0.22 to close last Wednesday (Sept. 20) at 395.60, a gain of only one-half a percent. Among the six groups tracked on the Stock Index, Broadcasting with Other Major Interests (BWOMI) was the hardest hit, posting 21 declines, four advances and four unchanged. Cable stocks had 13 declines, four gainers and two unchanged. Also among these groups, two stocks split three-for-two on Sept. 18—Cable's Century Communications and BWOMI's Park Communications. The Programming group had 15 declines, nine gainers and five stocks unchanged. The Service group was down, with seven losers, five gainers and two stocks unchanged. Broadcasting stocks had nine declines, and only four advances and three unchanged. The Equipment & Manufacturing group closed out the week with nine advances, eight declines and seven stocks remaining unchanged.



STOCK INDEX 1

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
Closing					Market					Closing					Market				
Wed	Wed	Net	Percent	P/E	Capitali-	Wed	Wed	Net	Percent	P/E	Capitali-	Wed	Wed	Net	Percent	P/E	Capitali-		
Sep 20	Sep 13	Change	Change	Ratio(000,000)	zation	Sep 20	Sep 13	Change	Change	Ratio(000,000)	zation	Sep 20	Sep 13	Change	Change	Ratio(000,000)	zation		
(CCB) Capital Cities/ABC	506 1/2	505	1 1/2	00.29	21	9,116	N (BLC) A.H. Belo	37 3/4	39	- 1 1/4	- 03.20	50	748						
N (CBS) CBS	201 5/8	207 3/4	- 6 1/8	- 02.94	18	4,763	N (AFL) American Family	18	18 1/8	- 1/8	- 00.68	16	1,459						
A (CCU) Clear Channel	11 3/4	11 5/8	1/8	01.07	43	45	O (ACCMA) Assoc. Commun.	35 7/8	36 1/4	- 3/8	- 01.03	513							
A (HTG) Heritage Media	4	4 1/4	- 1/4	- 05.88	-2	44	O (BMAC) BMA Corp.	33 1/4	35	- 3/4	- 05.11	13	321						
O (JCOR) Jacor Commun.	6 3/4	7	- 1/4	- 03.57	-6	67	N (CCN) Chris-Craft	37 1/8	36 7/8	1/4	00.67	54	882						
O (LINB) LIN	105 1/4	108 3/4	- 3 1/2	- 03.21	59	5,390	O (DUCO) Durham Corp.	31 3/4	32	- 1/4	- 00.78	18	267						
O (ORCCC) Olympia Broadcast	2 1/4	2 1/2	- 1/4	- 10.00	5	N (GCI) Gannett Co.	44 1/4	44 1/2	1/4	- 00.56	18	7,128							
O (OSBN) Osborn Commun.	14	13 3/4	1/4	01.81	9	96	O (GACC) Great Amer. Comm.	11 1/2	11 5/8	1/8	- 01.07	-3	381						
O (OCOMA) Outlet Commun.	27 3/4	28 3/4	- 1	- 03.47	41	181	N (JP) Jefferson-Pilot	41 1/2	39 5/8	1 7/8	04.73	14	1,599						
A (PR) Price Commun.	6 1/2	6 5/8	- 1/8	- 01.88	59	N (KRI) Knight-Ridder	52 3/4	54 3/4	2	- 03.65	12	2,692							
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 (SCRPI) Scripps Howard	75 1/4	79	- 3 3/4	- 04.74	39	777	N (LC) Liberty	36 5/8	36 3/4	- 1/8	- 00.34	20	307						
O (SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3	N (MHP) McGraw-Hill	73 7/8	75	- 1 1/8	- 01.50	19	3,585						
O (TLMD) Telemundo	5 1/4	5 1/2	- 1/4	- 04.54	88	A (MEGA) Media General	38 5/8	38 5/8		00.00	965	994							
O (TVXGC) TVX Broadcast	3 1/4	3 1/8	1/8	04.00	23	N (MDP) Meredith Cor.	35 1/2	35 7/8	- 3/8	- 01.04	20	662							
O (UTVI) United Television	36	36		00.00	51	393	O (MMEDC) Multimedia	99	102	- 3	- 02.94	37	1,114						

A photograph of a beach scene. In the foreground, a child's hand is visible, using sticks and sand to draw a large star on the sand. The star is composed of several intersecting lines made of sticks. To the left of the star, there are some circular patterns drawn in the sand. In the background, the ocean waves are breaking onto the shore, creating white foam. A seashell and some seaweed are scattered on the sand.

**SUCCESS IS AS EASY
AS CHILD'S PLAY.**

COMING FALL OF 1990.


Domestic Television

BY THE NUMBERS 1

Fifty-two weeks of network programming brought the big three networks a combined 37.4 rating/65 share, with NBC winning the full 1988-89 season with a 14.3 rating and a 25 share. ABC came in second for the year with an 11.6/20, a slim one-tenth of a rating point ahead of CBS's 11.5/20 average. Together, the three networks delivered 33.8 million households over the 52 weeks, a loss of 577,000 households



compared to the 1987-88 season. As of Sept. 19, 1988, the end of the prior season's 52-week period, the three networks had delivered a combined 38.8 rating. At that point, NBC averaged a 14.5 compared to CBS's 12.2 and ABC's 12.1. Together, the big three delivered 34.4 million households that season.

With the need to hold onto viewers still a high priority, this year's network programming has been dubbed "cautious" and

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 52 □ Sept. 11–Sept. 17

Rank/rating	Network	Show
1 ■ 25.9/39	A	<i>Roseanne</i>
2 ■ 21.8/34	A	<i>Chicken Soup</i>
3 20.0/40	N	<i>Miss America Pageant</i>
4 19.5/36	N	<i>Golden Girls</i>
5 19.1/35	N	<i>Sister Kate, special</i>
6 ■ 18.8/33	C	<i>60 Minutes</i>
7 ■ 17.8/31	A	<i>NFL Monday Night Football</i>
8 ▼ 17.4/31	N	<i>Cosby Show</i>
9 ▼ 17.3/29	N	<i>Cheers</i>
10 ■ 17.2/29	A	<i>Life Goes On, special</i>
11 ▼ 16.4/28	N	<i>Different World</i>
12 ▼ 15.8/25	A	<i>Wonder Years</i>
13 15.5/24	C	<i>CBS Premiere Preview</i>
14 ▲ 14.9/25	A	<i>Growing Pains</i>
14 14.9/25	N	<i>FM, special</i>
16 ▼ 14.8/25	A	<i>Who's the Boss?</i>
17 14.0/24	C	<i>Wolf, special</i>
17 ▲ 14.0/23	N	<i>NBC Monday Movie</i>
19 ▲ 13.8/28	A	<i>Full House</i>
19 13.8/22	N	<i>NBC Tuesday Movie</i>
21 ▼ 13.7/23	N	<i>Unsolved Mysteries</i>
22 ▼ 13.6/26	N	<i>Empty Nest</i>
23 13.4/23	C	<i>48 Hours, three-hour special</i>

Rank/rating	Network	Show
24 ▲ 13.3/21	C	<i>Murphy Brown</i>
25 13.1/21	A	<i>Just the Ten of Us, special</i>
25 ▼ 13.1/24	N	<i>L.A. Law</i>
27 12.8/24	A	<i>Life Goes On, second special</i>
27 ▼ 12.8/21	N	<i>Hogan Family</i>
29 12.4/24	N	<i>Golden Girls, special</i>
30 ▼ 12.2/21	N	<i>ALF</i>
31 12.1/20	A	<i>ABC's Comedy Sneak Peek</i>
32 ▼ 11.7/20	C	<i>CBS Sunday Movie</i>
33 ▼ 11.5/22	A	<i>20/20</i>
33 ▼ 11.5/19	C	<i>Designing Women</i>
33 11.5/18	C	<i>Newhart, special</i>
36 11.4/19	F	<i>41st Annual Emmy Awards</i>
37 ▼ 11.3/18	N	<i>Matlock</i>
38 ▼ 11.2/18	N	<i>Night Court</i>
39 11.1/19	A	<i>Mon. Night Football, special</i>
40 ▼ 10.9/18	C	<i>Rescue: 911</i>
41 10.8/17	N	<i>Family Ties</i>
42 ▼ 10.5/18	C	<i>Kate and Allie</i>
43 ▲ 10.4/17	N	<i>NBC Sunday Movie</i>
44 ▼ 10.3/18	C	<i>Newhart</i>
45 ▲ 10.2/19	C	<i>CBS Friday Movie</i>
45 10.2/17	C	<i>Designing Women, special</i>

Rank/rating	Network	Show
47 ▼ 9.7/16	A	<i>ABC Sunday Movie</i>
48 ■ 9.3/18	C	<i>Paradise</i>
49 8.8/16	A	<i>Koppel Report</i>
50 8.7/15	C	<i>60 Minutes, Retrospective</i>
51 ▲ 8.6/15	A	<i>Mission: Impossible</i>
51 8.6/15	N	<i>Quantum Leap, special</i>
53 ▼ 8.2/15	N	<i>Magical World of Disney</i>
54 ▼ 7.8/14	A	<i>Prime Time Live</i>
54 ▼ 7.8/15	N	<i>NBC Friday Movie</i>
56 ▲ 7.6/14	A	<i>ABC Mystery Movie</i>
57 6.9/11	C	<i>CBS Tuesday Movie</i>
58 ■ 6.8/13	A	<i>Mr. Belvedere</i>
59 6.7/12	A	<i>Incredible Sunday</i>
59 6.7/13	C	<i>Great Adventures: Quests</i>
61 6.6/11	A	<i>ABC News Special</i>
61 6.6/12	A	<i>ABC Fall Preview Special</i>
63 ■ 6.4/12	A	<i>Homeroom, special</i>
64 6.1/12	N	<i>Yesterday, Today & Tomorrow</i>
65 5.9/11	C	<i>CBS Saturday Movie, special</i>
66 ▲ 5.7/11	F	<i>Cops</i>
67 4.7/9	F	<i>US Mag. Live at the Emmys</i>
68 ▲ 4.2/8	F	<i>Reporters</i>
69 3.9/6	F	<i>The Who's 'Tommy'</i>
70 ▲ 3.2/6	F	<i>Beyond Tomorrow</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 10

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	12.5	228	98	12	Charles in Charge, synd. (MCA TV)	5.1	130	92
2	Jeopardy! (King World)	11.1	204	96	12	People's Court (Warner Bros. Domestic TV)	5.1	170	86
3	Oprah Winfrey Show (King World)	8.6	202	97	14	Donahue (Multimedia Entertainment)	4.9	222	99
4	Cosby Show (Viacom)	8.3	196	95	15	Geraldo! (Paramount)	4.8	195	96
5	Star Trek (Paramount Domestic TV)	7.3	228	97	15	She's the Sheriff (Warner Bros.)	4.8	147	84
6	Entertainment Tonight (Paramount)	7.1	161	93					
7	Current Affair, special (20th Century Fox)	6.9	170	90	The following shows were rated, but not ranked				
8	Wheel of Fortune, wknd. (King World)	5.9	165	85		National Baseball Net. (Stuart Broad.)	9.5	86	89
9	Entertainment Tonight, special (Paramount)	5.7	147	92		Super Sports Follies (Berl Rotfeld Prod.)	5.1	80	84
10	All American Theatre (All American TV)	5.6	120	81		Wrestling Network (Turner Program Services)	5.8	158	91
11	Supermodel of the World 1989 (Tribune)	5.2	141	93		World Wrestling Federation (WWF)	8.5	219	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.



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Roseanne] but it still carries over some terrific numbers." Carsey-Werner spokesman said no such talks have taken place, adding that company's first priority is making sure *Soup* gets commitment for "back-nine" episodes remaining on this season's ABC schedule.

WASHINGTON

TOC talks

Television Operators Caucus meets this week in Washington to discuss, among other things, must carry. It was focus of meetings convened last week by TOC officials (Cox Broadcasting's Stanley Mouse, Great American Broadcasting's George Castrucci, Post-Newsweek's Joel Chaseman) with National Cable Television Association President Jim Mooney and later with National Association of Broadcasters President Eddie Fritts. TOC says it has no "hidden agenda," that it is trying to understand what is "going on." Negotiations have stalled over independent television's demands for moratorium on channel shifting and TOC is exploring how far each side is willing to go. TOC participants were said to have left sessions feeling that "solution" will be reached. One proposal that surfaced last week (although neither broadcasters nor cable would claim authorship) was idea of two-year moratorium after which broadcasters must meet viewing test every year to stay on current channel location. If stations fail, cable operators could move broadcaster wherever they want.

Short straw

John Behnke, president of Fisher Broadcasting, Seattle, will head National Association of Broadcasters' new telco task force. Behnke represents ABC affiliates on NAB board and is chairman of CapCities/ABC government relations committee. Task force is assigned to help association formulate official policy in dealing with issue of telephone entry into television business.

Changing times

With his first international conference as president of Radio-Television News Directors Association now behind him, David Bartlett seems to be looking ahead to bigger, maybe even better, conferences. He is thinking in terms of joint enterprises with like-minded organization(s). Society of Broadcast Engineers, which has 6,000 members, about twice number of RTNDA, has in past expressed interest in holding its annual trade show in association with RTNDAs. Bartlett says he is "intrigued," thinks more companies would be drawn to joint RTNDA-SBE trade show than those that might exhibit at RTNDA alone, thereby generating additional revenues. He also sees cooperative venture attracting engineers, and, overall, enhancing RTNDAs importance. No formal talks between organizations have been held. Before that happens, Bartlett said, he would want to ponder "negatives." (There have been reports that SBE's outgoing president, Jack McKain, had proposed tie-in with NAB's radio show—but that proposal was shot down by his executive committee out of concern that kind of joint enterprise would lead to extinction of SBE as independent organization.)

It is not only hardware types that interest Bartlett. He thinks public radio might be compatible as convention partner, particularly since National Public Radio is now doing five-minute newscasts on hour throughout day. So RTNDA and Public Radio News Directors Association, with its 100-plus members, might be a match for a future convention.

Hung up on violence

House and Senate appear to be at standoff over TV violence bill. House Judiciary Committee Chairman Jack Brooks (D-Tex.) has made it clear that House will not accept Senate version of bill that creates antitrust exemption for broadcast, cable and motion picture interests to meet and establish voluntary code on programs with violent and sexually explicit content as well as material depicting illegal drug use. House passed measure that deals only with violent programming and does not want antitrust exemption expanded any further. Meanwhile, Senator Jesse Helms (R-N.C.) reportedly will not budge and intends to see provision dealing with sex and drugs retained. Senator Paul Simon (D-Ill.), author of original TV violence bill, is working to produce compromise.

Gore's gore for cable

Senator Al Gore (D-Tenn.) is preparing to introduce more anti-cable legislation (possibly this week). He is reviving home satellite bill adopted by Senate Commerce Committee in 100th

Congress and defeated by seven votes on Senate floor. It would force cable programmers to permit any qualified third party to distribute its service to backyard dish owners (TVRO) on nondiscriminatory basis. This time Gore is inserting new language that would require descrambler manufacturers to provide any security upgrades at no cost to consumers.

Sticking points

As U.S. officials prepare for CCIR meetings on HDTV standardization next month, there is feeling among some that Europeans will stall progress toward "common image" system. Common image strategy, which U.S. government has supported since last CCIR meeting in May, is to work for world agreement on all parameters of HDTV production system except for field rate. With expected world agreement on colorimetry and transfer characteristics, almost all of 35 HDTV parameters will have been settled.

But it is questionable whether agreement on last set of parameters, dealing with scanning characteristics, can

be agreed upon in subsequent CCIR meetings. It is believed that Europeans will not agree upon common active scanning lines for both the 50-hertz and 60-hertz worlds. They would opt instead to maintain current equilibrium in which TV pictures in 50-hertz systems have better resolution (1,250 vs. 1,125 lines) than 60-hertz system and 60-hertz systems have fewer motion artifacts.

TULSA

Birds of feather

Having already sold space to number one superstation WTBS(TV) Atlanta (49.4 million subscribers) aboard Galaxy V and IR birds to be launched in early 1990's, Hughes Communications will soon announce addition of number two superstation, WGN-TV Chicago (28.9 million subscribers), to its future cable satellite stable. Source close to negotiations said WGN uplinker Tulsa-based United Video is ready to sign long-term lease for one Hughes transponder. United Video is also prepared to fly its Prevue Guide and unspecified new services via GE Americom's next-generation Satcom C-3 and C-4 birds.

Lease arrangements will apparently provide only instability factor in next generation. With Galaxy and Satcom satellites (all to be launched between 1991 and 1993) expected to remain operable for 12 years, top pay and basic cable programmers including HBO, Turner Broadcasting, Viacom and ESPN have purchased dozens of transponders outright and will stay put through year 2003. But programmers opting to lease, reportedly for tax reasons, will have option to jump ship or to change payments to market rate after nine years—same factor that allowed Hughes to "create" new cable bird Galaxy III when Viacom cable networks hit option year with GE two years ago. That means at least potential for balance of power shifts between Hughes and Americom could come as early as, well, 2000.



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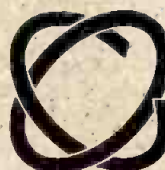
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teens & kids.



227

Starring
Sherman Hemsley
Clifton Davis
Anna Maria Horsford

Produced by Carson Productions Group, Ltd.
Distributed by

MCA TV

Source: NII 1986-87, 1987-88, 1988-89 season averages.
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NEW YORK

Transponder jamming

Nearly four-hour "double illumination" of ABC-TV satellite transponder Sept. 20 (unauthorized uplinking signal wiped out network's standard transmission) cost affiliates seven minutes of *ABC World News Tonight* and cost network six-figure loss in advertising make-goods, according to ABC's president of operations and engineering, Robert Siegenthaler. ABC filed oral complaint with FCC (written complaint to follow) seeking identification of C-band uplinker who eliminated AT&T Telstar 301 transponder with "enormous power." That FCC does not require uplinker identification—through subcarrier or other means—is "mystifying," Siegenthaler said.

Fast track

Announcement that TVB search committee will need only one month to find replacement for departing president, Bill Moll (see page 68), suggests two things. One is that New York-based industry organization had advance warning of possible Moll departure, which was case because Moll's two-year contract was to expire at end of October, and he decided while ago to begin negotiating with NBC owned stations president, Al Jerome. Second is that TVB board is already well on way to finding Moll's successor. Inside track among possible candidates is said to belong to Jim Joyella, currently TVB's senior vice president, national sales.

Bouncing ball?

Source close to negotiations says there is "very good chance" Big East team Seton Hall will move from Madison Square Garden Network to SportsChannel New York. MSG already will lose more than half-dozen Big East basketball games this season, thanks to exclusivity restrictions in conference's new deal with ESPN, which demanded that each regional and local broadcaster

be limited to carrying only games involving teams in its market—palpable "hit," MSG's programming vice president Marty Brooks told BROADCASTING-CABLE (Sept. 11). At three hours per game, Seton Hall could mean about 30 hours of live local interest sports to winner of current bidding.

If at first...

Reentering station trading market is Malcolm Glazer, who has now retained third firm, Sandler Capital Management, in attempt to sell three affiliate TV stations (see "Closed Circuit," Nov. 7, 1988). Although no firm deal has yet been signed, several parties, including, it is said, ML Media Partners, have expressed interest in WRBL(TV) Columbus, Ga.; WTWO(TV) Terre Haute, Ind., and KQTV(TV) St. Joseph, Mo.

CBS habla espanol

CBS is positioning itself to enter 90's with foothold in Spanish-language broadcasting. CBS Radio Representatives has teamed with CBS Hispanic Marketing to bring selling, affiliate signing and production of Spanish-language baseball broadcasts of Major League Baseball in house. Industry sources see CBS moves as initial positioning for eventual launch of CBS

Hispanic Network. Spanish-language broadcasters confirm that they have been surveyed by network on possible interest in that area. However, CBS spokesperson said no plans have been formulated yet for network, but did not rule out the possibility by saying: "We [CBS] are in this market for long haul."

Pro bono

Formal announcement is expected on Friday in New York about makeup of cable's alliance for education, with sources expecting more than 20 cable operators and programmers to be part of venture. Operators are required to put up \$10,000 before end of year, and programmers \$5,000, to join effort, although one source said Turner Broadcasting intends to ante up \$10,000. Alliance was formed to facilitate cable efforts in schools, both programming directed to classrooms by individual networks, and wiring of schools by cable companies.

HOLLYWOOD

Doubling up

Buoyed by strong ratings its first two weeks in syndication (see story, page 28), Viacom Enterprises' *Super Mario Bros. Super Show* will

probably extend its format from half-hour to one hour, says DIC Enterprises President Andy Heyward, whose production company produces live action-animation strip. Heyward says Viacom ratings researchers said *Super Mario Bros.* premiere week Nielsen ratings (cumulative market average of 4.1 rating/12 share) were highest ever nationally for syndicated first-run cartoon. He says such success means "expansion of the franchise in a broad way" with hour-long version being "developed" to include additional characters and other elements from popular Nintendo Co.-based game. Formal announcement should be coming in two weeks, according to Heyward.

Crossing the line

Next example of trend toward TV station ownership by studios and producers may be provided by Stephen J. Cannell. He is reliably said to be negotiating with at least one station executive/entrepreneur to set up joint station acquisition venture, although there is as yet no word whether Cannell is interested in affiliates or independents.

Promising

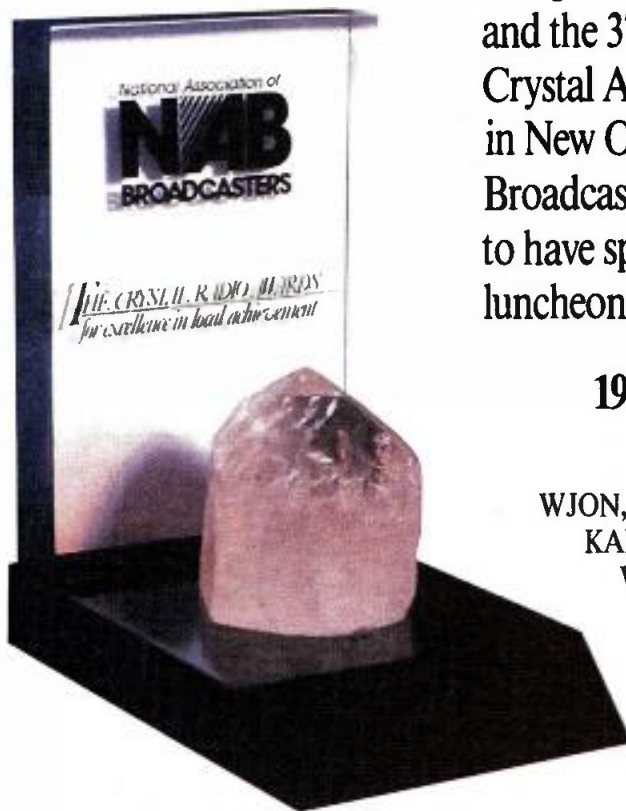
It looks as if Carsey-Werner Production's *Chicken Soup*, solid performer on ABC following blockbuster lead-in *Roseanne* in last week's season premiere (see story, page 27), may be following that same sitcom into distributor Viacom Enterprises' arsenal of potential off-network syndication releases for early to mid-1990's. Viacom's Domestic Syndication President Joe Zaleski says "preliminary talks" with Carsey-Werner will probably bring *Chicken Soup* into fold, joining other C-W future syndicated product like *Roseanne* and *A Different World*, in addition to currently distributed and top-rated *The Cosby Show*.

"Anything that does a 39 share in New York is of interest to us," said Zaleski of *Chicken Soup*'s Sept. 18 opening night rating numbers. "It might not be as strong a lead-in [as

Both sides now on TV Marti

Cuban Communist Party and government officials, appearing on Havana's *Tele-Rebeldes*, are talking tough about resisting U.S. efforts to broadcast to Cuba over proposed TV Marti. Jorge Gomez Barata, member of Communist Party Central Committee, expressed hope that "common sense" would prevail and that U.S. would abandon TV Marti project. But if not, he said, Cuba "will take suitable measures"—of "technological, political and diplomatic nature"—to resist what he and others on program considered "aggression." Carlos Martinez, Cuban telecommunications director said piece of equipment—presumably jamming device—had been developed that could work on any television frequency (Cuba has said it would activate channel 13 in Havana area to block signal U.S. plans to broadcast on that frequency. However, FCC has not been able to establish that Cuba has implemented plan.) And Cuba may not be thinking only of defensive measures. Barata said, "It is not out of the question for Cuba to transmit television programs to the United States." Actually Cuba is now broadcasting television programs four hours daily to eastern portion of North America via satellite, though with little apparent audience. Plans call for transmission from balloon tethered at 14,000 feet.

We Salute The Super Powers Of Radio



Congratulations to the 10 winners and the 37 finalists of this year's Crystal Awards presented at Radio '89 in New Orleans. Associated Press Broadcast Services was proud to have sponsored the awards luncheon to honor the winners.

1989 Crystal Award Winners

WJON, St. Cloud, Minnesota
KABC, Los Angeles, California
WGST, Atlanta, Georgia
WDBC, Escanaba, Michigan
KSEN, Shelby, Montana
WSM, Nashville, Tennessee
WLBK, De Kalb, Illinois
WTLC, Indianapolis, Indiana
KNCO, Grass Valley, California
WCTC, New Brunswick, New Jersey

AP **Associated Press**
Broadcast Services

High hopes for networks' fall...

Three-network audience share for first three nights of new fall TV season delivers encouraging signs for ABC, CBS and NBC. **PAGE 27.**

High-yield debt: separating the good from the junk...

Worsening conditions in junk bond market make raising high-yield debt difficult or impossible for some in Fifth Estate. **PAGE 29.**

Dennis departure... As she prepares to leave her job as FCC commissioner, Patricia Diaz Dennis reflects on her three years at agency, looking ahead to new career as Washington communications lawyer. **PAGE 33.**

30/ **PLANNING FOR TOMORROW AT 'TODAY'**

In effort to get *Today* show back on track, NBC hires *Entertainment Tonight's* David Nuell as senior executive producer.

31/ **IN 'DISCUSSION'**

Fox Broadcasting Co. affiliate board meeting includes "exploratory" talks of creating national affiliate news co-operative as possible prelude to network newscast.

32/ **ORLANDO VICE**

Broadcaster with majority interests in two Georgia TV stations is charged in Orlando, Fla., with laundering drug money and drug trafficking.

36/ **CAPITAL CONNECTION**

Tele-Communications Inc. brings some 50 state and division managers to Washington to announce MSO's new customer service campaign.

37/ **CAMPUS CRUSADE**

NBC presents results of survey of college TV viewers.



who network says are "reachable, responsive and worth it" for advertisers.

32/ **HIGH COURT PETITION**

Metro Broadcasting seeks review of FCC's minority-preference policy by Supreme Court.

37/ **BARTER SALES CO.**

Paramount Domestic Television and MCA TV form PREMIER Advertiser Sales,

separate barter sales company to supply first-run syndicated advertising time.

38/ **NEW ORLEANS HIGHLIGHTS**

National Association of Broadcasters' Radio '89 proves forum for exchanging ideas, awarding its best and brightest, and learning, among other things, about "taking risks, fixing what ain't broke."

43/ **AM IMPROVEMENT**

Among encouraging news for AM broadcasters at Radio '89: Major manufacturer of consumer receivers says it will produce radios to NRSC specifications and that it will support NAB/EIA certification program.

44/ **TRUMP: THE GAME SHOW**

New York real estate baron Donald Trump has major ownership in new game show bearing his name—*Trump Card*—to be distributed by Warner Bros. Domestic Television Distribution.

45/ **EMMYS FOR ENTERTAINMENT**

CBS leads all networks with 27 Emmy Awards, ahead of NBC with 25 and ABC with 13. Among winners at 41st annual awards ceremony was James Woods, shown below, sharing chocolate



Emmys with his wife.

44/ **OUTSTANDING**

Public Broadcasting Service

captures most national news Emmys for news programs aired in 1988.

47/ **WRAPPING UP IN K.C.**

Radio-Television News Directors Association's 44th International Conference reflects concern for ethics and need to attract and keep audience.

71/ **EXPANDING PORTFOLIO**

Peter Desnoes, Burnham Broadcasting's managing general partner, is determined man who knows what he wants. And right now, that includes improving company's stations and enlarging group.

DEPARTMENTS

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STAGE

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VIX

NOT INTERESTED
FARM DRAMA

West Exhib Says 'Bar-
etts,' Rothschild,' Pim-
bernel' Among Best Gross-
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STARTING TIME IDEA

By GEORGE McCALL

Hollywood, July 16

We speak
your language.

Every industry has a language all its own. And every CEO knows the value of a banker who doesn't have to be educated from ground zero.

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And in an industry where you're only as good as your last performance, we played a leading role in financing three of this year's Oscar-nominated films.

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Broadcasting Sep 25

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TOP OF THE WEEK



CBS's 'Teddy Z'



Fox's 'Alien Nation'



NBC's 'Nutt House'



ABC's 'Young Riders'

New season: New look, new numbers

First week of new prime time season attracts more viewers than last year, with strong showing from CBS on Monday

Premiere week of the new television season delivered encouraging signs for all three broadcast networks. Viewer sampling to new programs was much stronger than last season. And despite dire predictions that the networks would struggle harder than ever to bring back viewers who traditionally defect during the summer months, they did come back. The three-network share of audience for the first three nights of the new season was, on average, up.

"On average, the three-network share appears at least even or ahead of last year," said CBS research vice president Michael Eisenberg. The three-network share Monday averaged 72% of the viewing audience and climbed to 77% Tuesday night, numbers that were comparable to last season's viewing levels. This summer the three-network share fell to an average of 56%.

The level of homes using television last week also bounced back to normal new-season levels, Eisenberg reported. Monday was up slightly, Tuesday was down, and Wednesday was dead even with a year ago, at 59.6%. "The HUTS appear to be holding," he said.

Last week, CBS was declaring victory for its well-publicized marketing tie-in campaign with K mart. The network's top priority

was for that campaign to generate sampling of its risky and unprecedented Monday comedy lineup. The lineup was sampled enough to give CBS a victory Monday, a

night dominated by NBC for the past several years.

The margin of victory was slim. CBS had a 15.4/24 for the night, NBC a 15.3/24 and ABC a 14.9/23. CBS's new 8 p.m. entry, *Major Dad*, set a strong early pace for the network with a 16.2/28, beating perennial time period winner, *ALF*, on NBC, which averaged a 14.3/25, and the first half hour of *MacGyver* on ABC. CBS's second new comedy that night, *People Next Door*, also won, at 8:30, with a 14.6/25, beating *The Hogan Family* and the second half of *MacGyver*.

Murphy Brown aired at 9, winning its time period, but the new *Famous Teddy Z* couldn't hold the lead-in. *Teddy Z* did get sampled by 26% of the viewing audience, but lost out to a movie on NBC, *A Brand New Life* with Elizabeth Montgomery, and *Monday Night Football* on ABC. *Designing Women* and *Newhart* were also third from 10 to 11, but CBS's early strength enabled the network to take the evening.

FBC's new Monday night slate was fourth from 8 to 11. But both programs on the schedule built audience from half-hour to half-hour. *21 Jump Street* averaged an 11 share its first half-hour

Broadcasters

Rochester cable system that runs programing similar to TV station spurs NAB, INTV to push for common carrier status for cable

The National Association of Broadcasters and the Association of Independent Television Stations, seeing no other solution to the growing problem of vertical integration within the cable industry, last week called on Capitol Hill to consider regulating cable as a common carrier.

The initiative was apparently triggered by the decision of some local cable operators to program their own cable channels with syndicated product in much the same fashion as a broadcast station. Time Warner, for example, is offering a new local programing service on its Rochester, N.Y., cable system with such off-network shows as *ALF* and *Perfect Strangers* (BROADCASTING, July 31).

And Buckeye Cablevision in Toledo, Ohio, is programing a cable channel with a seven-hour block featuring off-network sitcoms, movies and a rebroadcast of the evening news of NBC affiliate WTVG-TV Toledo.

"It is becoming increasingly clear to us that it may be time for Congress and the FCC to regulate cable more in accordance with the common carrier principles embodied in Title II of the Communications Act, rather than to continue to allow it to occupy its privileged status under the 1984 Cable Act," wrote NAB President Eddie Fritts to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) last Friday.

INTV President Preston Padden said Fritts is "exactly right." He said cable systems should be treated more like common carriers. He noted that INTV petitioned the FCC last December to commence a proceeding aimed at determining whether

Junk bonds

As market for junk bonds becomes more selective, larger companies with track record are less affected than lesser known, highly leveraged ones; TBS offers debt for \$1.4 billion refinancing

Declining conditions in the junk bond market have made raising high-yield debt difficult or impossible for some dealmakers in the Fifth Estate.

Media companies most affected by the recent developments are those with the weakest credit ratings and those whose smaller issues have poor trading liquidity. Better-known large media companies are less affected, creating a "two-tiered" debt market in which some companies find themselves facing uneconomical interest rates, while other companies get a warmer reception from lenders. In fact, earlier this month, bankers were preparing to bring to market more than \$1 billion in media debt

and a 12 share the second. *Alien Nation*, in a special two-hour premiere, grew from a 12 at 9 to a 14 share from 10:30 to 11.

ABC also did well in the sampling department. "I was pleased on two levels," said Alan Wurtzel, senior vice president, marketing and research services, ABC Television. "The three-network numbers came back, while some of our new shows were well sampled. On Tuesday, *Doogie Howser* did very well behind *Who's the Boss?*, and then improved on its lead-in Wednesday in its regular time period."

Boss won its time period with a 19.5/32 at 8, beating *Matlock* by three share points. CBS's *Rescue: 911* from 8 to 9 was a distant third with a 10.3/17. *Doogie Howser* held its lead-in from *Boss* to win the 8:30 time period with a 20.7/32.

ABC's *Roseanne* continued its winning ways Tuesdays at 9, with a 24.7/38, beating NBC's *Matlock* and CBS's new *Wolf*, which was only able to muster a 13 share of audience from 9 to 10. *Chicken Soup*, following *Roseanne* in its third outing of the season, was second, with an 18.4/29, behind *Matlock* and ahead of *Wolf*.

At 10, CBS surprised everyone with the new Richard Chamberlain show, *Island Son*, which was first in its time period with a 13.5/25, beating the seasoned *thirtysomething* (13.3/24) and *Midnight Caller* (13.4/24).

On Wednesday, ABC's *Growing Pains* won at 8, feeding the new western, *Young Riders*, an 18.1/31 lead-in audience. *Riders* was second (in a preview showing) from 8:30 to 9:30. NBC's new *Nutt House* won its time period at 9 with a 16.8/27.

Thursday's national numbers were not in, but the 18-market overnights indicated NBC's delivery there is as strong as ever, including a 44 share for *Cosby*. CBS finished a distant second, and ABC a close third.

Syndication statistics

Some early syndication trends are emerging from the 21 metered Nielsen overnight ratings markets, with full-week numbers available for sitcoms *Who's the Boss?*, *Growing Pains* and *Mr. Belvedere* and talk shows *The Byron Allen Show* and *The Joan Rivers Show*.

In the 12 metered markets, the premiere of *Who's the Boss?* (distributed by Columbia Pictures Domestic Television) scored a 5.7 rating/12 share cumulative market average (for the week of Sept. 11), improving on its lead-in programing in seven of those cities, but holding about even with October 1988 numbers for programs in the same time slot (5.9/13). Janeen Bjork, vice president and director of programing, Seltel, cautioned that while numbers are favorable, the cost of *Boss* is close to that of *The Cosby Show*, and *Boss* "has not been a hit with accountants, but it still may be with the audience."

Growing Pains (Warner Bros. Domestic Television) aired in 12 metered markets, earning a 3.8/8 cumulative market average (CMA), but it also finished in almost a dead heat with its lead-in programing (3.3/7) and year-ago programing in the same time slot (3.8/8). *Mr. Belvedere* (20th Century Fox)

aired in just four metered markets through Sept. 17, tallying a 3.4/7 CMA, but it, too, failed to improve on its lead-in programing, which scored a 3.4/8 average. Bjork says *Growing Pains* "has not set the world on fire...but at least it's not *Thicke of the Night*," and *Belvedere* has less to worry about "without very high expectations from stations who bought for a lark."

The Joan Rivers Show (Tribune Entertainment) scored a 2.8/12 three-day CMA from its 19 metered stations; another in the continuing decline of previous CMA scores of 3.0/13 and 3.1/13 for its first two weeks (Sept. 4-11) on the air. In weekend late fringe, *The Byron Allen Show* (Genesis Entertainment) has not dramatically improved on its 3.3/12 opening night CMA (Sept. 9-10), inching up to a 3.5/13 in its second weekly airing (Sept. 16-17).

American Gladiators (Samuel Goldwyn Co.) aired for the second week in late fringe last weekend (Sept. 16-17) with a 3.5/13 in 20 overnight markets, up only slightly from its opening week 3.9/12 CMA. Bjork noted that *Gladiators*' opening week share was "close to flat" with its lead-in's share (4.9/13), while equaling October 1988's same-time programing (3.9/12). *Rollergames* (Qintex Entertainment) finished out its special two-hour prime time airings with a 3.9/9 CMA, finishing below its lead-in programing (7/10), but is expecting better share numbers in this weekend's entry into late fringe.

Viacom Enterprises' *Super Mario Bros. Super Show* posted numbers after its first full week (Sept. 11-17) in syndication that Bjork described as "nothing short of awesome," by pulling down a 5.0/14 CMA and finishing higher than its lead-in programing (3.0/9 average) in 17 of 19 metered markets. The same could not be said of Viacom's *Trial By Jury* which scored a 2.4/8 CMA in its first week, losing its lead-in ratings (2.8/10 average) in 13 of the 19 metered markets. Another reality-based show, *Crimewatch Tonight* (Orion), floundered in its first full week (Sept. 11-17) by losing its 4.5/10 lead-in average in 14 of its 19 overnight markets with a mere 3.3/8 CMA in access and late fringe slots.

Looking to take on *Mario Bros.*' early success in early fringe were last week's entries *Chip 'n' Dale's Rescue Rangers* (Buena Vista) and *Muppet Babies* (Claster). *Chip 'n' Dale* scored a 4.6/12 CMA, improving in 13 markets over October 1988 programing in its 20 overnight markets. Market averages were unavailable for *Muppet Babies*.

Paramount Pictures Domestic Television's *Hard Copy* entered "tabloid TV" ranks by scoring some impressive early returns in a number of markets last week with three-day CMA's of 10.3/16 in Los Angeles (KNBC-TV, 7:30 p.m. PT), 7.6/13 in New York (WCBS-TV, 7 p.m. ET) and 6.6/12 in Chicago (WMAQ-TV, 6:30 p.m. CT). A Paramount spokeswoman says *Hard Copy*'s numbers outscored *A Current Affair* in Los Angeles and Chicago (6/11 and 6.4/11, respectively), and improved on *This Evening*'s May 1989 scores by 8% (6/12). —MF

call for common-carrier regime for cable

greater leased access obligations should be imposed on cable.

Under full common carrier regulation, cable systems would have to lease their capacity on a non-discriminatory basis. And, as one cable attorney pointed out, "a common carrier normally gets paid for carrying the material of others rather than vice-versa."

Padden sent a letter early last week to policymakers on the Hill and at the FCC, complaining about the situation in Rochester. Padden warned that consumers will be "ill-served if our licensed and regulated free TV service is supplanted by a vertically integrated but unlicensed and unregulated pay TV service."

Fritts's letter asked Inouye to address the Rochester situation and cable's present "regulatory treatment" at upcoming hearings. The subcommittee plans an October hearing on must carry and a general cable oversight hearing in November. He made a similar request to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

Fritts cited the events in Rochester as yet another example of "cable's current ability to exert monopolistic, gatekeeper control over the local television marketplace." NAB fears cable operators will give their local channels "favored channel" status. He emphasized that broadcasters have no must-carry protection. "We see more and more programming being siphoned off to a gatekeeper that is supported by two significant revenue streams," said Fritts.

"We chafe under cable's compulsory copyright license, which enables it to retransmit our signals for a fraction of what it costs us to produce or acquire our programming. We see the specter that cable's vertical integration will grow to the point that it

warps the entire relationship between our two industries."

NAB also announced last week it was forming a task force to study the migration of sports events from over-the-air television to cable. The task force will report to NAB's cable relations committee, which has been assigned to discuss the possibility of replacing cable's compulsory copyright license with a new scheme that would require cable operators to pay a fee for the retransmission of local broadcast signals.

The broadcasters' push for reeregulation of cable comes at a time when it hopes to reach an accommodation on must carry. Negotiations have been stymied since INTV vetoed the last NAB-National Cable Television Association agreement over channel repositioning provisions. Independent stations want to keep cable operators from moving their signals from their current channel locations. Padden has called for a moratorium on channel shifting.

Some speculated NAB was using the Inouye letter as leverage to pressure cable to accept a deal on channel repositioning. But others feel there is a genuine concern about cable competing for local rights to syndicated product and local advertising.

Apparently, NAB has been hearing from more than independents about the Rochester system. The subject arose during the CBS affiliates board of governors meeting in Washington last week.

During that meeting, one of cable's chief critics, Congressman Rick Boucher (D-Va.), spoke to the group. Boucher is the author of a bill that would permit telephone companies to offer video services in their telephone franchise area.

Boucher is willing to add a provision to his telco bill that would require cable operators to compensate local broadcasters for carriage of their signals. A retransmission

fee would be charged, and the funds would then be divided among copyright holders, local TV stations and the networks, Boucher told BROADCASTING.

"There may have been some justification for the license in cable's early days," said Boucher. But it is "obvious" the industry can now afford to pay for broadcaster signals, he added.

According to CBS Affiliate Chairman Ben Tucker with Retlaw Broadcasting, "there is interest" in Boucher's proposal. Tucker said the affiliates discussed the matter with members while making the rounds on Capitol Hill. However, they are uncertain about the "ramifications" of linking the retransmission concept to Boucher's telco bill, said Tucker.

Also last week, cable leaders were preparing their own campaign to counter the "cable-bashing" undertaken by INTV and others.

NCTA's President James P. Mooney, in a speech at the Great Lakes Cable Expo in Columbus, Ohio, said, "We've got to let people know what we're contributing. We've got to stand up for cable, and for what cable has achieved."

And he said the more "extreme elements of the broadcasting industry, having complained for 30 years that we should buy and pay for our own programming, now are horrified that we're doing just that. If we bring in their distant signals, it's thievery, but if we buy our own programs, it's siphoning."

Steve Effros, president of the Community Antenna Cable Television Association, said he was going to counter the broadcasters' attacks by launching his own campaign, basing it on a line from the movie "Network"—"I'm mad as Hell and I'm not going to take it anymore." To implement the campaign, he said he would be hiring one or two more people. —KM

hard to come by for media dealmakers

securities, including those of Turner Broadcasting System.

Junk bonds have been in the spotlight on Wall Street this month because of a sharp decline in prices of already-issued bonds traded on the market. Retailer Campeau Corp. and casino operator Resorts International both made headlines earlier this month because of their inability to make payments on their debt. The bad news regarding Campeau Corp. heralded a steep drop in junk-bond prices two weeks ago, although not all industry sectors suffered as much as retailers, and confidence in the market rebounded somewhat last week.

Pressures on junk bond prices have come from several directions. As part of the bailout of savings and loans across the country, S&L's will have to divest themselves of junk bonds that they hold. Congress appears to be limiting the tax-deductibility of pay-in-kind debt, one common type of junk

bond. In expectation of new offerings due out this fall, many bond holders have been selling off older bonds in their portfolios. Also, some companies which issued junk bonds to finance takeovers and buyouts have fallen short of their projections.

Media companies whose debt, sources said, is not trading well include SCI Television and Metropolitan Broadcasting. Other companies with debt that is trading at significant discounts—despite having asset coverage that one observer said protected bond holders—were Great American Communications Corp. and Gillett Holdings Inc.

Two tiers of pricing exist for media debt already in the market, according to Jack Langer, head of Drexel Burnham Lambert's media and entertainment group in New York: companies whose bonds are trading at 13.5% to 15% yields to maturity, and those in the 16%-17% range. Distinguishing

ing those companies are two criteria, he said: how leveraged a company is and how many years it will take the company to cover its interest expense.

The decline in value of junk bonds already on the market is having a negative, but not fatal, effect on new debt being issued for purchases and refinancings, said observers. In the words of Lazard Freres general partner Steve Rattner: "The market has not disappeared. It's just become much more discriminating." As little as 18 months ago, buyers in the junk bond market were not collectively as sophisticated as the buy sides of the stock market and U.S. treasury market, said Chuck Cory, head of the communications group at Morgan Stanley & Co. "It wasn't a market that discriminated well between the credit risks it was taking on," he said.

In current conditions, management teams with good track records are getting their

purchases financed, while equally talented yet lesser-known management groups are having more difficult access to the capital markets, Langer said. While untested management groups might have had to pay higher interest rates for financing in the past, he said, in current conditions those groups might not be able to get any high-yield financing at all.

Langer added that investors in new debt issues were interested in financing buyouts in which purchasers could cover interest payments within a year or two, rather than deals in which interest payments were deferred for five or six years—"especially when companies are being bought at very high historical valuations," he said.

Misia Dudley, media analyst with First Boston Asset Management, said that it would be hard, under current conditions, for a broadcasting company to do a leveraged buyout. "I don't think anyone's ready to buy that story," she said. On the other hand, "Barring an unreasonable purchase price...I wouldn't see major problems in cable deals right now," she said. "Cable is still kind of a golden child."

The sector in which a company operates is not as important in the junk market as having a deal that is "structured correctly, so that asset values provide protection for creditors," said Mark Grotevant, a media analyst at Kidder, Peabody & Co. "The very tight deals in smaller, lesser-known companies are going to have a tougher go in this market," he said.

Given the right interest rate and terms, even companies such as Price Communications, whose existing securities trade at yields over 17%, are able to find additional debt. The company was able last week to complete an offering of \$50 million in convertible debt.

TBS, which was making presentations last week about its refinancing plans, is able to raise money now on better terms than it did several years ago. TBS expects to be able to lower its blended interest rate from 14.5% to about 11%, according to one source. TBS is raising approximately \$1.4 billion to refinance its long-term indebtedness, including redemption of a preferred stock issue of its Cable News Network subsidiary. TBS is not raising as much money in the junk market as it had originally planned, although it was unclear whether the company had cut back the junk issue because of soft market demand or because its commercial bankers were lending more aggressively. Rather than borrowing \$900 million through high-yield securities, as TBS said last month it would be doing, the company will be borrowing \$700 million in that market and will borrow the balance of its needs through a credit facility being negotiated with a group of banks.

Last week, at least two media debt offerings, both deferred-interest bonds offered through Kidder Peabody & Co., were waiting for improved market conditions before being sold to the public. In both of these deals, Kidder has made bridge loans to the company that the new offerings will pay back. One of the offerings would yield about \$55 million for Triax USA Associates, a

limited partnership owning cable systems with 138,000 subscribers managed by Triax Communications Corp. A banker at Kidder said that the company had completed its foreign and domestic roadshow for the issue, but the offering was being delayed at least a few weeks until "the market settles out." The other pending issue would refinance a \$163 million loan that Kidder made earlier this year for Cablevision System Corp.'s acquisition of Viacom cable systems in Long Island and Cleveland.

In other news this month, Comcast registered to offer \$150 million in convertible subordinated debentures through Lazard Freres and Merrill Lynch Capital Markets. Continental Cablevision plans to offer \$350 million in subordinated debentures through

Morgan Stanley & Co. and Lazard Freres, along with \$100 million in floating rate debentures that will probably be sold in Japan. Comcast and Continental's U.S. offerings will not be priced until next month at the earliest.

The timing is right, observers said, for debt that is convertible to stock—such as the Price and Comcast debt, as well as a part of TBS's issue which has a convertible feature. "The discount on some cable stocks to private market value has narrowed dramatically," making the equity feature of the security less burdensome to those companies, said Gregg Seibert, a director at Merrill Lynch Capital Markets. The yields on most convertible debt have been at 8% or below, he said.

-GM

NBC brings back Nuell for 'Today'

'ET' executive producer tapped to turn around program

NBC's *Today* show, which rose to dominance as the network was making its climb to first in prime time five years ago, is losing ground fast. During the broadcast year just ended, the program's first-place lead in the household race has all but evaporated, and the program has fallen to second place in the key demographic segments that advertisers want to reach in the early morning time period—women 25-54 and adults 25-54.

In an effort to get the show back on course, the network has tapped David Nuell as senior executive producer of *Today*, effective in January 1990. Nuell's appointment comes just two months after NBC Sports President Dick Ebersol was given overall responsibility for the program.

Nuell is currently executive producer of Paramount's *Entertainment Tonight*, and has been credited by the company's syndication division president, Lucie Salhany, as being one of several key executives responsible for the program's dramatic turnaround in the ratings last season.

At deadline last week, Paramount had not formally announced who would succeed Nuell as executive producer of the program. However, sources close to the program say

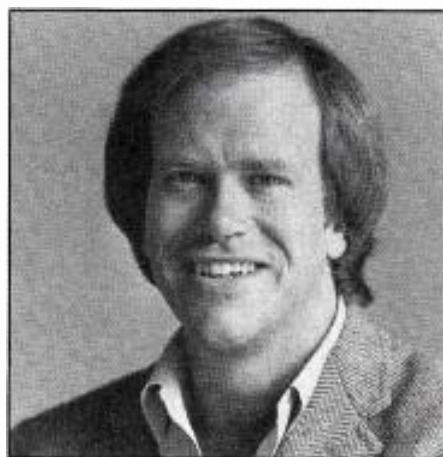
current *ET* senior producer Jim van Messel is the likely choice to succeed Nuell. Salhany has also cited van Messel as being a key contributor to the team that turned the show around.

Meanwhile, NBC has been scrambling behind the scenes in recent months to get the once dominant *Today* back on track. Over the past year, the show experienced a 9% drop in household rating, falling to an average 4.1 rating/21 share, allowing *Good Morning, America* to climb within two-tenths of a rating point and one share point, 3.9/19. (*CBS This Morning* was flat for the year with a 2.2/11.)

GMA was up 4% with women 25-54, while *Today* dropped 8% in the same demographic. With adults 25-54, GMA was flat, while *Today* was off 5%. In both cases, *CBS This Morning* remains a distant third.

Today has been swirling in controversy since last spring when *New York Newsday* published a personal memo from co-host Bryant Gumbel to the show's executive producer, Marty Ryan. Gumbel criticized the performance of a number of his colleagues on the program, including Ryan himself, for failing to assert proper control over the direction of the program.

Subsequently, Ryan has, in effect, been demoted twice. Instead of reporting to NBC News President Michael Gartner, as he had,



David Nuell (l) and Dick Ebersol, new 'Today' management team

or Ebersol, as he currently does, he will report to Nuell starting in January. Ryan's future with the program is uncertain. A source close to the situation said Ryan and Nuell will meet to determine "if they can be comfortable working with each other," some time between now and the time Nuell officially joins *Today*.

This summer, Ebersol, recently named president of NBC Sports, was given responsibility for *Today*, and added the title of senior vice president, NBC News. At the time observers were puzzled by the move, given the challenges that should keep Ebersol busy on the sports side, including preparing for the 1992 Olympics and filling the big hole when the network loses its Major League Baseball next season.

At the time of the announcement, the company line was that Ebersol and Gartner met and hit it off, with one thing leading to another. More recently, reports have emerged that NBC President Robert Wright added *Today* to Ebersol's duties because the relationship between Gartner and Gumbel had soured.

Network officials last week were denying, as some reports had it, that Gumbel

and Gartner weren't on speaking terms. But one network source admitted there were "some unpleasant weeks" between the two in the aftermath of the publication of the memo.

More recently, with all the executive shuffling, co-host Jane Pauley has demanded a review of her future with the program. Pauley still has two and a half years left on her current contract, and is said to be disturbed about the increasingly high profile of Deborah Norville on the program. Norville recently replaced John Palmer as the program's news anchor. Unnamed NBC sources have been quoted as saying Norville is "the future" of *Today*.

It was Ebersol's decision to bring Nuell, 47, back to NBC. Prior to joining *ET* in 1986, he spent 20 years at the network, 15 of them at the Washington O&O WRC-TV, where he was news producer, news director and station manager. Ebersol is also a longtime NBC veteran, but the two men did not meet until this summer.

Last week Nuell said it was premature to talk about specific changes he intended for the show. He did say his mission would be to bring back viewers who have drifted

away from the broadcast, by "redefining what the [leading] edge is" for a morning news program.

Nuell declined to comment on reports NBC would pay him up to \$2.6 million over the three-year span of his contract. "I have a smile on my face," is all he would say with respect to his compensation.

Nuell's contract was negotiated by his fiancée, Santa Barbara-based Cynthia Riley, who represents a number of other prominent network executives and talent (both network and station personalities), including CBS's Howard Stringer and GMA's co-host Charles Gibson.

Under the terms of the agreement, Nuell is scheduled to leave his *Today* post after three years: NBC has given Nuell a daytime series commitment for a program he will develop as an independent producer after his three-year stint with *Today* is up. He and Riley jointly own the production company, Thumbs Up Productions, that will produce the program. In addition, Nuell will develop a sports program that will tie into the network's coverage of the 1992 Olympics in Barcelona. Details on that show are to follow. **-SM**

Fox affiliates ponder news co-op

Sharing arrangement is discussed at affiliate board meeting as prelude to possible network news

A little-publicized meeting of Fox Broadcasting Co. affiliate board members last Monday (Sept. 18) at the company's studio lot in Century City, Calif., turned up an interest in a national affiliates news co-operative as the most feasible route to follow before attempting a national FBC newscast in the near future. According to Bill Jenkins, vice president and general manager, WXIX-TV Cincinnati, the focus of the meeting was "strictly" on the "Fox Kids Net" block of animated cartoons and prime time expansion plans, but also led to some "exploratory" talks of shared news feeds.

Currently, five of seven Fox-owned stations offer a local newscast and share news feeds in a mini-cooperative, but that may change. David Ferrara, Fox vice president, affiliate relations, says a national co-op "has been getting closer to launch" as Fox's goals toward full-time network status get bolder. Shared news feeds are just "a few years down the road," he added. Ferrara stressed there is "definitely" no timetable set for a large-scale news cooperative, but added that a network news operation "is still possible" in the near future.

Kevin O'Brien, vice president and general manager of KTVU(TV) Oakland, Calif., said the idea of a national news co-op is in the "discussion" stages, but that about 100 affiliates have expressed a "strong interest" in shared feeds. "It makes sense to form a cooperative service so we are all able to exchange news feeds and features, and eventually create even more local news operations," O'Brien said.

He added that talk among affiliates about using Rupert Murdoch's Sky Channel (Murdoch is also owner of News Corp. and Fox Inc.) as a source of news feeds from overseas is true, but he stressed this is not an attempt to replace most of the existing feeds affiliate subscribers get from suppliers such as CNN and Conus.

Only 20% of the Fox affiliates currently air local news, according to Steve Leblang, vice president, programming, Fox Television Stations. Those without news departments, including affiliates in Boston, Dallas, Atlanta, Minneapolis and St. Louis, would have to make considerable investments before entering a co-op.

"As the network matures, and last Monday's [Sept. 18] rating numbers show our increases in ratings, local news operations will increase," said Leblang. Pointing to Monday night's strong Nielsen ratings for *21 Jump Street* and *Alien Nation* (see story, page 27), Leblang added: "What it showed to me is if the appropriate flow of programming is used from an evening of prime time to local news, and it gets those kind of numbers, local news operations will become more economically feasible."

While the talk of a prime time expansion beyond Fox's current three evenings (Saturday, Sunday and Monday) has been hush-hush, various affiliates have talked of a Tuesday night "Fox Movie Showcase" and other unidentified short-form programming. One possible entry in an expanded evening is a half-hour pilot titled *TV News* that was produced by Sunbeam Productions (at Fox's WSVN(TV) Miami), according to Robert Leider, WSVN vice president and general manager.

Billed by Leider as a "behind-the-scenes" look at how local news crews re-

port a breaking story at the site of a major event, WSVN sent two ENG crews to the site of last July's United Airlines crash in Sioux City, Iowa, and filmed what turned out later to be the pilot episode of *TV News*. Leider says Fox is going to test the pilot this week on a number of unidentified cable systems in the Midwest and East Coast before deciding on a possible FBC broadcast airing.

"We ended up doing a capsulation of what a newsroom goes through during a breaking story, and how the field team responds to a major catastrophe," said Leider, whose station produces six and a half hours of local news programming and the syndicated *Inside Report* for MCA TV. "When we put all that raw footage together from the Sioux City tragedy, it really made for some exciting television. Not only how we responded, but also how the rescuers were able to save so many people. This show will be much like *Cops* [airing on Fox Saturday nights] in its style."

In other news, Leblang said that *Pigout*, the Fred Silverman Co. half-hour cartoon, will be "repositioned" out of the Monday-Friday Fox Kids Net early fringe block being developed for a September 1990 rollout and moved to a Saturday morning slot. With "less than 65 episodes" of *Pigout* currently available, Leblang said it would be difficult to strip for weekdays. He did add that another animated program has been "identified" to fill the Kids Net weekday slot, but "Kids Net" interim chief Joe Taritero said Fox is "in discussions" with a number of production companies about new cartoons. One Hollywood studio source says Warner Brothers is discussing a Batman animated series for Kids Net, but Warner and Fox officials were unavailable for comment. **-MF**

Georgia broadcaster in drug arrest

Timothy Brumlik charged with drug trafficking and laundering money

A broadcaster with majority interests in two Georgia television stations was charged last Wednesday (Sept. 20) in Orlando, Fla., by a federal grand jury with laundering drug money and drug trafficking.

Timothy Brumlik, 43, was arrested five days earlier in his Orlando office after allegedly accepting \$940,000 in cash from undercover drug agents as partial payment for his \$2 million Fisher Island, Fla., condo and some of his land in Seminole County.

Brumlik, who also deals in real estate, was formally charged with agreeing to launder \$12 million he believed to be the proceeds of a cocaine transaction and with attempting to import 300 kilograms of cocaine. He also faces the loss of a 1,100-acre site he owns north of Orlando for allegedly using it as an air drop for drugs.

The money laundering charge carries maximum penalties of 20 years in prison and a \$250,000 fine. The trafficking charge calls for a prison term of 10 years to life and up to \$4 million in fines.

Brumlik's net worth ranged from \$2 million to \$20 million throughout last week. Mike Brick, assistant special agent of the Florida Department of Law Enforcement, said when Brumlik was arrested he said his worth was only \$2 million. But then on Sept. 20, Brick said Brumlik's lawyer, James Russ, said he was worth \$20 million.

According to FCC records, Brumlik owns 55% of Fox affiliate WTSG(TV) Albany and 85% of WGNM(TV) Macon, both Geor-

gia, and has an interest in four Georgia low-power television stations.

Brumlik also has on file an application to purchase WLTT-TV Caguas and WSUR-TV Ponce, both Puerto Rico, from Teleonce Corp. for about \$23 million and WPGX-TV Panama City, Fla., from Raymond James, an investment house, for \$950,000.

However, WAPA-TV San Juan, P.R., has filed a petition to deny the transfer of the Puerto Rico Properties, alleging Brumlik is serving as a front for R. Angel Gonzalez, a Mexican citizen, and Julio Guterrez, a Peruvian citizen. According to FCC policy, non-U.S. citizens may own only 20% of broadcast properties directly or 25% indirectly through a corporation.

Employees of the stations also expressed concern about the new owners. In a letter to former FCC commissioner Anne Jones, who is acting as independent trustee for Teleonce Corp., licensee of the two Puerto Rico stations, station employees said that they "have been led to believe that Gonzalez is the person calling the shots." Employees told Jones that they were worried about getting into trouble with the FCC. "If we are convinced of the truthfulness of these allegations, would we be participants of a fraud or part of a deceiving operation designed to violate or avoid FCC regulations?" they asked.

Jones was unsure of the future of the deal and would not comment on Brumlik's alleged activities or how it will affect the deal.

Most recently, Brumlik was on the verge of becoming the buyer of bankrupt group

owner Media Central's WKCH-TV Knoxville, Tenn. He had been approved for the purchase by U.S. bankruptcy Judge John Cook.

Russell H. Hippe Jr., a lawyer with the Joint Unsecured Creditors Committee, which plays a part in Media Central's bankruptcy proceedings, told BROADCASTING that the committee had absolutely no knowledge or any information about Brumlik's alleged criminal activities.

Bond has yet to be set for Brumlik, currently in Seminole County Jail in Sanford, Fla.

He also faces the possibility of losing his broadcasting license. Provisions in the omnibus drug legislation adopted by the 100th Congress say that anyone convicted of drug trafficking loses all federal benefits—including, presumably, broadcasting licenses.

Chuck Kelley, chief of the FCC Enforcement Division, told BROADCASTING that if the commission were to take any action against Brumlik it would be after a verdict from the federal courts.

Police had targeted Brumlik after receiving a tip that he was a "man who would handle drug money and make it look legitimate," Brick said. The investigation leading to the arrest was a joint effort by the Florida Department of Law Enforcement and the Internal Revenue Service. Brick also said Brumlik had been investigated by the Drug Enforcement Administration.

Russ did not return phone calls last week. Brumlik's communications attorney, Aaron Shainis of Baraff, Koerner, Olender & Hochberg, would not comment.

Also unavailable for comment was David Antoniak, Brumlik's partner who runs the Albany station and is involved with Brumlik's other broadcast interests. —JF

High court review of minority-preference policy sought

Metro Broadcasting says Supreme Court can use 'Winter Park' case to resolve conflicting appeals court rulings

An applicant that lost its bid for the grant of a permit to build a television station in the Orlando, Fla., area because of the FCC's minority-preference policy is petitioning the Supreme Court to review the case. Metro Broadcasting Inc. contends the case offers the high court an opportunity to fill "the gaps" it says were left in previous rulings regarding the constitutionality of race- and gender-based classifications. Metro also says the case offers the opportunity of resolving apparently inconsistent rationales of different panels of the same appeals court in cases involving the commission's minority-preference policy.

Metro is seeking review of the decision of a divided three-judge panel of the U.S. Court of Appeals in Washington that affirmed the commission's decision awarding the permit to Rainbow Broadcasting Co., largely on the ground that 90% of its ownership is Hispanic. The panel majority, in *Winter Park Communications Inc. v. FCC*, held that the case was controlled by the court's decision in *West Michigan Broadcasting Co. v. FCC* in 1984. That one affirmed the constitutionality of the commis-

sion's policies granting minorities and women preferences in comparative hearings. The prevailing rationale was that the policy fosters diversification of programming.

But Metro, in its petition last week, argued that in the absence of evidence of past discrimination, the commission's policy of favoring minorities and women violates the equal protection clause of the Fifth Amendment. Metro questions whether the promotion of program diversity is a sufficiently compelling government interest to warrant the preference. It describes "programming diversity" as "amorphous, undefined even by its proponent." Furthermore, Metro says, neither the *West Michigan* nor *Winter Park* opinion is narrowly tailored to achieve its objectives. The Supreme Court has said such narrow tailoring is required.

The petition says the case presents the Supreme Court with several issues of first impression. It notes that the Supreme Court has issued three decisions bearing on governmental sponsorship of race-based preference classifications, two of them issued after the *West Michigan* ruling. But they dealt with standards of equal protection in cases involving racial classifications imposed by Congress or by state or local governments—none by administrative agencies.

Hence, Metro says, its case would "fit snugly in the gaps left by this court's prior decisions." The high court's evaluation of the commission's preference scheme, it adds, "could resolve many unsettled issues in the complex area of equal protection review."

Metro also argues that Supreme Court review is necessary because the panel in *Winter Park* read the high court's precedents to the commission's preference policies differently than did another panel of the same appeals court in deciding *Shurberg Broadcasting of Hartford Inc. v. FCC* three weeks earlier. That panel, which was also split, 2-1, held the commission's distress sale policy violates the Constitution's provision guaranteeing equal protection. The policy permits broadcasters in danger of losing their license to sell their property at no more than 75% of market value—but only if the purchaser is a minority-group member (BROADCASTING, April 3).

Metro said the high court should resolve the confusion it says exists in the circuit regarding minority-preference cases by holding that "*West Michigan* should not have been followed blindly in the name of *stare decisis*," the doctrine of following principles laid down in previous judicial decisions. —LZ

Dennis: From making communications law to practicing it

Advocate of structural regulation and opponent of ad hoc regulation makes move into private sector

After more than three years as an FCC commissioner, Patricia Diaz Dennis will say goodbye this week—informally at a going-away party at a Washington restaurant on Thursday and formally on her last day at Friday's open FCC meeting.

The 42-year-old Reagan appointee is going off to take up (and reap, she hopes, the more tangible rewards of) a new career as a communications lawyer and partner in the Washington office of the Cleveland-based firm of Jones Day Reavis & Pogue.

fused to confirm replacements for Fowler, who left for private practice in April 1987, and Mimi Weyforth Dawson, who gave up her seat later the same year to become deputy secretary of transportation. That meant the power that was normally shared by five commissioners was distilled into three.

From the day she arrived at the agency, Dennis seemed determined to set an independent course for herself. By the time Patrick began pushing his agenda in the summer of 1987, she had. She emerged as a staunch advocate for "structural" regulation, which she views as a constitutionally acceptable alternative to content regulation of programming, and a vocal opponent

Dennis is sensitive to the charge that she was unwilling or unable to make the decisions necessary to keep items circulating and open-meeting items from being yanked from the meeting agendas.

Making decisions is not difficult, she says. What is difficult is fully explaining why some arguments were rejected. "When I was a litigator and appeared in court, the thing that would bother me most was when a judge would summarily adopt my opponent's position without explaining why he wasn't persuaded by mine," she says. "It is incumbent on a decisionmaker to explain why a particular approach is wrong. If that's a fault, then, yes, I'm



When she leaves her office on the eighth floor of FCC headquarters to make room for her as-yet-unnamed successor, she will take with her various mementos of the FCC years, including the framed photograph of her June 1986 swearing in by then-Vice President George Bush.

But she will leave behind her mark on hundreds, if not thousands, of actions, particularly those taken during the 28 months of Dennis Patrick's chairmanship, which ended last month.

She usually voted for the items on the Patrick agendas, but in many cases only after putting her imprint on them by conditioning her vote on eliminating or modifying this or that provision or adding one of her own.

"It was a quiet role," Dennis says in assessing her years at the agency. "But I think all the items reflected the fact that...I would challenge the chairman to consider other options. So the 3-0 votes covered lots of debate, compromises and challenges to what the original item was going to be."

Her ability to shape policies during much of Patrick's administration was enhanced considerably by the fact that Congress re-

against regulation-by-waiver, which she feels discriminates against those who are not well represented at the FCC and fails to give licensees the guidance they need to "self-regulate."

Like Patrick and FCC Commissioner James Quello, Dennis was at bottom a deregulator eager to eliminate anachronistic or overly burdensome rules. She eschews the "deregulator" label, but acknowledges that "there has been too much heavy handed and unthinking government regulation."

But unlike Patrick with his almost absolute faith in the marketplace as a substitute for regulation and Quello with his commitment to keeping broadcasting healthy and a strong public-interest standard, Dennis lacked an overall regulatory philosophy. If anything, she was a strict constructionist who tried to stay as close as possible to the letter of the Communications Act of 1934—the Constitution of communications law.

As a commissioner, Dennis was praised by some for her conscientious and analytical approach to issues. And she was criticized by others for the same quality as it tended to slow the policymaking and adjudicatory processes.

guilty because I believe it is my job to handle all the arguments."

Dennis also believes her diligence in reviewing items helped fortify them against challenges in the courts. "It would have been almost irresponsible of me not to try to fashion a well-crafted, finely reasoned decision," she says, noting that the FCC has not had in recent years "a great batting average in court."

Dennis was never comfortable with the political gamesmanship that is inherent in any kind of Washington decisionmaking. And, according to FCC sources, she also disliked the incessant pressure Patrick would apply to get his way and her vote and Patrick's tight control of information within the agency that sometimes required her to circumvent Patrick's hand-picked bureau chiefs. The battles between her and Patrick, the sources say, took on personal aspects that eventually soured their relationship.

Dennis declines to comment on her relationship, except to say "there was healthy disagreement on some issues, but we were able to work together."

Although Dennis joined Patrick in repealing the fairness doctrine in August 1987

on the ground that it violated the First Amendment rights of broadcasters, she has a fundamentally different view of the First Amendment as it applies to broadcasting.

Patrick believes the First Amendment should apply to broadcasting just as it does to publishing, protecting all from any tampering of editorial content or programing by the government. He does not believe it directly confers on the public a right to know or to have access to a diversity of ideas.

Reflecting the thinking of the Supreme Court in the *Red Lion* case, Dennis believes the First Amendment does, indeed, guarantee the public exposure to the diversity of ideas so a complete picture of public affairs can be formed.

And she believes the diversity can be achieved without the government intruding on editorial decisionmaking through structural regulations limiting the number of outlets one person or company can own and policies aimed at increasing minority and female ownership and employment in broadcasting. "I think a better way of giving a fuller picture [of public affairs] is not by dictating the content but by insuring that there are as many voices giving out information as possible. That way a full picture can form."

Dennis says she did not advocate turning back the clock, tightening up national and regional ownership rules that were relaxed during the Reagan years. But, she says, she "drew the line" when Patrick began an assault on the local rules.

The FCC justified relaxing the national and regional rules on the premise that the local rules would remain in place as a "safety net," she said. "Now those are being threatened with this new waiver approach [in applying the one-to-a-market] rule," she says. "The commission constitutionally is incapable of denying a waiver. What you are going to have is a piecemeal breakdown of the ownership rules. It's very difficult to say no to people when they come in and ask for waivers. With this penchant we have for ad hoc decisionmaking, it's always easy to say there are unique circumstances.... You can always make what I call non-distinguishing distinctions."

Dennis says she abhors the FCC's increasing reliance on regulation-by-waiver and its tendency to shortcut its own policies for the sake of expediency. The most blatant example of the latter, she says, is the FCC's decision to permit RKO General to beat its character-qualification challenge by selling its stations and paying off the competing applicants for the stations. If *Jefferson Radio*, which says a station cannot be sold if a character issue is in dispute, is still in effect, the FCC should adhere to it and make a final determination of whether RKO is fit to hold on to its stations, she says.

"I have no problem with directly confronting a policy and saying it is not the proper approach anymore," she says. "But what I do dislike, because it doesn't give any guidance to parties in the future, is to try to say: 'This is a unique case. We still believe in the policy, but this is unique.' It is very difficult for businesses to plan when

we have these 'unique,' 'purple cow' cases all the time.

"The best form of regulation is self-regulation where people have clear-cut rules of the game," she says. "When you have ad hoc decisionmaking then no one knows what the rules are and they can't self-regulate."

On several occasions, Dennis joined with Quello to block what they felt were some of Patrick's more ill-conceived ideas, most notably "negotiated interference"—that is, allowing stations to work out interference rights through private negotiations. "I

cannot reduce everything on the air only to what is fit for children to see or hear."

Dennis, whose term officially expired June 30, does not feel she was "shoved out" by the Bush administration. "I made a conscious decision not to campaign for this job because I recognize the legitimacy of the President's desire overall to put in his own people at all the agencies—to form his own government. By the same token, I never felt that I was being shoved out or that there wasn't a place for me somewhere else if I wanted it."

Indeed, according to sources whom Den-



Patricia Dennis at swearing in 1986. With her are (l to r): her husband, Michael, holding daughter Alicia; George Bush; son, Geoffrey; her mother, Mary; father, Porfirio Diaz, and daughter Ashley.

don't think the commission can abrogate its role in spectrum management. It's becoming increasingly important because spectrum is becoming increasingly rare."

Dennis also feels she made significant contributions to the FCC's effort to come up with a viable system for the broadcasting of high-definition television. "I help present in plain stark English what the trade-offs are going to be," she says, recalling her contributions to the FCC's first order on advanced television a year ago. "You've got three variables here: picture quality, service areas and the number of stations that are going to get additional spectrum. You can't have the optimum of all three. There have to be tradeoffs."

Although strongly opposed to content regulation, Dennis has gone along with the FCC in each of its actions against radio and television stations for broadcasting indecent material. As the Supreme Court affirmed in *Pacifica*, she says, the FCC may cite stations for material it deems indecent at times of the day when a lot of children are likely to be in the audience. "There has always been a [First Amendment] carve out for protecting children," she says.

But she continues to have "serious concerns" about the constitutionality of the law adopted last year banning indecency 24 hours a day. "At some point, I do believe, the responsibility lies with the parent and not with the government," she says. "You

nis does not refute, she was the administration's choice to head the State Department's Bureau of International Cooperation and Information Policy. But with Dennis opting for a job outside government, Bradley Holmes, a one-time FCC nominee and now chief of the policy and rules division of the FCC's Mass Media Bureau, has emerged as the front-runner for that post.

Dennis will likely be more than doubling her \$80,700 government salary, but she claims that the lure of the "big bucks" was not the principal factor in her decision to move into the private sector. "You need to go back to revitalize, to rejuvenate yourself," she says. "You do get distanced in these jobs from the day-to-day realities of most of America. It's important to go back and gain new insights and fresh perspectives. I need new challenges to grow."

Dennis is something of a perfectionist, and that comes out in her assessment of the job she did at the FCC. "I am not completely satisfied in a sense that I could have done better," she says. "I can't say that I thought that everything I did was perfect, but I do think that striving is what makes us human beings after all."

"Generally, I made what I thought were the right decisions. I tried to be open and accessible. I tried to get there honestly. I tried to explain myself as honestly and thoroughly as possible....I tried."

—HAJ



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TCI tackles customer service problems

MSO goes to Washington to unveil multipoint program to improve service; initial Hill reaction mixed

Tele-Communications Inc. brought some 50 state and division managers to Washington last week to announce the rollout of a wide-ranging customer service campaign aimed at limiting churn, boosting penetration and quieting TCI's (and the cable industry's) critics in and out of government.

J.C. Sparkman, TCI's executive vice president and chief operations officer, told reporters assembled for a Capitol Hill press conference that "The Customer First" campaign will affect all 11 million subscribers now under TCI's corporate umbrella, including those that are part of United Artists Entertainment, Heritage Cable and Bresnan Communications.

But neither Sparkman nor any of the other executives would comment on how much the campaign would cost. Sparkman would only say that it would not consume "major, major dollars," which he defined as "\$50 million, \$60 million or \$100 million."

All told, Sparkman said, the campaign will not "create a big problem" for TCI's profit-and-loss statement. Even if the number of employees were increased 10%, it would only "take one point away from cash flow," he said, declining to estimate how many new employees would be hired. TCI and its affiliate companies now employ around 25,000 people, he said.

Bob Thomson, TCI vice president, government affairs, said the costs would be "substantial. This ain't bean bag.... We are talking about the fundamentals of the cable business." The division and state managers who, for the most part, provided a human backdrop at the press conference are going to "invest real time, real money and real effort" into the campaign to make it a success. Thomson said the company would have a better idea of the costs involved after those managers reviewed their operations and determined what labor and equipment they would need to meet the new 20-part customer service standard.

TCI, the nation's largest cable operator, and one of its oldest, has developed a reputation over the years for providing poor customer service. Sparkman confirmed that the reputation is at least partially deserved.

Based on a "tremendous amount of research," Sparkman said, TCI has concluded that subscribers are generally pleased with the technical quality and programming offered and the price they pay for it, but they are unhappy in dealing with the cable system when a problem arises—getting through on the telephone and finding a sympathetic customer service representative (CSR).

According to Sparkman, TCI now knows

what its customers want and is committed to providing it.

To minimize churn (disconnects) and increase penetration (percentage of those passed by cable who subscribe) from 55% to 75% or 85%, he said, "customer service has to be better and better and better."



TCI's J.C. Sparkman (l) and Bob Thomson in Washington

Aside from the potential business benefits, Sparkman said, TCI hopes its commitment to customer service will help relieve some of the pressure on TCI and other cable operators to keep subscriber rates down and improve service. The pressure is being applied by lawmakers in Washington in the form of legislation to reregulate cable rates or to allow telephone companies to compete head-to-head with cable.

Politics are an "important element" of the campaign, Sparkman said. "We believe one of the biggest things we have to face is the regulatory climate on an ongoing basis."

He said he hoped the campaign would undercut some of the criticism directed at cable. "I'm sick of the cable-bashing in Washington," he said.

Nonetheless, Sparkman said, the campaign is not merely a public relations effort. "We don't even know how to run those."

After the press conference, he said, the TCI division and state managers planned to visit the offices of their congressmen on Capitol Hill to explain the campaign. He said TCI may begin bringing its managers to Washington to make the rounds on a "yearly basis."

Reaction from the Hill was mixed. The TCI plan did little to pacify its more vocal detractors. "It sounds like a Band-Aid," said Roy Neel, aide to Senator Al Gore (D-Tenn.), who is perhaps the industry's chief critic on Capitol Hill. Gore wants to regulate cable or permit the phone companies to operate cable systems as competitors.

Neel feels cable's problems run "much

deeper than installing a customer service hotline." Said Neel: "It sounds to me like they have announced something they should have been doing all along."

But others viewed TCI's plan more positively. Congressman Al Swift (D-Wash.), who has been a frequent critic of cable, told BROADCASTING that TCI's campaign was a "smart" move, but said he would reserve final judgment until later.

Because TCI is an industry leader, he said, he expects others will follow its example. And if the industry successfully "puts to bed" concerns about rates and customer service, Swift said, it will remove the "Trojan horse" issues—vertical integration and various "broadcast-cable issues"—that the broadcasting and motion picture industries are using to attack and weaken cable. Consumers are primarily interested in rates and service, Swift said.

In his remarks, Thomson highlighted four programs: 1) giving better trained CSR's the authority to make decisions, particularly small adjustments to bills as in the case of outages, for instance; 2) setting up regional phone centers so that a "TCI person," not an answering service operator, will be available to answer calls from most TCI subscribers on a 24-hour-a-day basis; 3) calling back customers after they have had work performed in their homes to make sure all went well, and 4) promising to respond to all service calls within 24 hours under "ordinary business conditions."

The four were among 20 programs outlined at the press conference by Bryant Hill, TCI's newly appointed corporate director of telecommunications and customer service.

Among others:

- An expanded training program for managers and all employees who have direct contact with customers and technicians.

- A 30-day money-back guarantee for new subscribers and service upgrades.

- An ombudsman at the state, division and corporate offices to field customer complaints.

- Expanded office and service hours. Generally, TCI said, offices of systems with more than 5,000 subscribers will be open and will dispatch servicemen until 6 p.m. Monday through Saturday. Systems with more than 15,000 subscribers will make service calls until 7 p.m.

- New or improved telephone systems. About 70% of TCI systems have or will have a new phone system installed or enhancements made to their existing system by the end of 1990.

- Better internal communications. TCI will use publications, videotape and satellites to "encourage the family atmosphere and sense of common purpose."—HAJ, KM

NBC wants to find the lost generation

Study shows that college viewers not measured by ratings services make up sizable population

In contrast to reduced media presence, particularly of some magazines, at college campuses, NBC last week sought to play up its success among four-year undergraduates. In a presentation made to press and advertisers, the television network deemed the four-year student population to be "reachable, responsive and worth it," for advertisers.

The presentation consisted of results from a network-commissioned telephone survey by Survey Design and Analysis of Ann Arbor, Mich. The 1,014 students contacted represented a national probability sample of 18- to 24-year-olds at four-year institutions. Just over half of the students interviewed had access to cable.

To prove its contention that the student population is reachable through television, NBC focused on the three networks' daytime schedules, which it said reached 47% of students during the week, and three-network late night, which it said reached 49% of students. The former daypart disproportionately consisted of women students, the latter of men students. The combined three-network net reach in both dayparts was said to be 73%. The study reportedly shows that levels of four-year collegiate viewing are higher than homes-using-television in both daytime and prime time, and is more than twice as great during late night.

Six out of the eight late night shows with the highest cumes among four-year male undergraduates were said to be found on NBC, with *Late Night with David Letterman* reaching 47% and *The Tonight Show with Johnny Carson* reaching 38%, more than twice that of the third-ranked show. Perhaps more surprisingly, NBC said that the highest cuming daytime show among four-year female undergraduates was *Days of our Lives* with 33%, almost twice that of the next-ranked show.

As for its contention that the four-year undergraduate population is "responsive," the network said the study it commissioned showed that 35% of those interviewed said they learned most about products/brands from TV, which they spent an average of 1.8 hours per week watching. NBC, which sold its radio operations in 1988, said that although those interviewed spent a greater amount of time with radio, 2.6 hours, only 3% said they learned most about products/brands from that medium. Twenty-five percent said they learned the most from magazines and newspapers, with which they spent a combined one hour on average per week—32% cited "talking to people," while 5% indicated "somewhere else."

Brand trust and brand experience were the most commonly cited factors influencing purchasing decisions.

To prove that the four-year undergraduate population segment was "worth it" to advertisers, NBC cited figures indicating the group earned roughly \$20 billion of income, about half of which could be used for discretionary purposes. The survey said that two-thirds of those interviewed have credit cards and four-fifths have a checking account; two-thirds spent more in supermarkets than on fast food, while one-quarter said they plan to buy a car in the next year.

The reason NBC undertook the viewing study is because A.C. Nielsen currently

does not measure viewing out-of-home, which for college students means viewing done in dormitories and at sorority and fraternity houses. The network said that 48% of all four-year students fall into one or the other category. The measurement problem has the greatest effect on daytime, said NBC, where 62% of those four-year undergraduates watching weren't measured.

If that audience was measured, the network claimed that the average daytime ratings would increase by 19% on NBC and 9% for the three networks combined. Similarly, NBC said ratings for *Late Night with David Letterman* would increase by 30%; *Tonight Show* would increase by 15%, and *Saturday Night Live* by 10%. —GF

Paramount, MCA launch company

New company, PREMIER Advertiser Sales, will be largest supplier of first-run syndicated advertising time

Paramount Domestic Television and MCA TV have signed a three-year agreement to combine forces and create a wholly separate barter sales company titled PREMIER Advertiser Sales. The joint venture, which will be effective Oct. 1, is being established to sell all national advertising time for Paramount, MCA and Orbis Communications first-run syndicated programs, and was announced by Lucie Salhany, president, Paramount Domestic Television, and Shelly Schwab, president, MCA TV, in Los Angeles last Thursday.

According to Schwab, PREMIER will be the largest supplier of first-run syndication advertising time, and the fifth largest source of advertising revenue overall behind NBC, ABC, CBS and Fox Broadcasting Company. Schwab estimated the new entity will generate over \$250 million in first-year revenue, representing 25% of the barter sales industry's \$1 billion anticipated sales total for the 1989-90 season.

Under the current plan, Schwab says both companies' barter sales divisions will dissolve into the new company, with Paramount's March Hirsch being promoted from executive vice president of International Advertising Sales (Paramount's current joint barter venture with Orbis) to president of the new PREMIER sales force. In addition, MCA TV Senior Vice President David Brenner will fill the executive vice president slot under Hirsch. Schwab said a six-member board (evenly split between MCA and Paramount executives) will serve as watchdog over the entire venture.

Schwab would not disclose either company's financial stake in the deal, only revealing that MCA and Paramount will split the

costs on a "50/50 basis." He said both studios' barter sales offices will close down and that the existing sales staffs will be "shifted" into new offices in New York, Chicago, Los Angeles and Detroit. Asked if any current MCA barter sales executives would be left out of the joint venture, Schwab said: "The majority of people from each company will probably stay, but that's entirely up to Hirsch and Brenner."

"It's a natural marriage," Schwab said. "Paramount is the leader in long-form programs like *Star Trek: The Next Generation*, and [MCA is] the leader in first-run sitcoms and half-hour shows. We already jointly own the USA [cable] Network, and both of our theatrical units have a joint international distribution company [CIC Distribution], so we really have had success working together in the past. The pooling of resources and sales talent should be the most efficient and, ultimately, the most profitable way to market our first-run programming."

Coming under the new company's responsibility is 13½ hours of regularly scheduled first-run programming, with eight weekly series, three strip series and other specials and film packages from MCA and Paramount. Programs to be represented include Paramount's *Star Trek: The Next Generation*, *The Arsenio Hall Show*, *War of the Worlds*, *Friday the 13th: The Series*, and *Hard Copy* (which premiered last week). MCA TV product includes its first-run movie package *Universal Pictures Debut Network*, *Lassie*, *My Secret Identity*, *The Munsters Today*, *Charles in Charge*, *Out of This World*, *Inside Report* and a Cristina Ferrare talk show in development for the 1990-91 season.

Orbis distributes barter series *Smash Hits*, a movie package, *Orbis Showcase Network*, and a series of specials. —MF



RADIO 89



For many attending the National Association of Broadcasters Radio '89 convention in New Orleans (BROADCASTING, Sept. 18), the gathering was a chance to exchange ideas and learn from the experience of fellow broadcasters. Attendance for the convention reached a record-breaking high—some 6,900 were present—and many of the sessions were standing room only (the audience for the keynote speech by Red Auerbach spilled over into another room where listeners gathered around speakers to hear his address).

And what they walked away with was perhaps summed up best by Pepsico Chairman and Chief Executive Officer D. Wayne Calloway during his keynote speech at the Radio Management Luncheon, on Friday, Sept. 15: "Our industries are about taking risks, fixing what ain't broke, staying ahead, because if we don't change, we don't grow, we don't lead, we are history."

Programers flocked to the format forums, where they discovered and discussed the latest fractionalization of their particular music blend and audience. Uppermost on many of the programers' agendas was learning to combat not only stations programing their same format, but also learning to combat those stations that air a variation of their format—and with that blurring of lines, the increasing crossover from other, traditionally distinct formats, into their music arena.

Consistently, though, in every format room, the overriding theme was the evolution of the program director from a "playlist manager" to a programer/marketer/strategist and trouble shooter. The newly emerging programer is well versed in the bottom line, promotions, marketing and management, and this is reflected in the

increasing number of general managers coming up from the programming ranks, as opposed to the usual sales track.

AM Radio was the subject of much discussion, with FCC Chairman Alfred Sikes calling for an "en banc" session to be held to address the industry needs (BROADCASTING, Sept. 18) and the Electronic Industries Association announcement that it would work jointly with the NAB toward an AM certification mark.

More promising news for AM broadcasters came from Denon America, which announced it will begin manufacturing AM receivers that conform to NRSC standards.

Other highlights of the convention included the various awards handed out during the three days. J.R. Livesay was awarded the National Radio Award, D. Wayne Calloway received the first NAB Public Service Award, 10 stations received Crystal Radio Awards, and the convention closed out with the first annual Marconi Awards. The gala affair was co-hosted by Dick Clark and Paul Shaffer, and featured entertainment by Donna Summer, Jeff Altman, Mack & Jamie, John Candy, Paul Shaffer and the World's Most Dangerous Band, and appearances by many radio personalities as presenters.

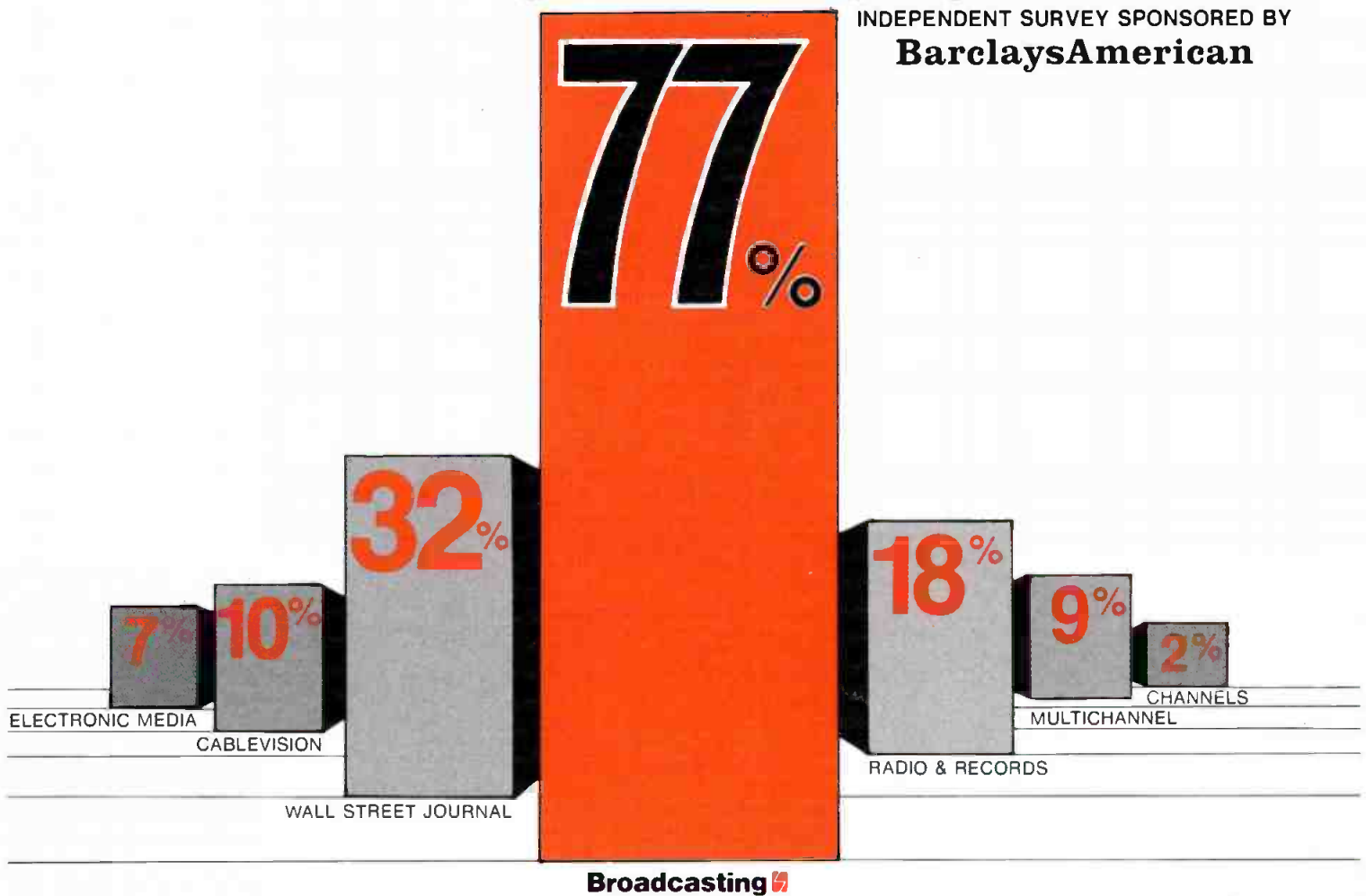
The "Legendary Station of the Year" award was presented to Capital Cities/ABC's WLS(AM) Chicago by NAB President Eddie Fritts and Guglielmo Marconi's daughter, Gioia Marconi Braga. There was momentary confusion when Marconi Braga, unfamiliar with the format of the results sheet, announced WNBC(AM) New York as the winner. However, Fritts corrected the mistake immediately, and Dick Clark declared "all nominated stations, winners."

—LC

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The People Who Can Say "Yes" Read **Broadcasting**

Radio must create demand for its product, says keynoter

Pepsico's Callaway receives award for public service; shares his three-part method for boosting success of his company

Ray Livesay, chairman of Mattoon, Ill.-based J.R. Livesay Radio Group, former board member of the National Radio Broadcasters Association and founding member of the Daytime Broadcasters Association, received the National Association of Broadcasters National Radio Award for "long-term involvement and continuing contribution to the radio industry" at a radio management luncheon during the Radio '89 convention in New Orleans on Friday, Sept. 15 ("Closed Circuit," Aug. 7).

Jerry Lyman, president, Radio Ventures L.P., and co-chairman of the Radio Futures Committee, announced that phase two of the "Radio: What Would Life Be Without It?" campaign had begun with a 15-week flight in print advertising. Ads featuring major radio advertisers, such as Bernard Brennan, chairman and chief executive officer, Montgomery Ward, Hugh Thrasher, executive vice president, Motel 6, and Judy Jordan, assistant vice president, Delta Airlines, will run in newspapers and trade magazines across the country. Phase two began on Sept. 14, with an ad in the *Wall Street Journal*.

The remaining work to be done on the campaign is the distribution of format-specific jingles in early October to radio stations. The stations are being encouraged to customize their own commercials for a contest—the winning entries, in phase three of the campaign, will be distributed nationwide.

□



Capcities/ABC Radio President James Arcara accepts 'Legendary Station' award for WLS(AM) Chicago from Gioia Marconi Braga



Ray Livesay (l) receives the National Radio Award from NAB President Eddie Fritts

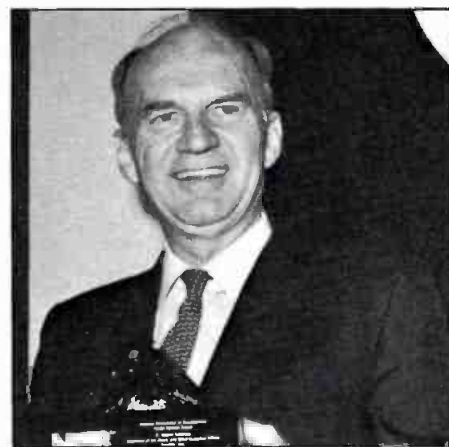
D. Wayne Callaway (r) receives the first NAB Award for Public Service

Also receiving an award at the luncheon was D. Wayne Callaway, chairman and chief executive officer of Pepsico. Callaway, who delivered the keynote address, was presented the first National Association of Broadcasters award for Public Service.

In his address, he compared his company to radio, in that people do not need soft drinks or fast food or radio to live. "We both have to create—continually—demand for our products," he said. "We both have to convince people to make our products a part of their lives. It's not brain surgery," he added, "but it is not easy either." At Pepsico, he said, they have a saying: "The breakfast of champions is not *Wheaties*. It is the opposition."

Callaway outlined his three-part method of doing business for Pepsico that he believes helps make the company successful. His shorthand for the concept is: "Love 'em, learn it, leave him."

■ "Love to change." Callaway believes that in today's economic climate, the expression "If it ain't broke, don't fix it" is a "recipe for extinction." In fact, Callaway told broadcasters, "if it ain't broke, you might as well go out and break it yourself because it will be [broken]." He cited the example of the company's Frito-Lay division, as well as the Pepsi-Cola division, that in the middle of record years, restructured their divisions into regional groups. That restructuring forced the decision-making down to the local level where the consumer needs and demands per region were better known, and improved the speed with which the company could react to those changes. "Gone are the days," he said, "when any fast food restaurant or any radio station could say: 'I've got my market share. I'm going to coast for a while.' If



you are not in the business of anticipating change," he added, "you will not be in business at all."

■ "Learn to dance." Callaway believes all corporations should be as nimble to respond to consumer demands as "the entrepreneur on the corner." The question, he asks, is what kind of dance should the companies learn? In today's climate, he says, technology knits us together, yet consumer tastes are fracturing and diversifying as never before. The technology allows us to "place every consumer choice under a microscope," he said. And the access to that information, he said, tells the company what "dance you should be doing."

■ "Leave J. Edgar Hoover behind." Callaway believes the former head of the FBI epitomized the old style of American leader. He rose through the ranks to the top, and once there, consolidated his power. "He ruled with an iron hand, signing every decision," he said. "What is lost in that is flexibility, creativity, concentration on the only thing that really counts, which is the bottom line," he said. "We ask our people to walk with us, and not behind us. We encourage them to grow. We let them use their talent. Circumstances demand it," he said. "It is the only way to do business."

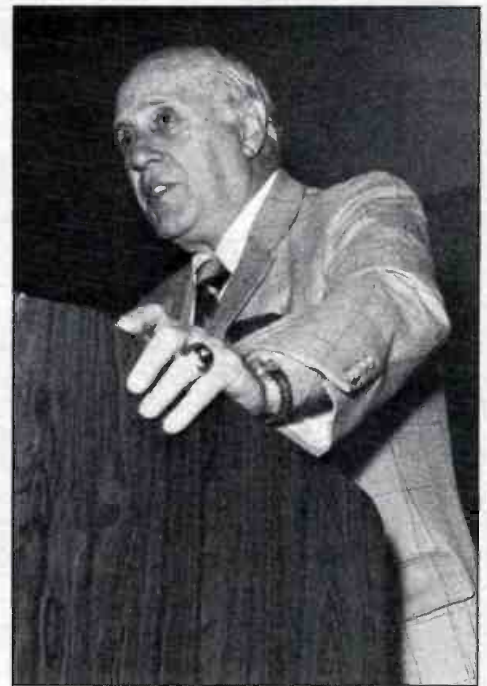
-LC

Words from the best. The word "radio" was used once or maybe twice during Red Auerbach's hour-long speech, but a large Radio '89 crowd packed the room. The most successful coach and general manager in the history of the National Basketball Association (right) was invited to give his tips on "building a winning team." Among them were a few pointers that might help radio sales staffs win some championships in their markets.

The biggest key to success leading the Boston Celtics was luck, he said. The right players came together at the right time, blended well, and then, sometimes on a last-second shot, the ball would bounce around on the rim and go in the hoop. After luck, Auerbach said he did not concentrate on any particular techniques to motivate his players. "Where the money is big, the motivation is there in all sports," he said. With great players like Larry Bird, Kareem Abdul-Jabbar, Magic Johnson and Michael Jordan, "the higher you pay them, the harder they work.... If the stars set the example, that's what really works."

Auerbach said that the Celtics always maintained a loose, comfortable feel, with lots of practical joking, which led to a sense of camaraderie. "That's all part of building a winning team. It's chemistry," he said. When one star got too much press attention, Auerbach called a team meeting to convince his players they were winning because they performed as a unit. As a group, he encouraged them to always have a winning attitude. On the road, he enforced a strict dress code, and during time-outs, he would not allow the players to sit on the bench. "We're the champions, we don't need the rest," Auerbach said he would tell them. "We did it to bother the other guys."

But sometimes Auerbach would find himself in a situation where he was no longer the champion and would have to build a losing team of several young players into a winning one. During times like that, the coach's most important role is as a teacher, he said. Several people in the league always know what elements and strategies it takes to win, but that is often not enough. "It's not what you know or what you say, it's what you know and what you say that they absorb," Auerbach said.



Radio group heads share views on station operations

Questions to radio executives cover range of topics, from hiring general managers to station buying strategies

The best and the brightest of radio assembled to share their views on station operations. Appearing on the panel were group heads James Arcara, Capital Cities/ABC Radio; Bill Clark, Shamrock Broadcasting; Dick Ferguson, NewCity Communications; Michael Osterhout, Edens Broadcasting; Nancy Widmann, CBS Radio, and Herb McCord, Greater Media.

The group fielded a variety of questions ranging from hiring general managers to how often the executives are on the road. (McCord tries to be in a market a week—Greater Media has 14 stations in seven markets. Widmann has a person overseeing the AM stations and one handling FM, and visits each of CBS's 20 stations twice a year. ABC has 21 stations, and Arcara gets to them once a year.)

Asked whether they would hire a general manager with no broadcast background, the response was mixed. McCord and Widmann said no. Ferguson said it depended on the station. Clark and Osterhout said yes.

They were quizzed about their group's acquisition strategy. Clark said Shamrock

has targeted markets. "We never buy a market because we think there is a hole for programming. We look for a buy at the lowest price and with a good facility." "We try to buy wholesale rather than retail," said Arcara.

Widmann said CBS was particularly interested in AM's in markets where it has stand-alone FM's. Osterhout said Edens likes AM-FM combinations. "We grow slower. You will not see us in Los Angeles. We like the sunbelt markets like Richmond...where we have a chance to be number one."

Greater Media is waiting for some "sanity" in pricing. "We've been out of acquisitions for the last couple of years," McCord reported. "At some point, the sanity will come back," said NewCity's Ferguson.

The executives were also queried about the demands made by general managers in their salary negotiations. Clark said money is not all they want. "They want a lot of things. They're looking for opportunities to grow and for recognition."

Widmann said family considerations have become a more common topic of discussion. "If you can offer a person stability that's very attractive," said Arcara.

McCord thinks compensation levels for managers have escalated along with station values. "A proven successful manager is worth almost whatever you have to pay," he said. —KM



L-r: Ferguson, Clark, Arcara, McCord, Osterhout and Widmann

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BCM-9/25

Another hurdle for radio-only bill

Representative Rinaldo says some in Congress 'still smarting' from tea bag incident; it may be 'biggest obstacle' to passing license renewal legislation

A House bill aimed at reforming the license renewal process for radio is on hold until the fairness doctrine and a children's television measure is enacted. Still, the legislation faces other obstacles, according to its author, Representative Matthew Rinaldo (R-N.J.), who told broadcasters he "frequently" hears objections to the bill from congressmen "who are still smarting" from the pay raise incident.

Rinaldo is referring to radio's role in stirring up public sentiment against the congressional pay raise proposal. More than 20 talk show hosts across the nation encouraged their listeners to show their disapproval of the pay hike by sending letters and teabags to their congressmen. The response was tremendous and the 51% pay raise proposal was defeated. The pay raise proponents blamed the media for turning the public against their plan (BROADCASTING, Feb. 13).

"A lot of people have not forgotten that," he said. Indeed, he thinks that may be the "biggest obstacle to passing the bill." The legislation has 142 co-sponsors, and would replace the current comparative renewal process with a two-step licensing procedure.

But Rinaldo is quick to point out that neither John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, nor Ed Markey (D-Mass.), chairman of the Telecommunications Subcommittee, are sponsors. Their support is crucial, explained Rinaldo. He intends to ask Markey for a hearing on the radio-only bill this year. And if Congress is still in session by December, he feels a hearing is possible. "This year we can position ourselves for early action next year," said Rinaldo, the ranking Republican on the subcommittee.

First, he said, "we have to put fairness behind us. If the doctrine is not codified and the children's bill is not enacted, I doubt we'll see any broadcast bills enacted."

Jim Slattery, a Kansas Democrat on the Telecommunications Subcommittee, and co-sponsor of the bill, urged the group to



L-r: Rowland, Slattery, Rinaldo

"press forward." He agreed with Rinaldo on the importance of resolving fairness and the children's TV issues.

Slattery also noted that the parent Energy and Commerce Committee has a full agenda and that Congress has not begun to focus on the problems facing the AM band.

Rinaldo has also introduced an AM improvement bill that would revive the troubled service. It would, among other things, require that all new FM stereo radios also receive AM stereo and mandate that all new radios receive all broadcast bands, including the expanded AM band (1605 khz to 1705 khz) that opens up next year.

"We are not going to resurrect AM overnight. It is going to be a long, tough effort," said Rinaldo. His initiative also enjoys the backing of Roy Rowland (D-Ga.), who sits on the Energy and Commerce Committee.

-KM

Hard questions on soft diaries

"The Diary Debate" session at Radio '89 was the scene of intense discussion and served as a forum where broadcasters raised many concerns about the so-called "soft diary" and the results it has yielded. While some saw the diary as an improvement over the "daypart diary" of two years ago, many had reservations and questions about listening levels, format shares and response rates that, while hotly debated at the session, were not resolved.

Jerry Lee, president, WEAZ-FM Philadelphia, opened the session with a brief history of why the diary came about. Lee initiated the search for a new diary when he became concerned about declining response rates.

Rick Cummings, executive vice president, programming, Emmis Broadcasting, followed Lee's opening remarks with questions about Arbitron's methodology. He is concerned, as are many broadcasters, that the methodology skews toward older audiences. "More and more," he said, "people under the age of 40 will just not fill out a diary." And for programmers that carry formats targeted at young audiences, the lack of response from their audience is an issue

that needs resolution. "I go to our promotions for WQHT(FM) and see thousands of kids aged 18-28, and I wonder how many of them would fill out a diary," he said. "I am concerned that the value of stations is very high, and the level of financing is high, and the product is better," he said. "There is more at stake now for broadcasters," he added, "and they need increasingly more accurate information."

Another issue Cummings raised was the lack of knowledge on the part of broadcasters on how to program to the new diary. "It affects lots of people's lives. I think it is incumbent upon Arbitron to develop some teaching systems for programmers and general managers," he said.

Guy Zapoleon, national program director, Nationwide Communications, addressed the issue of "hearing" versus "listening." Although the new diary may show people having the radio on at work for 16 hours, Zapoleon points out that no one is actually listening for that amount of time. Specifically, he pointed out, when the station on is not the choice of the listener, many ignore the radio.

Rhody Bosley, vice president for sales marketing for radio station services, The Arbitron Co., reminded broadcasters of how enthusiastically the industry, including the Arbitron Radio Advisory Council, responded to the new diary two years ago when it was first unveiled. He pointed out that response rates have improved overall, and that all formats gained audience shares. "The problem," he said, "is that the operational environment interceded, showing away-from-home listening going up." And, he points out, radio stations immediately began promoting workplace listening on the air.

Bosley also noted that Arbitron has extensive training and research materials available to broadcasters, but that many of them never avail themselves of those tools.

-LC

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AM broadcasters hear encouraging words

Those involved in AM radio, especially those who have been working to improve the band's technical quality over the past several years, are more than just optimistic. They are truly excited. And the enthusiasm seemed to grow throughout the three days of the Radio '89 conference, as broadcasters counted technical blessings already coming and received news of more on the way.

The joy started six months ago when the FCC mandated the National Radio Systems Committee (NRSC) standards. Last week broadcasters heard more:

- FCC Chairman Alfred Sikes intends to grant NAB's call for an en banc hearing before the commission devoted entirely to AM issues, such as band expansion to 1705 khz; the promotion of a certification mark for wide-band AM radios; a number of current FCC proceedings currently being considered to further reduce AM interference, and the possibility of setting standards to eliminate nonbroadcast RF interference (BROADCASTING, Sept. 18).

- The Electronics Industries Association (EIA) announced that its executive committee has approved EIA joining NAB as a partner in the wide-band AM receiver program.

- Denon America Inc., a major manufacturer of consumer receivers, announced that it will produce radios to NRSC specifications and that it is putting its full support behind the NAB/EIA certification program.

"I am more encouraged by AM now than I have been in a long time," said Ted Snider, president, KARN(AM)-KKYK-FM Little Rock, Ark., and immediate past NAB joint board chairman. Snider appeared with three other NAB officials during a Friday morning session entitled "AM Rebound."

Many of the issues that will be on the agenda at the en banc hearing were discussed at the session. The AM band is scheduled to expand to 1705 khz in the Western Hemisphere July 1, 1990. That leaves little time for the FCC to plan an allotment scheme, accept applications and assign stations. Many believe that stations will not begin appearing between 1605 khz and 1705 khz until after July 1.

But the process could be hastened by the fact that there seems to be general agreement on the allotment plan. All support for a "national licensing" plan proposed by the Patrick FCC seems to have evaporated with the passing of that administration. But there are plenty of backers for an NAB plan to homestead the new band with current AM daytimers who would then be able to broadcast at night. Their original daytime licenses would then be turned in, thus alleviating some of the adjacent-channel congestion in many markets.

The NAB band expansion plan would be mandated by H.R. 2714, a bill now before the House of Representatives introduced by Matthew Rinaldo (R-N.J.). That bill would also require that all consumer radio receivers

be capable of receiving both AM and FM and would require that all FCC actions would do nothing to increase interference on either the AM or FM bands. NAB is supporting the bill as well as another bill introduced by Rinaldo, H.R. 1136, which deals with license renewal reform. So far it has 145 co-sponsors, including 22 of 42 members of the House Telecommunications Subcommittee. "What we're trying to do is put these two bills together as a radio package," said John C. David, NAB vice president, broadcast-congressional relations. NAB has judged it will be easier to get the H.R. 2714 provisions passed with H.R. 1136 rather than fighting for two separate bills, he said.

AM interference matters will also be on the en banc agenda. The commission has been considering changing its rules on how to measure nighttime skywave interference, AM protection ratios and other aspects of AM transmission. "The commission's equations that engineers are using have not been very accurate, and they have permitted a continual encroachment of interference on all U.S. AM stations," said Michael Rau, NAB vice president, science and technology.

EIA's decision to work with NAB to develop an AM receiver certification mark was announced at a Radio '89 press conference by William Sanders, president, KICD-AM-FM Spencer, Iowa, and chairman of NAB's radio board. The agreement calls for NAB to organize promotion of the mark



Ted Snider discusses AM rebound

with AM stations nationwide and to establish tie-ins with local retailers. The mark will signify whether an AM receiver is wide-band and conforms to the NRSC deemphasis standard. The agreement was made possible by the FCC's decision to mandate transmission of the NRSC standard by all AM stations. About 40% of all stations now broadcast NRSC today, Sanders said. All are required to by June 1990.

The announcement by Denon was made by Robert Heiblin, executive vice president. By Christmas, he said that all Denon AM radios would conform completely to the NRSC standard with built-in deemphasis and 10 khz response. It was an easy announcement to make, he said, because it does not cost the manufacturer much to add the NRSC specifications. -RMS



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Warner plays 'Trump Card'

Game show resembling Bingo unveiled for fall 1990; Donald Trump has major ownership in show, produced by Lorimar and Createl

Donald Trump, the New York real estate baron who has named boats, planes, gambling casinos and buildings after himself, now has a proposed television game show with his ubiquitous moniker—*Trump Card*.

Warner Bros. Domestic Television Distribution, which will distribute the game show in syndication for the fall 1990, unveiled the project at Trump Tower in Manhattan last week. The program will be produced by Createl Ltd. and Fiedler/Berlin Productions in association with Lorimar Television, which produces a number of Warner's first-run syndication programs and also has the most network programs in prime time.

Trump has a major ownership interest in the program, which is a variation on the "Bingo" game concept. But contestants have to earn numbers on a Bingo score card by answering correct questions. Three contestants will go through three rounds of questioning each game. According to Warner Bros. Domestic Television Distribution President Dick Robertson, the game will be "upscale and fast-paced."

At deadline, there was no information on who the host will be. Robertson said the show would be sold for cash, plus 90 seconds of barter time. He said the company would reduce commercial clutter in the show by excluding promotional consideration announcements at the end. The program is being targeted for prime access, where King World's *Wheel of Fortune* and *Jeopardy* have a lock on the game show market. In fact, many stations have renewed the show through 1992.

Warner licensed the program from Createl, the London-based company which produces a prime time version of the show in England called *Full House* (Lorimar produces a comedy of the same name for ABC), which has been number one in its time period the last six years, officials said last week.

In its first year on the air, should it go to air, Warner will experiment with a play-at-home element of the game in several test markets. A major packaged goods sponsor or retailer would be tied into that aspect of the game, which would be coordinated by the British-based Edward Thompson Group. Thompson would be responsible for disseminating the play-at-home cards in the test markets, and nationally, if the test works. Like the studio contestants, home viewers would be eligible for cash and prizes.



L-r: Warner's Robertson, Trump and Lorimar's Salzman

Warner's Jim Paratore, senior vice president, first-run television, came up with the idea to get Trump involved with the game show, the theory being that with Trump's national visibility, the show is almost guaranteed some level of sampling. The show would be taped at the Trump Castle Hotel and Casino in Atlantic City, N.J.

A pilot is scheduled to be shot in the next couple of weeks, according to Lorimar Television President David Salzman. The Warner station sales team would then start shopping the show to stations in the fourth quarter, leading up to the National Association of Television Program Executives convention in New Orleans in January.

At the press conference last week, Trump said he would donate any and all profits he earns from the show to charity, as he has with a best-selling book and board game. —SM

Making news: National News and Documentary Emmy Awards

The Public Broadcasting Service captured more national news Emmys than any other broadcast or cable network for news programs aired in 1988. At an awards ceremony in New York on Tuesday, Sept. 12, PBS picked up 18 awards, followed by CBS with 16, ABC with eight, NBC with five, syndicated programs with two and HBO with one. The national news Emmys are awarded by the National Academy of Television Arts and Sciences, based in New York.

Outstanding Coverage of a Single Breaking News Story (program)—The Tragedy of Pan Am Flight 103 (CBS News, CBS)

Outstanding Coverage of a Single Breaking News Story (segment)—Vincennes (NBC Nightly News with Tom Brokaw, NBC)

Outstanding Background/Analysis of a single current story (program)—Race for the Superconductor (Nova, PBS); Burning Questions—The Poisoning of America (ABC); Nightmare Next Door (48 Hours, CBS)

Outstanding Background/Analysis of a Single Current Story (program)—Nightline in the Holy Land: Town Meeting (Nightline, ABC); (segment)—Still on the Wrong Track (20/20, ABC); Fall From Grace (20/20, ABC); A Formula For Tragedy (20/20, ABC)

Outstanding Investigative Journalism (program)—Murder on the Rio San Juan (Frontline, PBS); (segment)—Men of God: Borrowing on Faith (West 57th, CBS); Cutting Corners, Costing Lives (20/20, ABC)

Outstanding Interview/Interviewers (program)—Masks of Eternity (PBS); (segment)—Austrian President Kurt Waldheim (ABC News Nightline, ABC); Soviet Dentist (CBS Evening News with Dan Rather, CBS); Edward Teller (60 Minutes, CBS); Cara's Story (60 Minutes, CBS)

Outstanding Coverage of a Continuous News Story (program)—Election '88 Wrapup (CE Magazine, PBS); 48 Hours on Gang Street (48 Hours, CBS); Faith Under Fire (48 Hours, CBS); (segment)—Palestinian Uprising (NBC Nightly News with Tom Brokaw, NBC); Sudan Famine (NBC Nightly News with Tom Brokaw, NBC); Pat Robertson (West 57th, CBS); Homeless In Ameri-

ca: Suffer the Children (West 57th, CBS)

Outstanding Informational, Cultural or Historical Programming (program)—Can the Vatican Save the Sistine Chapel? (Nova, PBS); JFK: In His Own Words (HBO); (segment)—Marriage License Bureau (West 57th, CBS); Children in Crisis: Saving Face (West 57th, CBS); Broadway Baby (West 57th, CBS)

Special Classification for Outstanding News and Documentary Achievement (program)—We Shall Overcome (PBS); Living With AIDS (Point of View, PBS)

Special Classification for Outstanding News and Documentary Achievement—The Unquiet Death of Eli Creekmore (PBS)

Outstanding Individual Achievement in Writing—Anthony Potter, Eric Sevareid—Eric Sevareid: Not So Wild A Dream (The American Experience, PBS); Stanley Breeden—Australia's Twilight of the Dreamtime (National Geographic Special, PBS)

Outstanding Individual Achievement in Directing—Roger Goodman—Nightline In the Holy Land: Town Meeting (Nightline, ABC)

Outstanding Individual Achievement in Researching—Marlon T. Riggs—Ethnic Notions (PBS)

Outstanding Individual Achievement in Cinematography—Norris Brock—Inside the Soviet Circus (National Geographic Special, PBS)

Outstanding Individual Achievement in Electronic Camerawork—Jim Douglas—Greeting From the North Shore (America Today, PBS)

Outstanding Individual Achievement in Sound—Rick Patterson—Inside the Soviet Circus (National Geographic Special, PBS); Fred Burnham, Francis Daniel, Marc Gilmartin, Ken King, Lawrence Loewinger, Glen Marullo, David Mathew, Allen Patapoff, Mark Roy—The Geometry of Life (The Infinite Voyage, PBS)

Outstanding Individual Achievement in Tape Editing—Warren Lustig—1988: Year In Review (CBS Evening News with Dan Rather, CBS); Jess Bushyhead—1988: The Year in Review (Today Show, NBC)

Outstanding Individual Achievement in Film Editing—Holly K. Fine—The Wall Within (CBS Reports, CBS); Margot Francis, Joan Morris—Sarafina! Words of Freedom...Songs of Hope (NBC)

Outstanding Individual Achievement in Lighting Direction—Martin S. Dick (West 57th, CBS)

Outstanding Individual Achievement in Graphic Design—

John Andrews, Todd Ruff—Adam Smith's Money World (PBS)

Outstanding Individual Achievement in Title Sequences—Richard Greenberg—USA Today: The Television Show (syndicated)

Outstanding Individual Achievement in Art Direction—

Jeremy Conway—USA Today: The Television Show (syndicated)

Outstanding Individual Achievement in Music—Charles Kuskin—The American Experience (PBS). Lee Holridge—The Explorers: A Century of Discovery (National Geographic Special, PBS)

And the Emmy goes to...



Candice Bergen, outstanding lead actress in a comedy series ('Murphy Brown,' CBS)



Dana Delany, outstanding lead actress in a drama series ('China Beach,' ABC)



'L.A. Law,' outstanding drama series

Upsets were the order of the evening at the 41st Annual Emmy Awards last Sunday night, with underdogs for the most part coming away with the statuettes. CBS's *Lonesome Dove*, the most heavily nominated show with 18, and the favorite to win in many of its categories, came away with seven Emmys, but only one of those was in a major, nontechnical category. Although *Lonesome Dove* took the award for outstanding directing in a mini-series or special, ABC's *War and Remembrance* won the Emmy for outstanding mini-series, and James Woods got the nod as outstanding lead actor in a mini-series or special for his role in ABC's *My Name is Bill W.* Robert Duvall, who starred in *Lonesome Dove*, was considered a shoo-in for that category.

Woody Harrelson of *Cheers* won outstanding supporting actor in a comedy series, and Richard Mulligan from *Empty Nest* won the award for outstanding lead actor in a comedy series. Both were considered surprises.

Overall, CBS led all networks with 27



Tracey Ullman, outstanding variety, music or comedy program

Emmys, ahead of NBC with 25, and ABC with 13. In the major categories, NBC doubled CBS and ABC with a total of 12, compared to six for each of the other two.

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Changing Hands

KODA-FM Houston and KJOY(FM) San Diego □ Sold by Westinghouse Broadcasting Co. to Command Communications Inc. for about \$45 million. **Seller** also owns KEZW(AM) Aurora, Colo.; WJZ-TV Baltimore, WBZ-AM-TV Boston, WMAQ(AM) Chicago, KQZY(FM) Dallas, KOSI(FM) Denver, KODA(FM) Houston, KFWB(AM) Los Angeles, WINS(AM) New York, KYW-AM-TV Philadelphia, KMEO-AM-FM Phoenix, KDKA-AM-TV Pittsburgh, KFBK(AM)-KAER(FM) Sacramento, KQXT(FM) San Antonio, KJOY(FM) San Diego and KPX(TV) San Francisco. Radio division is headed by Dick Harris. **Buyer** is headed by Carl Brazell. Command wholly owns Metropolitan Broadcasting Corporation of Dallas, licensee of KRLD(AM) Dallas, KHOW(AM) Denver, KPKE Acquisition Corp., licensee of KSY(FM) Denver, and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. KODA is on 99.1 mhz with 100 kw and antenna 2,049 feet above average terrain. KJOY is on 103.7 mhz with 36 kw and antenna 580 feet above average terrain. **Broker: Americom Radio Brokers.**

WOIC(AM)-WNOK-FM Columbia, S.C. □ Sold by Audubon Broadcasting Co. to Voyager Communications for \$7.5 million. **Seller** also owns WBBE(AM)-WMGB(FM) Georgetown, Ky., and

WHTK(FM) Port Royal, S.C., and is headed by Pegram Harrison. **Buyer** is headed by Carl Venters and Jack McCarthy. Voyager also owns WMFR(AM)-WMAG(FM) High Point, WWMG(FM) Shelby and WVOT(AM)-WRDU(FM) Wilson, all North Carolina, and WELP(AM) and WLWZ(FM) Easley, S.C. Woic is on 1230 khz with 1 kw-U. WNOK is on 104.7 mhz with 100 kw and antenna 1,014 feet above average terrain. **Broker: Sailors & Associates.**

WHMA-AM-FM Anniston, Ala. □ Sold by Anniston Radio Inc. to Pearl Broadcasting of Ohio for \$7.5 million. **Seller** is headed by Paul C. Stone, who is president and 50% stockholder of Broadcast Investment Associates Inc., licensee of WRJY(AM) Rome and WZOT(FM) Rockmart, both Georgia. Stone is also president and 51% stockholder of Thomasville Radio Inc., licensee of WLOR-AM-FM Thomasville, Ga. Anniston is also headed by Charles E. Giddens, partner, Media Venture Partners, who also has interest in Broadcast Investment Associates Inc. and Thomasville Radio Inc. **Buyer** is headed by Thomas P. Gammon, chairman, Americom Radio Brokers, who also owns KTRR(AM) Loveland, Colo.; KZKY-AM-FM Apple Valley, Calif., and KKIS-AM-FM Pittsburg-Walnut Creek, Calif. WHMA(AM) is on 1390 khz with 5 kw-D and 1 kw-N. WHMA-FM is on 100.5 mhz with 100 kw and antenna 772 feet above average terrain.

WBEX(AM)-WKJ-FM Chillicothe, Ohio □ Sold by

Mid-America Radio Group Inc. to Thomas Gammon for \$3.25 million. **Seller** is headed by David Keister. It also owns WKBV(AM)-WFMG(FM) Richmond, Ind.; WABJ(AM)-WQTE(FM) Adrian, Mich.; WBAT(AM) Marion, and CP for WCJC(FM) Van Buren, both Indiana. **Buyer** is headed by Thomas Gammon (see WHMA-AM-FM Anniston, Ala., item above). WBEX is on 1490 khz with 1 kw. WKJ-FM is on 93.3 mhz with 22 kw and antenna 335 feet above average terrain.

KGLO(AM)-KNIQ(FM) Mason City, Iowa □ Sold by Gerald J. and Karen E. Bretey (husband and wife) and Lewis W. Van Nostrand to James Ingstad Broadcasting of Iowa Inc. for \$2,740,752. Breakdown of purchase is as follows: \$625,000 closing, \$424,752 assumption of debt, \$500,000 for noncompete agreement, \$25,000 in escrow and \$500,000 note. **Sellers** have no other broadcast interests. **Buyer**, headed by James Ingstad, who is president, director and 100% shareholder of assignee, has following broadcast interests: KNUJ(AM)-KXLP(FM) New Ulm, Minn.; 50% of KOVC-AM-FM Wadena, Minn.; 29% of KOHT(FM) Crookston, Minn., and 25% of KFKA(AM)-KSQI(FM) Greeley, Colo. KGLO is on 1300 khz with 5 kw fulltime. KNIQ is on 93.5 mhz with 3 kw and antenna 300 feet. **Broker: Johnson Communication Properties Inc.**

KIIZ(AM)-KIXS(FM) Killen-Harker Heights, Tex. □ Sold by Mid-Texas Communications to Centroplex Radio Inc. for \$2.6 million. **Seller** is headed by Mid-Texas Communications and also owns KSFA(AM)-KTBC(FM) Nacogdoches, Tex. **Buyer** is headed by Tony Booth, Phil Goodman, Bob Jones and Bob Rich. Goodman, Jones and Rich hold management positions at WRVA(AM)-WRVQ(FM) Richmond, Va. KIIZ is on 1050 khz with 250 w daytime. KIXS is on 105.5 mhz with 3 kw and antenna 379 feet above average terrain. **Broker: Chapman Associates.**

KWON(AM) Bartlesville, Okla., KGTM(AM)-KNIN(FM) Wichita Falls and KJNE(FM) Hillsboro, both Texas □ Sold by Moran Broadcasting Co. to James Crystal Broadcasting Co. for \$2,225,000. **Seller** is headed by R.J. Moran. Moran also owns KOXK(AM)-KCIZ(FM) Springdale, Ark. **Buyer** is headed by James C. Hilliard, who is sole shareholder of parent corporation of Eastern Oklahoma Television Co., licensee of KTEK(TV) Ada, Okla.; LPTV station K08KK Paris, Tex., and TV translator K08GD Ardmore, Okla. Hilliard is also sole shareholder of Oklahoma American Television Corp., which holds 6.9% interest in KETK(TV) Jacksonville, Tex. Kwon is on 1400 khz with 1 kw full time. KGTM is on 990 khz with 10 kw day and 1 kw night; KNIN(FM) is on 92.9 mhz with 100 kw and antenna 930 feet above average terrain. KJNE is on 102.5 mhz with 100 kw and antenna 450 feet above average terrain.

KQLV-FM Sheridan, Ark. □ Sold by Ainsley Communications Corp. to NPI Partners for \$945,000. **Seller** is headed by William Henslee, who has no other broadcast interests. **Buyer** is headed by W.J. Wheeler, who heads Omni Communications Inc., and Linda Cate, who heads Sunbelt Media Inc. Wheeler heads Harrison Broadcasting Inc., licensee of KHOZ(AM)-KWNQ(FM) Harrison, Ark. Cate has interest in WMOG(AM) Brunswick, Ga. KQLV is on 102.3 mhz

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WJCD-AM-FM Seymour, Ind. □ Sold by A.C. Baker Broadcasting Corp. to SCI Broadcasting Inc. for \$600,000. **Seller** is headed by Edna Baker, who has no other broadcast interests. **Buyer** is headed by Charles Jenkins, who has interest in wxvw(AM) Jeffersonville, Ind. WJCD(AM) is on 1390 khz with 1 kw-D. WJCD-FM is on 93.7 mhz with 10 kw and antenna at 190 feet above average terrain.

WCHB(AM) Inkster, Mich. □ Sold by Bell Broadcasting Co. to Great Lakes Radio Inc. for \$550,000. **Seller** is headed by Mary Bell, who also heads wjzz-FM Detroit. **Buyer** is headed by Michael J. Gallagher, who has no other broadcast interests. Secretary Harrison M. Fuerst is assistant secretary of Great Circle Broadcasting Co., licensee of WMGW(AM)-WZPR(FM) Meadville, Pa. Fuerst also is secretary of Music Broadcasting Inc., licensee of WVAM(AM)-WPRR(FM) Altoona, Pa. WCHB is on 1440 khz with 1 kw full time.

WNQQ(FM) Blairsville, Pa. □ Sold by Pennsylvania Broadcast Affiliates Inc. to Longo Media Group for \$485,000. **Seller** is headed by Lloyd G. Freed, Arnold Rapoport and Bruce Loch, who have no other broadcast interests. **Buyer** is headed by John Longo, who also heads WCNS(AM) Latrobe, Pa. WNQQ is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Ray H. Rosenblum.**

KEAP(AM) Fresno, Calif. □ Sold by HBC Broadcasters Inc. to Americom II for \$330,000. **Seller** is headed by John Hooker, who has no other broadcast interests. **Buyer** is owned by A. Thomas Quinn, Paul Almond and Richard Nagler, and also owns KVIS(AM)-KFSQ(FM) Visalia, Calif. Americom II partners also own KHTX(AM) Truckee and KODS(FM) Carnelian Bay, both California. KEAP is 500 w daytime on 980 khz.

CABLE

System serving Fort Wayne, Ind. □ Sold by Mutual Life Insurance of New York to Comcast Corp. Comcast has acquired 100% interest from its partner, MONY. **Buyer** is headed by Ralph Roberts and serves about 1,378,000 subscribers in 12 states. System serves 58,000 subscribers.

System serving Altamonte Springs, Lake Mary and parts of Seminole County, Fla. □ Sold by Sanlando Cablevision Inc., subsidiary of Storer Cable Communications, to American Television and Communications Corp., subsidiary of Time Warner Inc. **Seller** is headed by Kenneth Bagwell, and has systems serving 1,453,048 subscribers in 12 states. **Buyer** is headed by Richard Aurelio. ATC serves about 4.3 million subscribers in 33 states. System passes about 23,000 homes and serves 15,000 subscribers.

Systems serving Adair, Billings, Cherokee, Colcord, Delaware, Fairview, Fort Gibson, Geary, Hennessey, Kellyville, Kingfisher, Morris, Okeene, Watonga and Weleetka, all Oklahoma, and systems in Texas □ Sold by Eagle Cable Inc. to Mission Cable Co. **Seller** is headed by Ed Drake and Bob Price, who have no other cable interests but have formed Halcyon Group Inc. to acquire and operate properties. **Buyer** is headed by Jack Morgan and has systems serving 50,000 subscribers. System passes 27,000 homes and serves 13,530 subscribers. **Broker: Hardesty, Puckett & Co.**
System serving Clackamas County, Ore. □ Sold by Sun Country Cable Inc. to Cable Arizona Corp. **Seller** is headed by David Kinley. It has four systems in two states. System passes

4,200 homes. **Broker: Hardesty, Puckett & Co.**

Systems serving Bagdad and Yarnell, Ariz. □ Sold by Cox Cable Inc. to Mission Cable Co. **Seller** is Atlanta-based MSO headed by James Robbins. It has systems in 17 states serving about 1.45 million subscribers. **Buyer** is also

buying systems in Oklahoma and Texas (see above) and is headed by Jack Morgan. System passes 1,200 homes and serves 850 basic subscribers. **Broker: Hardesty, Puckett & Co.** For other proposed and approved sales see "For the Record," page 51.

Journalism

Wrapping up RTNDA '89

The Radio-Television News Directors Association has struck its tent in Kansas City following its 44th International Conference, one that seemed to reflect the news directors' concern with the ethics of their business, as well as the need to attract and hold audience, and the question of whether and to what extent those drives were in conflict (BROADCASTING, Sept. 18).

□

Tom Bier, WISC-TV Madison, Wis., took over on Saturday night (Sept. 16) from Bob Priddy of the Missouri Network as RTNDA chairman. The new chairman-elect is Rob Sunde, news director of ABC Information Network, New York, who defeated Jeffrey Marks, news editor of Maine Broadcasting System, Portland. Sunde had lost in his first run for chairman-elect last year. Lou Prato,

of the Medill News Service, Washington, who ran unopposed, was elected by acclamation to his fourth three-year term as treasurer. Two directors at-large were elected: Tom Luljak, news director of WTMJ-AM-TV and WKTU(FM) Milwaukee, Wis., and Debbie Bolton, former assistant news director, WTOG-TV Savannah, Ga.

□

There was one chilling note injected into the proceedings in Kansas City: an expression of concern, in one of the resolutions adopted, over an apparent decline in the number of radio stations maintaining news operations, as well as a reduction in the size of those news departments that remain. Ironically, for an organization that has always resisted government regulation, the resolution tied its concern to the govern-

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ment's deregulation of the broadcast industry. It says "a number of news directors feel deregulation, economic considerations and other factors have had a negative impact on radio news" and calls on RTNDA members to talk to owners, general managers and programmers, with a view to assisting "in maintaining and developing quality news products for radio."

The resolution was proposed by Ley Garrett, news director of two noncommercial FM stations in Alabama, WUAL Tuscaloosa and WQPR Muscle Shoals. Studies done by Dr. Vernon Stone at the University of Missouri for RTNDA indicated that the fall-off in news operations has been in the larger markets, not medium-sized or smaller ones. But Garrett said his talks with news directors indicate "a dramatic drop" in the number of radio stations carrying news. -LZ

Ted Turner wins RTNDA's highest honor

Nine and a half years after starting his revolutionary 24-hour news service, CNN, Ted Turner became the 1989 recipient of RTNDA's highest honor, the Paul White Award. He was chosen, said Bob Priddy, the outgoing RTNDA chairman, not because he is a journalist but because he is "a visionary entrepreneur." In his acceptance speech, Turner was in another, if increasingly familiar, mode—that of missionary for world peace and prosperity.

"We have a responsibility—because television news is so powerful—not just to make a lot of money, but to have an influence, not only on the local market but on the country and the world," he told the news directors. Indeed, he said the journalists "are the most important people on the planet because they affect what people think." And he cited a litany of problems he sees as universal that should be attacked together—those involving the environment, the population explosion and nuclear weapons, among them. "We have to change the way we do things if we are going to survive," he said.

But the man who has been called "Captain Outrageous" indicated he has done



Ted Turner

more than talk. Last May CNN was host in Atlanta to more than 200 delegates and speakers from some 100 countries at the *World Report* Contributors Conference. CNN's *World Report* consists of unedited and uncensored news reports contributed by more than 138 TV news organizations from 112 countries. Turner said its purpose is to provide a perspective on the world different from that which CNN and other American services make available.

Turner said he was also proud of the new *CNN Newsroom*, which is designed for use in junior and senior high schools. If it is successful, he said, CNN would consider developing news programs aimed at grammar school children and at college students. "To get children to read, we'll need video," he said. "Today, they grow up in front of the television set." He also cited CNN's series in progress, *Waging Peace*, which reports in six-minute segments daily and in a half-hour program on weekends "on how war is obsolete." He said he was so moved by the first episode that he cried. "I can't stand to see people suffering and people killed."

Turner clearly was comfortable with himself and the manner in which CNN has developed over the first decade. He revealed what he considers its advantage, as a news medium, over other commercial operations—the fact that half of its revenue is provided by subscribers.

Said Turner: "It's not right that all television money come from advertisers. It puts too much pressure on the ratings. When

you have too much pressure on ratings, you can be asked to do things—or told to do things—that don't really make good journalistic sense. You get out of the news business and into the ratings business."

But if Turner would have news directors avoid the pressures of the ratings competition, he was not above trying to influence their programing decisions. "Push peace, not armaments," he said. "Push peace. That's what's going to change the way we do things, if we want to see our children live decent lives." -LZ

Audience uprising

RTNDA draws 450 to hear panel featuring Av Westin, Jack Anderson and Florida news director involved in computer break-in; moderator dominates session to audience dismay

Members of the RTNDA were mad as hell and they weren't going to take it anymore, at the RTNDA's convention in Kansas City. Some 450 of them had crowded into a large meeting room in the convention center for a general session on "Journalism Ethics: Where's the Line Today?" Ethics had been billed as the issue of the convention, and one of those on the panel was Terry Cole, who had been fired as news director of WTSP(TV) Tampa, Fla., because of his involvement in a break-in into rival WTVT(TV)'s newsroom computer system. But instead of being allowed to pepper him and other members of the panel with questions, the news directors were being subjected to a lecture by an ethicist who was bent on surveying the audience on ethics-related questions.

For about 50 of the 75 minutes set aside for the session, Michael Josephson, president of the Josephson Institute for the Advancement of Ethics, in Marina del Rey, Calif., lectured the audience on the ethical imperatives of journalism. (There are three values that set journalism apart from other occupations: its value as a teacher, as a public conscience, as a watchdog.) Periodically, he would involve those members of the audience equipped with "quick tally" handsets in a survey. (How do journalists compare with other professions in terms of ethical behavior?) Occasionally, Josephson would call on a member of the panel—which comprised Av Westin, senior vice president, King World Productions and until recently a top executive with ABC News in charge of long-form programing; J. Spencer Kinard, a former chairman of RTNDA who is news director at KSL-TV Salt Lake City; Kansas City Mayor Richard Berkley, and syndicated columnist Jack Anderson, as well as Cole. But not often enough, or in enough depth to satisfy the increasingly restive audience.

Finally, at about 3:35 p.m. CT, Brian Olson, news director of KGWN-TV Cheyenne, Wyo., who had raised a hand as if to ask a question, said, "I want to hear from the panel. I don't want to hear a professor on ethics." The burst of applause indicated he was not alone. Josephson, in an apparent effort to still an uprising, snapped, "Thank you for your input." But he recognized his

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spell had been broken. So he put the "quick tally" system to a new use: How many wanted the program to continue according to his design; how many did not. According to the breakdown flashed on the screen, 54% favored something else.

The members of the panel did, too. In a pre-session huddle, several had indicated subjects they were prepared to discuss or expected to be questioned on. Westin was ready to discuss re-creations or simulations, with specific reference to the use ABC News had made of a simulation in breaking its story on government suspicions that American diplomat Felix Bloch had engaged in espionage. Anderson was expected to be asked about his act in carrying a gun into the Capitol to test its security measures. Kinard thought there might be a question about the use by television stations of the on-camera suicide, in January 1987, of the Pennsylvania state treasurer who had been convicted of a role in a bribery scandal. The capture by scores of television stations of supposedly exclusive pictures KTVI(TV) Sioux City, Iowa, was transmitting via satellite to its network, NBC, was another subject that might have been discussed.

None of those issues was aired. But the discussion turned more practical than theoretical in the last 25 minutes. Westin, for instance, said, "Everyone has mortgages; everyone makes compromises." But he said, "We're in the business where we have to convey information to a viewer very carefully." And he said journalists should go the extra mile in dealing with those suspected of wrongdoing who simply respond with a "no comment." That makes the person sound guilty. So, he said, dig out the answer from records and the person's past statements. He also said that newsrooms should display a set of journalism standards—perhaps several—to help staffers deal with the ethical questions they will confront.

Kinard said journalists should have a grasp of journalism's "underlying values before going to the edge of a cliff" on a story. Anderson said he sets standards for his staff: "Report facts as they are. Every mistake reflects more adversely on us than on the people you vilify."

What, finally, did Cole have to say about his experience? The former news director, who is now ranching with his brother in Langford, S.D., and WTSP-TV's assistant news director, Mike Shapiro, pleaded no contest last March to a number of counts related to Shapiro's unlawful entry into WTVT-TV's files. Shapiro was found to have rearranged his own newscast lineup on one occasion after reading WTVT-TV's, and to have purged WTVT-TV's system of its stories.

As Cole explained, he was aware that Shapiro was communicating with a friend at WTVT-TV—the friend is reported to have given Shapiro the computer's password—but otherwise was ignorant of what was happening. "The light didn't go off until it was too late." ("I'm a computer illiterate," Cole said later.) But he was not shifting the blame. "I was running the boat," he said. "I was responsible." (Cole, who

said he had requested an invitation to participate on the panel, is under a court order, as a condition of probation, to make 10 public service speeches on the case over the next five years.)

Did that satisfy those in the audience? Not everyone. One news director was heard to grumble: "We were looking for a hanging and didn't even get a trial."

There appears to be a difference of opinion as to why Josephson ran the panel as he did. Josephson said after the session, "I did what I was asked to do." Mike Freedman, vice president for news, UPI Broadcasting Inc., who produced the panel, said his understanding was that the audience would be given more of an opportunity to respond to comments from the panel, rather than to Josephson's questions. Freedman thought the problem may have grown out of the fact that Josephson conducts such panels for a variety of professional and business organizations on a regular basis: "Once the panel started, he went on automatic pilot, and did what he usually does."

The partial takeover of his panel by the news directors was not the only element of the session that Josephson will long remember. He remarked, in discussing the experi-

ence while en route to his hotel, on the tally of the response to his question as to how many times in the past year the news directors had done something they thought unethical. The possible answers ranged from "none" to "more than 20 times." According to the breakdown flashed on the screen, 52% of those with the quick tally handsets answered, "1-2 times." In fact, 17% answered "none." Given the thousands of tough decisions news directors are required to make every year, Josephson appeared to regard that as incredible. —LZ

RTNDA studies growing phenomenon of news sponsorships

News directors gathered in a session at the RTNDA conference for a soul-searching exercise. At issue was the ethics of news sponsorship. Does it affect the credibility and quality of the news product? Are stations left vulnerable to suggestions, if not demands, of advertisers and/or sales departments? Some in the audience opposed sponsorship; they felt it could lead to a loss of a station's journalistic credibility. But the tide is running against them. Increasingly, sponsorship of newscasts or segments with-

The pitfalls of privacy

The legal minefield through which journalists must pass appears to be as fraught with danger as ever, maybe even more so. The old standbys of libel and police search and seizure are still there. But one gaining new prominence is invasion of privacy. Jane Kirtley, executive director of The Reporters Committee for Freedom of the Press, says, "Privacy will be the new issue of the 1990's."

Kirtley, who was on a panel at the RTNDA conference, seemed particularly dismayed by a decision of a state court in Minnesota that a news organization is subject to money damages if it breaks a reporter's promise of confidentiality to a source (BROADCASTING, Sept. 11). She called the decision "very dangerous" and "disgraceful," and expressed the hope it was "aberrational." She said that "it is wrong for courts to decide how agreements are made." What is involved, she said, is a question of ethics, not law.

And she warned about police searches of newsrooms, even in California, where a police search of a newsroom led to enactment of a federal law barring such police actions, and where state law had already barred them. She said newsroom executives facing a search by police armed with a warrant should get in touch with their lawyers to try to talk the police out of the searches, as a station did in Minnesota.

Subpoenas are another matter. At least they are specific in the material sought and can be opposed in court. But Kirtley noted that Attorney General Richard Thornburgh has threatened to subpoena reporters' telephone records in an effort to discover sources of government leaks, including those from the Justice Department. "Know what protection you have, legal and common law, and be prepared to fight back," Kirtley said. A news organization might be able to persuade law-enforcement officials to withdraw a subpoena.

But invasion of privacy suits are becoming the new worry, Kirtley suggested. They are proving an alternative to libel suits, brought by individuals claiming to have been thrust into the public limelight against their will. Parents can bring suit on behalf of children involved in news stories, Kirtley warned, "so protect yourself."

And she said judges and other officials are using privacy laws as "a means of covering up things of legitimate interest to the public." Larry Scharff, RTNDA legal counsel and a partner in Reed Smith Shaw & McClay, warned that some states have laws that might make news organizations subject to suit for publishing or airing stories based on nonpublic records.

News organizations are not powerless in defending themselves against invasion of privacy suits. "Newsworthiness is the best defense," said Kirtley. She said efforts should be made to demonstrate that publication is in the public interest.

But there are those cases where news organizations tag along on police drug busts, cameras rolling as the police break down a door and arrest the startled occupants of the house. What if the raid turns out to be illegal? the panel was asked. In Wisconsin, at least, Kirtley said, state courts have held in two such cases that news organizations' privilege against invasion of privacy suits is "destroyed," regardless of whether the story is broadcast. Of course, Scharff noted, the news organization is more vulnerable if the story has been broadcast.

in them is on the rise.

A survey of general managers and news directors—50 of each—in network affiliates across the country, in small markets and large, shows that 50% to 75% of them, depending on market size, carry sponsorships. What's more, 49% of those polled say the sponsorship of their newscasts has increased over the past two years, while 39% expect the sponsorships to increase in the future. And only 10% of those working for stations that sell time in newscasts are "extremely concerned" about the credibility problem, while 32% are moderately concerned and 19%, slightly.

But in the main, the general managers and news directors do not feel sponsorship has affected their station's newscasts. Indeed, 82% said there had been no impact, while 13% said there had been. The news directors are somewhat less sanguine, with 18% of those polled saying they had seen an effect on their product. Only 9% of the general managers had. And there seems to be very little friction between stations and advertisers who buy time in newscasts, with 90% of those station people affected saying there had been no problems. But more than half of them feared problems would arise. As for viewer complaints, virtually none.

The survey was done for RTNDA by Audience Research & Development of Dallas and reported at the panel—"Tonight's News Brought to You by..."—by Paul Taylor, senior partner in the firm. Some of the real-life implications of and concerns about sponsorship were discussed by panel member Fred Zehnder, news director of

KTVU-TV Oakland. His message could probably be summed up: "Watch your step."

KTVU-TV sells time in connection with segments in the news show only. "It's not a good idea to have sponsorship of a news program," he said. And he is careful about whether a segment idea comes from within the organization or the sales department. If it is from the latter, he said, "there is a danger." He also warned against a station's changing its news product in order to become attractive to a sponsor. Using unidentified handout tapes without credit and accepting transportation and accommodations without crediting the source were other dangers he mentioned.

What is the best defense against a pushy sales department seeking to make the newscast more hospitable to sponsors? "The best way to keep sales happy is with a good newscast," Zehnder said. "An honest one that gets good ratings. If they can't sell that, there's something wrong."

Still, members of the audience were disturbed. One saw sponsorship of newscasts leading to conflicts of interest in noncommercial broadcasting, where programs like *MacNeill/Lehrer NewsHour* may refrain from in-depth examinations of major underwriters like AT&T, as well as commercial. Another urged news directors to resist sponsorship. "The survival of the audience, survival of the integrity of the newscast and the survivability of television news," he said, "could rest on an issue like this being pushed by an aggressive sales force."

But the survey suggests they are increasingly isolated voices. —LZ

CBS's Plante: Have something to say

CBS News's Bill Plante, who in January moved over to the State Department from the White House beat and has been with the network for 25 years, has offered some advice to the nation's news directors: When you use the technology that enables you to cover stories that once were the exclusive preserve of the networks—national political conventions, for instance—be sure you have something to say. "Too often technology is used for its own sake," he said, recalling Woody Allen's observation: "80% of life is just showing up."

Plante was a luncheon speaker at the RTNDA convention. And he was not about to say anything likely to cause the journalists in his audience to swell with pride. "Sometimes reporters are able," he said. "But how many times are reporters on the screen with nothing to say simply because they have the capability?... We're judged by appearance and presence, at the station and at the networks. But you won't last unless you have something to say."

There is plenty of material to be mined by hard-digging reporters, Plante suggests. Indeed, he said there is a demand "for good, straightforward reporting, for reporting that breaks new ground and tells unpleasant truths." He said there was a need for reporters—during the Reagan years, as there is now during the Bush administration—to inform the public that, where foreign policy is concerned, "the emperor has no clothes"—that there is style but no substance. He also recalled the analogy used by Donald Regan, then chief of staff of the Reagan White House, to explain the staff's duties. Regan had likened them to the cleanup squad that follows the horses in a parade with shovels and brooms. "Our job," said Plante, "is to get there before they clean the stuff up and tell the people what it is." And reporting, he said at another point, in what could have been a response to discussions at panel sessions of the audience's desire to be entertained, "doesn't have to be boring. But it has to be honest."

As for that effort to grab attention that is known as "tabloid journalism," Plante has no taste for it. "The First Amendment pro-



Bill Plante

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fects such outrageous stuff," he said. But he said he differed with remarks made by Van Gordon Sauter, former president of CBS News, in an article in *TV Guide*. Sauter sees such news programming as "beneficial" to the viewer. Not Plante. He sees it as "life on the hysterical edge."

Plante, who seems to embody in manner and voice the elegance generally associated with the term "diplomatic correspondent," may have made it clear to the

news directors that the circles in which he has moved over the years were not restricted to those in the upper reaches of the White House and the State Department. He covered the Vietnam war, saw duties at political conventions and grew up in Chicago. "You can't do what I do for a living," Plante said, "and be afraid of being called an asshole." His audience could identify with that.

But Plante's message of inspiration was

one borrowed from a speech a predecessor at CBS delivered at an RTNDA conference 31 years earlier. Edward R. Murrow, he noted, had said: "This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box."

Said Plante, "That's just as true today." —LZ

News directors try to define radio journalism

New breed of operators take advantage of freedom they feel they have under deregulation; traditional newscasts are being replaced by 'zoo' radio

Radio journalism is becoming a complicated business. The first question one comes away with after attending two sessions on the subject at the Radio-Television News Directors Association's 44th annual convention, in Kansas City, is...What is it?

Is it the old-line service from which broadcast journalism developed—service with a subject and predicate? Or is it an element of zoo radio, that wild and crazy kind of format with air personalities sometimes stepping on the lines of newpeople trying to read the news? Or something in between? Or all of the above? Or something that will show up on a station somewhere next week? (No one ever mentioned the award-winning National Public Radio and its in-depth reports.)

The reason for the uncertainty, it seems, is that as stations proliferate and competition becomes tougher, the owners and general managers are driving their news directors to find a niche they can dominate. So broadcasting, as a description of what they do, might no longer apply. Maybe not even narrowcasting. Try "microcasting."

Ken Beck, news director of KFWB(AM) Los Angeles, a 5 kw all-news station with a news staff of 60, used the term during a panel on "Radio News, Part I: It Ain't What it Used to Be..." For his problem seems to be a jaded audience. He said contemporary surveying indicated that stories on barricaded killers, drive-by shootings, murders by the dozen-plus over a weekend and freeway tieups caused by overturned trucks do not meet the audience's definition of news. Zsa Zsa's problems with the Los Angeles court system do.

Norman Brooks, general manager of WKDW(AM)-WSGM(FM) Staunton, Va., finds such questions interesting. "Today," he said, "the business is more exciting than ever. In large markets, there is much more selection"—talk, music, news, whatever. And though a veteran of broadcasting, he is of the new breed who would take advantage of the freedom stations feel they have been given under deregulation. "I question whether every station in a big market should have news." As for those that provide the service, he said news directors who have carved out a "comfort zone" for themselves—who have developed habits and styles that give them comfort—should be prepared to adapt to the dictates of pro-

gram directors who have been mandated to increase audience.

Such talk made some members of the audience uncomfortable. Steven Kalb, news director of WELI(AM) New Haven, Conn., for instance, recalled former CBS president Frank Stanton's admonition to broadcast journalists of an earlier generation that they should "give the public what it needs." "I want to work for a journalistically sound station," he said. "I don't want to dilute the news." As for what listeners need, Kalb has no problem figuring that out: It is what they want. What kind of relationship with the program director does he recommend? "Adversarial."

Is Kalb part of a vanishing breed?

Lee Hall, of WSB-AM-FM Atlanta, the moderator of "Radio News, Part II: News in the Zoo," might think so. Hall said: "Zoo news has become news on most stations." Can news fit into a format that has been described as "ensemble programming, Second City gone haywire"? Some people are betting that it can. Practitioners of the new form, for instance. Mary Glen Lassiter, described as news director/morning show anchor on KBEQ-AM-FM Kansas City, Mo., and Randy Miller, her colleague as morning show host, were on the "Zoo" panel. Their position, simply, is that they are delivering what the audience wants.

"Our demographic is 25-49 adults. They like patter and entertainment values over headlines—a *USA Today* type of delivery," said Miller. "We'll take a single item and expand on it for an entire show. We're a CHR station. People want entertainment."

And he gives it to them. Even the death of the Ayatollah Khomeini provided grist for the joke mill. The station promoted the use of a bowling ball painted to resemble the Ayatollah's head in a local bowling alley. "We do this on a frequent basis,"

Miller said.

For all of that, Lassiter said she can maintain her "credibility" while working in the entertainment values of the show. And if an air personality—as some personalities do in zoo radio—"interrupted me on an important story," she said, "I'd tell him to butt out. But he wouldn't do that."

A broadcast journalist who comes out of the old school, Mike Freedom, vice president, news, UPI Broadcasting Inc., appeared ambivalent. On the one hand, he was tolerant of zoo news. "It gives listeners a mix of what they need and want," he said. "Zoo news may be one of the things dragging young people back into informational programming." On the other hand, he expressed some reservations: "You cross a line. People brought up on AM news have a sense of where it is. When news sinks into the gutter, it's no longer valid."

Whatever else one thinks of the subject, zoo radio evidently has its fascination. The panel was the highest rated of the conference, according to an RTNDA survey of attendees.

The conflicts, controversy and uncertainty over what is news, or at least the news the listener wants, argued for the position taken by Merrie Street, news director of WPOC-FM Baltimore, during the "Part I" panel. News directors, she said, must learn trades not taught in J-school—those the program director knows—research, primarily. "Who is your audience?" News directors cannot "argue the public trust" in defending their turf, she said. "That won't wash. You have to be in on the research, on the focus groups. Read the consultants' reports."

Street believes that news directors are in an adversarial position in relation to news directors who, she said, "feel that news drives people away." So, "if you don't promote what you do in the newsroom," she said, "you'll lose." —LZ

Video news releases

Video news agency WTN said it will begin distributing video news releases to ABC affiliates using the network's twice-daily satellite news feed. ABC owns a third of WTN, along with the British news service ITN and Australia's Nine Network. A new subsidiary, Transcontinental Television, said it will distribute releases and public service announcements from corporations, government agencies, nonprofit organizations and PR-advertising firms. The venture will also provide production and creative consulting services. According to WTN President and Chief Executive Officer Kenneth Coyte, the company has no concerns about blurring the lines between news material and prepared video releases, "provided the material is clearly labeled for what it is." He acknowledged, however, that while video news releases on the satellite feed would be labeled "front to back" by WTN, an individual station's policy would determine if the material is identified during a station's broadcast.

As compiled by BROADCASTING from Sept. 13 through Sept. 20 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; pct. 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

- WHMA-AM-FM Anniston, AL (AM: BAL890901HH; 1390 khz; 5 kw-D; 1 kw-N; FM: BALH890901HI; 100.5 mhz; 100 kw; ant. 772 ft.)—Seeks assignment of license from Anniston Radio Inc. to Pearl Broadcasting of Ohio for \$7.5 million. Seller is headed by Paul C. Stone, who also has interests in WRJY(AM) Rome. WZOT(FM) Rockmart, and WLOR-AM-FM Thomasville, all Georgia. Anniston is also headed by Charles E. Giddens, who also has interest in Broadcast Investment Associates Inc. and Thomasville Radio Inc. Buyer is headed by Thomas P. Gammon, who also owns KTRR(AM) Loveland, Colo. KZXY-AM-FM Apple Valley, Calif., and KKIS-AM-FM Pittsburg-Walnut Creek, Calif. Filed Sept. 1.
- KOKY(AM) Jacksonville, AR (BAL890830EE; 1500 khz; 1 kw-D)—Seeks assignment of license from Richard L. Ramsay, trustee, to Pamela M. Blossom for \$165,000. Seller is headed by Allen Wheeler, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 30.
- KQLV-FM Sheridan, AR (BALH890901; 102.3 mhz; 3 kw; ant. 324 ft.)—Seeks assignment of license from Ainsley Communications Corp. to NPI Partners for \$945,000. Seller is headed by William Henslee, who has no other broadcast interests. Buyer is headed by W.J. Wheeler, who heads Omni Communications Inc., and Linda Cate, who heads Sunbelt Media Inc. Wheeler heads Harrison Broadcasting Inc., licensee of KHOZ(AM)-KWNQ(FM) Harrison, AR. Linda Cate has interest in WBA Corp., licensee of WMOG(AM) Brunswick, GA. Filed Sept. 1.
- KEAP(AM) Fresno, CA (BAL890822EA; 980 khz; 500 w-D)—Seeks assignment of license from HBC Broadcasters Inc. to Americom II for \$330,000. Seller is headed by John Hooker, who has no other broadcast interests. Buyer is owned by A. Thomas Quinn, Paul Almond and Richard Nagler. Americom II is licensee of KVIS(AM)-KFSO(FM) Visalia, CA. Partners in assignee are also partners in Americom. California limited partnership that is licensee of KHTX(AM) Truckee, CA, and KODS(FM) Carmel Bay, CA. Filed Aug. 22.
- WAXY Fort Lauderdale, FL (BALH890814ED; 105.9 mhz; 100 kw-H; 97.5 kw-V; ant. 1,048 ft.)—Seeks assignment of license from South Jersey Radio Inc., headed by Howard Green, to Ackerley Communications for \$21 million ("In Brief," May 22). Seller is headed by Howard Green, and also owns WMGM(FM) Atlantic City, WOND(AM) Pleasantville, and WMGM-TV Wildwood (50%), all New Jersey, and WENY-AM-TV-WLEZ(FM) Elmira, NY. Station was originally property of RKO. Buyer is headed by Barry Ackerly, and also owns KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KKT(TV) Colorado Springs; WBOS(FM) Brookline, MS; WIXT(TV) Syracuse, NY; KSGO(AM) Oregon City and KGON(FM) Portland, both Oregon; KVOS-TV Bellingham and KJR(AM)-KLTX(FM) Seattle, both Washington. Filed Aug. 14.
- WSUA(AM) Miami (BAL890825EF; 1260 khz; 5 kw-U,

DA-2)—Seeks assignment of license from S.R. Associates Inc. to Red Top Broadcasting Corp. for \$160,000. Seller is headed by Herbert Levin, who has no other broadcast interests. Buyer is headed by Howard Premer, who is president, officer, director and stockholder of Howard Broadcasting Corp., licensee of WKAT(AM) North Miami, FL. Filed Aug. 25.

■ WQBA(AM) Miami (BAL890823HG; 1140 khz; 50 kw-D; 10 kw-N)—Seeks assignment of license from Radio De Miami Inc. to Spanish Radio Network for \$25,750,000 ("Changing Hands," Aug. 14). Purchase includes WQBA-FM Miami. Seller is subsidiary of Susquehanna Broadcasting Co., York, Pa.-based group owner of KFOG(FM) San Francisco; WTKN(AM) Pinellas Park and WHVE(FM) Sarasota, both Florida; WAPW(FM) Atlanta; WFMS(FM) Indianapolis; WRRM(FM) Cincinnati; WARM(AM) Scranton, WMGS(FM) Wilkes-Barre and WSBA(AM)-WARM-FM York, all Pennsylvania; KLIF(AM) Dallas; KPLX(FM) Fort Worth and KZZR(AM)-KRBE-FM Houston; 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.

■ WAYR(AM) Orange Park, FL (BAL890823EA; 550 khz; 2.5 kw-D)—Seeks assignment of license from Representative of Estate of Daniel C. Richardson Jr. (deceased) to Good Tidings Trust Inc. for no financial consideration. Buyer is headed by Jerry Nathaniel King, and has no other broadcast interests. Filed Aug. 23.

■ KIKI-AM-FM Honolulu (AM: BTC890821EC; 830 khz; 10 kw-U; FM: BTCH890821ED; 93.9 mhz; 72 kw; ant. -128 ft.)—Seeks assignment of license from Henry Hawaii Broadcasting Co. to B. Casey Stangl. Henry Broadcasting Co. is selling its 75 shares (75%) of license company to B. Casey Stangl, 25% owner of licensee company, for \$7,500, plus additional consideration. Henry Broadcasting Co. is licensee of KMJ(AM)-KFYE(FM) Fresno, KDUO(FM) Riverside, KZXR(AM)-KDON-FM Salinas and KRSO(AM) San Bernardino, all California; KVOD(FM) Denver; KFAB(AM)-KGOR(FM) Omaha, and KYTE(AM)-KKCY(FM) Portland, OR. Filed Aug. 21.

■ WJCD-AM-FM Seymour, IN (AM: BAL890831HP; 1390 khz; 1 kw-D; FM: BALH890831HQ; 93.7 mhz; 10 kw; ant. 190 ft.)—Seeks assignment of license from A.C. Baker Broadcasting Corp. to SCI Broadcasting Inc. for \$600,000. Seller is headed by Edna Baker, who has no other broadcast interests. Buyer is headed by Charles Jenkins, who has interest in WXVW(AM) Jeffersonville, IN. Filed Aug. 31.

■ KGLO(AM)-KNIQ(FM) Mason City, IA (BTC890905EF; 1300 khz; 5 kw-U; FM: BTCH890905EG; 93.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Gerald J. and Karen E. Bretey (husband and wife) and Lewis W. Van Nostrand, to James Ingstad Broadcasting of Iowa Inc. for \$2,740,752. Purchase is as follows: \$625,000 closing, \$424,752 assumption of debt, \$500,000 for non-complete agreement, \$25,000 in escrow and \$500,000 note. Sellers have no other broadcast interests. Buyer is headed by James Ingstad, who is president, director and 100% shareholder of assignee. He has interests in KNUJ(AM)-KXLP(FM) New Ulm, KOVC-AM-FM Wadena, and KQHT(FM) Crookston, MN, and KFKA(AM)-KSQI(FM) Greeley, CO. Filed Sept. 5.

■ KNCK(AM)-KCKS-FM Concordia, KS (AM: BAL890829EB; 1390 khz; 500 w-D; FM: BALH890829EC; 95.3 mhz; 2.5 kw; ant. 329 ft.)—Seeks assignment of license from General Broadcasting Co. to KNCK Inc. for \$190,000. Seller is headed by W.F. Danenbarger, who has no other broadcast interests. Buyer is headed by Joseph E. Jindra, who has interest in Pioneer Country Broadcasting Inc., Norton, KS, licensee of KQNK(AM) Norton, KS. Filed Aug. 29.

■ WCHB(AM) Inkster, MI (BAL890829ED; 1440 khz; 1 kw-U)—Seeks assignment of license from Bell Broadcasting Co. to Great Lakes Radio Inc. for \$550,000. Seller is headed by Mary Bell, who also heads WJZZ-FM Detroit. Buyer is headed by Michael J. Gallagher, who has no other broadcast interests. Secretary Harrison M. Fuerst is assis-

tant secretary of Great Circle Broadcasting Co., licensee of WMGW(AM)-WZPR(FM) Meadville, PA. Fuerst also is secretary of Music Broadcasting Inc., licensee of WVA-M(AM)-WPRR(FM) Altoona, PA. Filed Aug. 29.

■ KTGG(AM)-WSAE-FM Spring Arbor, MI (AM: BAL890905ED; 1540 khz; 250 w-D; FM: BALE-D890905EE; 89.3 mhz; 3.1 kw; ant. 240 ft.)—Seeks assignment of license from Spring Arbor College to Spring Arbor College Communications for no financial consideration. Seller is headed by E. Harold Munn Jr. He, with Howard Winters, Roberts Towns, and Le Roy Holton, are members of board of trustees and/or officers of board of Spring Arbor College, licensee of KTGG(AM)-WSAE(FM) Spring Arbor, MI. Munn Jr., president, board of trustees of Spring Arbor College Communications, is board member of Christian Broadcasting Association, licensee of KAIM-AM-FM Honolulu, and Blue Ridge Broadcasting, licensee of WFGW(AM)-WMIT-FM, Black Mountain, NC. Filed Sept. 5.

■ WMXI(FM) Laurel, MS (BTCH890831HX; 98.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Leonard J. Giacone and Colon Johnston to Bernie G. Butler Jr., et al., for \$125,000. Seller has no other broadcast interests. Buyer is headed by William M. Mounger II and William M. Yandell III. Buyer has no other broadcast interests. Filed Aug. 31.

■ KSFX(FM) Roswell, NM (BTCH890830HF; 100.5 mhz; 100 kw; ant. 1,029 ft.)—Seeks assignment of license from Mary Irene M. Stevens to FM America Corp. Seller has no other broadcast interests. Buyer is headed by George Lindeman, who has no other broadcast interests. Filed Aug. 30.

■ WGTM(AM) Wilson, NC (BAL890830EC; 590 khz; 5 kw-U)—Seeks assignment of license from Good Faith Broadcasting Inc. to Celestine L. Willis for \$450,000. Seller is owned by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee, KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuilt FM, WVRS, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Radio Broadcasting Corp. holds 100% of voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Buyer is daughter of seller. Filed Aug. 30.

■ WYDK(AM) Yadkinville, NC (BAL890830ED; 1480 khz; 1 kw-D)—Seeks assignment of license from Childress Radio Co. to Palmetto Communications Co. for \$125,000. Seller is headed by James B. Childress, who also heads WBRM(AM) Marion and WRGC(AM) Sylva, both North Carolina. Buyer is headed by William B. Hallman and Robert C. Rickenbacker Jr., who have no other broadcast interests. Filed Aug. 30.

■ WBEX(AM)-WKKJ-FM Chillicothe, OH (AM: BAL890905EA; 1490 khz; 1 kw; FM: BALH890905EB; 93.3 mhz; 22 kw; ant. 335 ft.)—Seeks assignment of license from Mid-America Radio Group Inc. to Guaranty Broadcasting Corp. for \$3,250,000. Seller is headed by David Keister. It also owns WKBV(AM)-WFMG(FM) Richmond, IN; WABJ(AM)-WQTE(FM) Adrian, MI, WBAT(AM) Marion, IN and CP for WCJC(FM) Van Buren, IN. Buyer is headed by Thomas Gammon. Guaranty Broadcasting Corp. is licensee of WGGZ(FM) Baton Rouge. Filed Sept. 5.

■ KWON(AM) Bartlesville, OK (BAL890825EA; 1400 khz; 1 kw-U; HAAT:); KNIN(FM) Wichita Falls, TX (BAPLH890825EB; 92.9 mhz; 100 kw; ant. 930 ft.); KGTM(AM) Wichita Falls, TX (BAL890825EC; 990 khz; 10 kw-D; 1 kw-N) and KJNE(FM) Hillsboro, TX (BALH890825ED; 102.5 mhz; 100 kw; ant. 450 ft.)—Seeks assignment of license from Moran Broadcasting Co. to James Crystal Broadcasting Co. for \$2,225,000. Seller is headed by R.J. Moran. Moran also owns KQXK(AM)-KCIZ(FM) Springdale, AR. Buyer is headed by James C. Hillard, who is sole shareholder of parent corporation of Eastern Oklahoma Television Co., licensee of KTEN(TV), Ada, OK. LPTV station K08KK, Paris, TX, and television translator station K08GD, Ardmore, OK. Hillard is also sole shareholder of Oklahoma American Television Corp., which holds 6.9% capital interest in Texas American Broadcasting Ltd., licensee of KETK(TV) Jacksonville, TX. Filed Aug. 25.

■ WOIZ(AM) Guayanilla, PR (BTC890825EE; 1130 khz; 250W; HAAT:)—Seeks assignment of license from Juan C. Rodriguez to Gamaliel Bermudez Ruiz for \$125,000. Seller is headed by Rodriguez, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 25.

■ WMP(AM) Millington, TN (BAL890828ED; 1380 khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license from Von A. Harshman, trustee in bankruptcy for state to Good News Broadcasting Co. for \$100,000. Seller has no other broadcast interests. Buyer is headed by John David Acker, and has no other broadcast interests. Filed Aug. 28.

■ KODA-FM Houston (BALH890825HA; 99.1 mhz; 100 kw; ant. 2,049 ft.) and KJQY(FM) San Diego (BALH890825HB; 103.7 mhz; 36 kw; ant. 580 ft.)—Seeks assignment of license from Westinghouse Broadcasting Co. to Command Communications Inc. for about \$45 million. Seller is headed by KEZW(AM) Aurora, CO; WJZ-TV Baltimore; WBZ-AM-TV Boston; WMAQ(AM) Chicago; KQZY(FM) Dallas; KOSI(FM) Denver; KODA(FM) Houston; KFWB(AM) Los Angeles; WINS(AM) New York; KYW-AM-TV Philadelphia; KMEQ-AM-FM Phoenix; KDKA-AM-TV Pittsburgh, PA; KFBK(AM)-KAER(FM) Sacramento, CA; KQXT(FM) San Antonio, TX; KJQY(FM) San Diego and KPIX(TV) San Francisco. Radio division is headed by Dick Harris. Buyer is headed by Carl Brazell, Command Communications Inc. (Command) wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas. KHOW(AM) Denver. KPKE Acquisition Corp., licensee of KSY(FM) Denver, and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. Filed Aug. 25.

■ KIKZ(AM)-KSEM(FM) Seminole, TX (BAL890828EA; 1250 khz; 1 kw-D; DA: FM: BALH890828EB; 106.3 mhz; 3 kw; ant. 173 ft.)—Seeks assignment of license from Seminole Broadcasting Inc. to Tejas Broadcasting for forgiveness of debt. Seller is headed by George Toone, who has no other broadcast interests. Buyer is headed by Esther Copeland, and has no other broadcast interests. Filed Aug. 28.

■ KJQN-FM Ogden, UT (FM: BALH890816ED; 95.5 mhz; 100 kw; ant. 680 ft.)—Seeks assignment of license from Sherman G. Sanchez Broadcasting Utah, to Abacus Broadcasting Corp. for \$700,000. Purchase includes KJQN(AM) Ogden, UT. Seller is headed by Sanchez, and has no other broadcast interests. Buyer is headed by Garrett Haston, who is secretary, director and 20% shareholder of AM-FM Communications Inc., licensee of KZIA-AM-FM Albuquerque, NM. Garrett Haston and Michelle Haston jointly own 31.5% of stock of Sherman Greenleigh Sanchez Broadcasting of Utah Inc., licensee of KJQN-AM-FM Ogden, UT. Filed Aug. 16.

■ WSKI(AM) Montpelier, VT (BAL890824EC; 1240 khz; 1 kw-U)—Seeks assignment of license from Green Mountain Broadcasting Co. to Ski Communications Inc. for \$575,000 ("Changing Hands," Aug. 28). Seller is headed by Daniel Ruggles, who has no other broadcast interests. Buyer is headed by Michael D. Kaplan, who has no other broadcast interests. Filed Aug. 24.

■ WMBX-FM Richmond, VA (BALH890829GW; 103.7 mhz; 20 kw; ant. 750 ft.)—Seeks assignment of license from Ragan Henry to Radio Ventures I, LP for \$23,000,000 ("Changing Hands," Aug. 21). Seller is headed by Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG). Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMBX(FM) Richmond, VA, and WDIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSJ(FM) Mt. Clemens, MI. CMN is licensee of WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WXL(FM) Columbus, OH and

WQOK(FM) Raleigh, NC. Henry is also purchasing WCOS-AM-FM Columbia, SC and KCCV(AM) Independence, Mo. ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. Buyer is headed by Jerry Lyman, who is also purchasing WWNC(AM)-WKSF-FM Asheville, NC. Filed Aug. 29.

■ WZKT(AM) Waynesboro, VA (BAL890828EE; 1490 khz; 1 kw)—Seeks assignment of license from Waynesboro Broadcasting to Slocumedia Inc. for \$155,000. Seller is headed by Leon Harris, who has no other broadcast interests. Buyer is headed by Scott Slocum, who has no other broadcast interests. Filed Aug. 28.

■ KFRS(AM) Somner, WA (BAL890821EB; 1560 khz; 500 w-D)—Seeks assignment of license from J3 Co. Inc. to KRIZ Broadcasting Inc. for \$79,000. Seller is headed by Mark D. Waldron, trustee, who has no other broadcast interests. Buyer is headed by Christopher and Gloria Bennett, they are licensees of KRIZ(AM) Renton, WA. Christopher H. Bennett and Gloria V. Bennett, who each own 100% common property interest in this application, also own 100% common property interest in Christopher H. Bennett Broadcasters Co. of Washington Inc., licensee of KBMS(AM) Vancouver, WA. Filed Aug. 21.

Actions

■ WBSH(AM) Heflin, AL (BTC890531EF; 1020 khz; 0.50 kw-D)—Granted app. of assignment of license from Noline T. Coefield, Elvin Henson and Robert K. Haynes to Gerald Dial and Herbert Don McKay for no financial consideration. Seller is headed by Haynes, who has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 1.

■ WMCF(TV) Montgomery, AL (BALCT890721KF; ch. 45; 250 kw-V; ant. 303 ft.)—Granted app. of assignment of license from Word of God Fellowship Inc. to League of Prayer Inc. for \$2,395,000. Seller is headed by Marcus Lamb, who has no other broadcast interests. Buyer is headed by Mary Stewart Relfe and Bernard Stewart, who have no other broadcast interests. Action Sept. 11.

■ KUUZ-FM Lake Village, AR (BALH890619HQ; 95.9 mhz; 3 kw; 300 ft.)—Granted app. of assignment of license from Walter John Giller Jr. to DBR Communications Inc. for \$90,000. Seller has no other broadcast interests. Buyer is owned by Wayne H. Bennett, Charles C. Ross and James A. Derryberry. Ross is account executive at WXVT(TV) Greenville, MS. Action Sept. 8.

■ KEWB-FM Anderson, CA (BALH890721HR; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Prather Breck Broadcasting Inc. to Radio Associates Inc. for \$850,000 ("In Brief," July 3). Seller is headed by Jeffrey Prather and Robert Breck, who also own KRDG(AM). Buyer is headed by Ken Miller and Robert Salmon. Radio Associates Inc. is licensee of KMIX-AM-FM Turlock, CA. Action Sept. 7.

■ KHJJ(AM)-KKZZ-FM Lancaster, CA (AM: BAL890718ED; 1380 khz; 1 kw-D; FM: BALH890718EE; 106.3 mhz; 3 kw; ant. 210 ft.)—Granted app. of assignment of license from Valley Wide Broadcasting Inc. to Eric Chandler Ltd. Inc. for \$3,000,000 ("In Brief," June 26). Seller is controlled by Laurence and Judith Rutter (husband and wife) and George Schrader, and they have interest in KDHI(AM)-KQYN(FM) Twentynine Palms and KNGT(FM) Jackson, all California. Buyer is owned by Robert Geddes and Thomas Miserendino. They are licensees of KCBA-AM-FM San Diego. Action Sept. 5.

■ KHIP(FM) Hollister, CA (BAPLH890707HL; 93.5 mhz; 3 kw; ant. 2,600 ft.)—Granted app. of assignment of license from Benedek Broadcasting Corp. to KHIP Partners for \$1,860,284. Seller is headed by Vernon Miller and

Miklos Benedek, who also head KYLO(AM) Davis, CA. Buyer is owned by Stephen Dean, Kenneth Doolittle and Ricardo E. Ramirez, who have no other broadcast interests. Action Sept. 1.

■ KATD Los Gatos, CA (BTCH890627GE; 95.3 mhz; 370 W; ant. 860 ft.)—Granted app. of assignment of license from Joe C. Rosa to Crown Broadcasting Co. for \$5 million. Seller has no other broadcast interests. Buyer is owned by Thomas P. Gammon. Gammon also owns KKL-S(AM) Pittsburg and KKIS-FM Walnut Creek and KZXY-AM-FM Apple Valley, both California. KTRR(FM) Loveland, CO, and KICR-AM-FM Oakdale, LA. Crown Broadcasting has FM application pending for ch. 246A Beverly Hills, FL. Gammon is also chairman of Americom Radio Brokers. Action Sept. 1.

■ KMYX-FM Ojai, CA (BAPLH890720HL; 105.5 mhz; 135 w; ant. 1,180 ft.)—Granted app. of assignment of license from Michael R. Thomas to Eric Chandler Ltd. Inc. for \$1.8 million ("Changing Hands," Aug. 7). Seller has no other broadcast interests. Buyer is headed by Robert Geddes and Thomas Miserendino. It is also purchasing KHJJ-AM-KKZZ-FM Lancaster, CA ("Changing Hands," Aug. 7). It is also licensee of KCBQ-AM-FM San Diego, which it is in process of selling to Adams Communications (see below). Action Sept. 5.

■ KURA(FM) Ouray, Co. (BALH890719GZ; 104.9 mhz; 3 kw; ant. 848 ft.)—Granted app. of assignment of license from The 29th Broadcasting Co. to Timothy C. Cutforth and Virginia K. Cutforth for no financial consideration. Seller is headed by John and Debra Verstraete. Buyers have no other broadcast interests. Seller is headed by John and Debra Verstraete. Buyers have no other broadcast interests. Action Sept. 7.

■ KQLH(FM) San Bernardino, CA (BALH890718GW; 95.1 mhz; 50 kw; ant. 3,200 ft.)—Granted app. of assignment of license from Major Market Stations, debtor in possession, to Keymarket of California Inc. for \$7.7 million. Seller is headed by William Roberts, who also heads KWRM(AM) Corona, CA. Buyer is owned by Kerby Confer. Confer also owns WTCB-FM Orangeburg, SC; WNNK(FM) Harrisburg, PA; WEZC-FM Hickory, NC; WYOM-AM-FM Memphis, and WYOM(AM)-WKRZ-FM Wilkes Barre, PA. Action Sept. 1.

■ WNPL(TV) Naples, FL (BAPCT890713KF; ch. 46; 500 kw-V; ant. 1,224 ft.)—Granted app. of assignment of license from Gerard A. McHale Jr., receiver, to Southwest Florida Telecommunications for \$650,250. Seller has no other broadcast interests. Buyer is headed by William T. Darling, who has no other broadcast interests. Action Sept. 1.

WZZM-TV Grand Rapids, MI (BALCT890712KE; ch. 13; 295 kw-V; ant. 1,000 ft.)—Granted app. of assignment of license from Western Michigan Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Purchase includes WAPT-TV Jackson, MS; WSEE-TV Erie, PA, and WNAC-TV Providence, RI (see below). Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Action Sept. 11.

■ WGTU(TV) Traverse City, MI (BTCCT890711KE; ch. 9; 1,000 kw-V; ant. 1,300 ft.)—Granted app. of assignment of license from Stephen Adams (father) to brothers Mark C. Adams, Scott L. Adams and Kent R. Adams. Adams Radio of Grand Rapids Inc., licensee of WLAV-AM-FM Grand Rapids, MI; Adams Radio of Milwaukee

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■ WGTQ Sault Ste. Marie, MI (BTCT890711KF; ch. 8; 316 kw-V; ant. 1,210 ft.)—Granted app. of assignment of license from Stephen Adams to Mark C. Adams, Scott L. Adams and Kent R. Adams for no financial consideration. See file #TEMP890711TV, WGTU-TV Traverse City, MI. Action Sept. 11.

■ WAPT-TV Jackson, MS (BALCT890712KH; ch. 16; 1047 kw-V; ant. 1,170 ft.)—Granted app. of assignment of license from Magnolia Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Sale includes WZZM-TV Grand Rapids, MI (see above), WSEE-TV Erie, PA, and WNAC-TV Providence, RI (see below). Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Action Sept. 11.

■ KRKX(FM) Billings, MT (BAPH890721HO; 94.1 mhz; 100 kw; ant. 1,272 ft.)—Granted app. of assignment of license from Keystone Communications Inc. to Sunbrook Communications LP for \$101,777. Seller is headed by Alfred Patton, David Hawks and William West. It also owns KICZ(FM) Elk City, OK; WGIN(FM) Calhoun City, MS and KZIX Humnake, AR. Buyer is headed by Larry Roberts. Sunbrook Communications is licensee of KBLG(AM) Billings, KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQVY(FM) Butte and KXGF(AM)-KAAK(FM) Great Falls, all Montana. Action Sept. 7.

■ KCRL-TV Reno, NV (BTCCT890713KG; ch. 4; 17.4 kw-V; ant. 420 ft.)—Granted app. of assignment of license from The Cord Foundation to Sunbelt Broadcasting Co. for \$24,450,000. Seller is headed by Edward Neuhoff, William Bradley and James Elliot who have no other broadcast interests. Buyer is owned by James E. Rogers and Louis Wiener. Action Sept. 13.

■ WHWB-FM Port Henry, NY (BAPLH890719HG; 92.1 mhz; 1.237 kw; ant. 103 ft.)—Granted app. of assignment of license from The Radioactive Group Inc. to Pro-Radio Inc. for \$520,000 ("Changing Hands," July 24). Seller is headed by Bruce Lions and also owns WXXX(FM) Newport, NH, and WSCM(AM)-WSHQ(FM) Cobleskill, NY. Buyer is owned by Mark T. and Mary Brady (husband and wife). They have no other broadcast interests. Action Aug. 31.

■ WXLX(AM) Blowing Rock, NC (BAL890531EC; 1510 kHz; 1 kw-D)—Granted app. of assignment of license from Swamp Fox Communications Inc. to Tate and Underwood Broadcasting Co. for \$155,000. Seller is headed by Edward Oxner. Buyer is owned by Samuel B. Tate and Wayne Underwood, who have no other broadcast interests. Action Sept. 5.

■ WKIX(AM)-WYLT(FM) Raleigh, NC (AM: BAL890721HP; 850 kHz; 10 kw-D, 5 kw-N; FM: BAPLH890721HQ; 96.1 mhz; 98 kw; ant. 930 ft.)—Granted app. of assignment of license from Metroplex Communications Inc. to Alchemy Communications for \$7.7 million ("Changing Hands," July 24). Seller is headed by Norman Wain and Robert Weiss and also owns WFYV-FM Atlantic Beach, WNLTV(FM) Clearwater, WHYI(FM) Fort Lauderdale, WFYV(AM) Jacksonville, WJYO(FM) Mount Dora, WHBO(AM) Pinellas Park, and WPRD(AM) Winter Park, all Florida, and WERE(AM)-WNCX(FM) Cleveland, OH. Buyer is owned by Howard and Miriam Warshaw (husband and wife), who have interests in WVVX(FM) Highland Park, IL; WWCS(AM) Canonsburg, PA; WTHE(AM) Mineola, NY; WCBW(FM) Columbia, IL, and WSYW(FM) Danville, and WGR(AM) Indianapolis, both Indiana. Action Sept. 7.

■ WSEE-TV Erie, PA (BALCT890712KG; ch. 35; 2,000 kw-V; ant. 960 ft.)—Granted app. of assignment of license from Keystone Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price

Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Purchase includes WZZM-TV Grand Rapids, MI; WAPT-TV Jackson, MS (see both above) and WNAC-TV Providence, RI. Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Action Sept. 11.

■ WNAC-TV Providence, RI (BALCT890712KF; ch. 64; 5,000 kw-V; ant. 1,000 ft.)—Granted app. of assignment of license from Rhode Island Broadcasting Corp. to NTG Inc. for \$120 million ("In Brief," July 3). Seller is subsidiary of Price Communications. Stations will be owned by Osborn Communications (25%) and Desai Capital (40%). Desai is Price Communications' largest shareholder. Purchase includes WZZM-TV Grand Rapids, MI; WAPT-TV Jackson, MS and WSEE-TV Erie, PA (see all above). Price owns three AM's, three FM's and seven TV's. Osborn owns five AM's, seven FM's and one TV. Action Sept. 11.

■ WSCQ(FM) Columbia, SC (BALH890615GH; 100.1 mhz; 2.4 kw; ant. 330 ft.)—Granted app. of assignment of license from Congaree Broadcasters Inc. to WSCQ Inc. for \$4.2 million. Seller is headed by Billy G. Benton, who has no other broadcast interests. Buyer is subsidiary of American Network Group Inc., and is headed by Frank J. Spaluzzi and John J. Casey. It has pending before FCC, assignment applications for WPTN(AM)-WGSQ(FM) Cookeville, TN. Action Sept. 1.

■ WHLP(AM)-WCQT-FM Centerville, TN (BAL890509GT; 1570 kHz; 5 kw-D, FM: BALH890509GU; 96.7 mhz; 3 kw; ant. 250 ft.)—Granted app. of assignment of license from William A. Potts, receiver, to Creative Communications Corp. of America, for \$168,000. Seller has no other broadcast interests. Buyer is headed by John A. Decring, who has no other broadcast interests. Action Sept. 8.

■ WQSF(FM) Williamsburg, VA (BALH890707HN; 96.5 mhz; 50 kw; ant. 589 ft.)—Granted app. of assignment of license from Richmond Radio Ltd. Partnership to Keymarket of Virginia Inc. for \$3 million ("Changing Hands," July 24). Seller is headed by Normain Wain and Robert Weiss and also owns WFYV-FM Atlantic Beach, WNLTV(FM) Clearwater, WHYI(FM) Fort Lauderdale, WFYV(AM) Jacksonville, WJYO(FM) Mount Dora, WHBO(AM) Pinellas Park, and WPRD(AM) Winter Park, all Florida, and WERE(AM)-WNCX(FM) Cleveland. Buyer is owned by Kerby Confer, who is president, director and 100% stockholder of WTCB-FM Orangeburg, SC; WNNK(FM) Harrisburg, PA; KOKE(AM)-KKMJ(FM) Austin, TX; WECZ(FM) Hickory, NC; WRVR-AM-FM Memphis, and WYOM(AM)-WKRZ-FM Wilkes-Barre, PA. Action Sept. 5.

■ WKZG-FM Keyser, WV (BALH890724HU; 107.1 mhz; 530 w; ant. 783 ft.)—Granted app. of assignment of license from Jones Power Broadcasting to Prosperitas Broadcasting System for \$300,000 ("Changing Hands," Aug. 7). Seller is headed by Joseph and Carolyn Jones (husband and wife) and Joseph D. Powers. Joseph and Carolyn Jones own Jones Eastern Radio, licensee of WXMB(AM) Surfside Beach, WYAK(FM) Garden City, WXC(AM) Charleston, and WWHT(FM) Goose Creek, all South Carolina, and WRSF(FM) Columbia and WXBG(AM)-WVBS(FM) Burgaw, all North Carolina. Buyer is headed by David Aydelotte and Mary Clites. Aydelotte also heads WCBC(AM) Cumberland, MD. Action Sept. 7.

■ KRKK(AM)-KQSW(FM) Rock Springs, WY (AM: BAL88109EH; 1360 kHz; 5 kw-D 1 kw-N; FM: BAL88109EL; 96.5 mhz; 100 kw; ant. 1,680 ft.)—Granted app. of assignment of license from Big Thicket Broadcasting Co. of Wyoming Inc. to Southwest Wyoming Broadcast Group Inc. Buyer will pay balance, then unpaid, and any unpaid accrued interest, under promissory note in original principal amount of \$648,671.82. Buyer shall also assume some of seller's liabilities and obligations. Seller is principally owned by James T. Cullen and Adam G. Polacek. It also owns WAAX(AM)-WQEN(FM) Gadsden, AL; WELO (AM)-WZLQ(FM) Tupelo, MS; WWNC(AM)-WKSF(FM) Asheville, NC. Buyer is owned by Jon Collins, 60%; estate of Arnold H. Morck, 40%. Howard J. Baker is personal representative of estate. Action Sept. 1.

■ Jamestown, NY (BPED890830MA)—Family Life Ministries Radio Inc. seeks 90.9 mhz; 10 kw; 492 ft. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is headed by Richard M. Snaveley and has no other broadcast interests. Filed Aug. 30.

Actions

■ Wilton Manors, FL (BP881230AB)—Dismissed app. of Royal Broadcasting Inc. for 1520 kHz. Address: 532 NW 20th Avenue, Fort Lauderdale, FL 33311. Principal is headed by Lonnie W. Williams, who has no other broadcast interests. Action Sept. 1.

■ Pleasure Ridge Park, KY (880810AE)—Returned app. of Brightness Ministries Inc. for 1200 kHz. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John Smith, who has no other broadcast interests. Action Sept. 7.

FM

■ Howland, ME (BPH881201MI)—Granted app. of Bay Communications Inc. for 103.9 mhz; 3 kw; 328 ft. Address: Box 291 Yarmouth Rd. (U.S. Rte. 1), Freeport, ME 04032. Principal is headed by Robert J. Cole. Bay Communications Inc. is licensee of WCME(FM) Boothbay Harbor, ME. Action Sept. 5.

■ Harrisonburg, VA (BPH880321MD)—Granted app. of James Madison University for 88.7 mhz; .26 kw (H&V). Address: P.O. Box 1852, Harrisonburg, VA 22807. Principal is headed by Charles W. Wampler Jr. and Richard E. Strauss, who have no other broadcast interests. Action Sept. 1.

Facilities Changes

Applications

AM's

■ Bloomfield, CT. WLTX(AM) 1550 kHz—Aug. 12 application for CP to augment night directional pattern.

■ Duncedin, FL. WGUL(AM) 860 kHz—Aug. 29 application for Mod of CP (BP860307AC) to reduce night power to 1.5 kw and make changes in antenna system.

■ Jacksonville Beach, FL. WXTL(AM) 1010 kHz—Aug. 29 application for Mod of CP (BP850122AD) to reduce power to 10 kw/25 kw; change TL: 0.8 km W of SR119 and W. Beaver St., intersection, 5.8 km E. of Baldwin, FL, and make changes in antenna system.

■ Smyrna, GA. WYNX(AM) 1550 kHz—Aug. 25 application for CP to increase night power to 1.8 kw.

■ McMinnville, OR. KCYX(AM) 1260 kHz—Aug. 28 application for CP to change TL: 2520 NE Horton Lane, McMinnville, OR; 45 14 08N 123 10 15W.

■ Walla Walla, WA. KSMX(AM) 1320 kHz—Aug. 17 application for CP to change in antenna system and change TL: 5 km S. of City Hall, 0.75 km W. of junction of Braden Rd., and Old Military Rd., Wala Wala, WA; 46 01 25N 118 21 17W.

FM's

■ Chickasaw, AL. WDLT(FM) 98.3 mhz—Aug. 22 application for Mod of CP (BPH880509IA) to change ERP: 38.9 kw H&V; ant.: 551 ft. H&V; TL: Gold Mine Rd., at Leroy Rd., 7.4 km W. NW of Tillmans Creek, AL; change class: C2 (per docket 87-432).

■ Crestview, FL. WAAZ-FM 104.9 mhz—Aug. 17 application for CP to change ERP: 50 kw H&V; ant.: 492 ft. H&V; change TL: corner of Lindberg Ave. and First St., Crestview, FL; 30 46 01N 86 35 07W; FREQ: 104.7 mhz; class: C2.

■ Fernandina Beach, FL. WNLE(FM) 91.7 mhz—Aug. 28 application for Mod of CP (BPED860428ID) to change ERP: 38 kw H&V.

■ Haines City, FL. WHGS(FM) 90.3 mhz—Aug. 30 application for CP to change ERP: 3.0 kw H&V; ant.: 200 ft. H&V.

■ Onawa, IA. KOOO(FM) 102.3 mhz—Aug. 23 application for Mod of CP (BPH840518ID as Mod) to change ERP: 100 kw H&V; ant.: 980 ft. H&V; TL: 7.2 km 230 degree (T) from Tekamah, NE; change class: C1 (per docket 88-195).

■ Worcester, MA. WICN(FM) 90.5 mhz—Aug. 28 application for Mod of CP (BPED880112IB) to change ant.: 305 ft. H&V; TL: Worcester Science Center, W. of Harrington Way, 0.6 km N. of Hamilton St.; make changes to antenna pattern.

■ Farmington, NM. KNMI(FM) 88.9 mhz—Aug. 25 appli-

New Stations

Applications

■ New Ulm, TX (BPH890822MF)—New Ulm Broadcasting Co. seeks 92.3 mhz; 3 kw; 100 Address: 839 Timber Cove, Seabrook, TX 77586. Principal is headed by Roy Henderson and has no other broadcast interests. Filed Aug. 22.

cation for CP to change ERP: 6.218 kw H&V.

■ Raleigh, NC. WQDR(FM) 94.7 mhz—Aug. 24 application for CP to change ant.: 1,685 ft. H&V; TL: 2.9 km SE of Auburn, NC; and antenna pattern.

■ Cleveland Heights, OH. WRQC(FM) 92.3 mhz—Aug. 17 application for Mod of CP (BPH87106IZ) to modify directional antenna to reflect measured pattern.

■ Colonial Beach, VA. WGRQ(FM) 95.9 mhz—Aug. 23 application for Mod of CP (BPH880808ID) to change ant.: 524 ft. H&V; change antenna supporting structure height.

TV's

■ Montgomery, AL. WTSU-TV ch. 63—Sept. 1 application for Mod of CP (BPET870716KF) to change ERP: 2,417 kw (vis); ant.: 704 ft; TL: W. side of State Rte. 97, 2.6 km N. of intersection with U.S. Rte. 80, near Lowndesboro, AL; ANT: Bogner/BUI32(DA); 32 17 24N 86 36 40W.

■ Grand Rapids, MI. WOTV-TV ch. 8—Aug. 22 application for CP to change ERP: 316 kw (vis) TL: 1.6 km SW of Middleville, MI; ant.: 990 ft.; ant: Dielectric Comm. TCL-12A8 (s) (BT); 42 41 13N 85 30 35W.

■ Paterson, NJ. WXTV-TV ch. 41—Aug. 21 application for CP to change TL: Empire State Building, 350 Fifth Ave., New York; ant.: 1,380 ft.; ERP: 2,340 kw (vis); ant: Andrew Corp. ATW 25HS4-ESC2-4IH. (DA)(BT); 40 44 54N 73 59 10W.

■ Aguadilla, PR. WOLE-TV ch. 12—Aug. 28 application for CP to change ERP: 275 kw (vis) ant.: 2,181 ft.; TL: 3.5 km S. of Maricao, PR; ANT: Jampro JSDP-10/12(BT); 18 09 00N 66 59 00W.

■ Seattle, KTZZ-TV ch. 22—Aug. 21 application for CP to change ERP: 5,000 kw (vis); ant.: 1,200 ft.; TL: 1620 18th Ave. Seattle; ant: Andrew/ATW-25EN3-VSP-22 (47 36 57N 122 26W).

Actions

AM's

■ Paradise, CA. KKKX(AM) 930 khz—Sept. 7 application (BP890720AF) returned for CP to add night service with 500 w.

■ East Point, GA. WMLD(AM) 1160 khz—Sept. 5 application (BMP890110AC) granted for Mod of CP (BP860529AR) to change TL: 2383 Connelly Dr., E Point, GA; 33 41 45N 84 27 56.5W.

■ Pleasure Ridge Park, KY. 1200 khz—Sept. 7 application (BP890403AB) returned for CP for new AM.

■ Greenwood, MS. WGRM(AM) 1240 khz—Sept. 5 application (BP890508AE) granted for CP to reduce pwr to .730 kw and make changes in antenna system (including increase of height by adding FM antenna).

■ Berwick, PA. WSQV(AM) 1280 khz—Sept. 5 application (BP890508AF) granted for CP to correct coordinates to 41 04 45N 76 15 35W.

■ Huron, SD. KOKK(AM) 1210 khz—Sept. 5 application (BMP881206AC) granted for Mod of CP (BP820305BA) to augment night time directional standard pattern.

■ Jasper, TN. WAPO(AM) 820 khz—Sept. 5 application (BP880601AG) granted for CP to increase power to 10 kw.

■ Bridgewater, VA. WHBG(AM) 1360 khz—Sept. 11 application (BP890606AJ) granted for CP to change antenna system and change TL: 3180 S. Main St., Harrisonburg, VA; 38 24 30.0N 78 54 4.0W.

FM's

■ Selma, AL. WVCA(FM) 105.3 mhz—Sept. 6 application (BMPH890717ID) granted for Mod of CP (BPH880602OE) to change ant.: 485 ft. H&V; change TL: 2 km S. of Orrville, AL.

■ Elkhart, IN. WVPE(FM) 88.1 mhz—Sept. 5 application (BPED880912IA) granted for CP to change ERP: 10.7 kw H&V; ant.: 499 ft. H&V; change TL: Kern Rd. at Johnson Rd., IN.

■ Lincoln, NE. KUCV(FM) 90.9 mhz—Sept. 1 application (BMPED890628ID) granted for Mod of CP (BPED880411MB) to change ant.: 718 ft. H&V.

■ Briarcliff Manor, NY. WZFM(FM) 107.1 mhz—Sept. 7 application (BPH890511IH) granted for CP to change ERP: 1.95 kw H&V; ant.: 406 ft. H&V; change antenna supporting structure height.

■ Loudonville, NY. WVCR-FM 88.3 mhz—Sept. 5 application (BPED880128MX) granted for CP to change ERP: 1.36 kw H&V.

■ New Paltz, NY. 88.7 mhz—Sept. 1 application (BMPED890308ME) granted for Mod of CP to change ERP: .23 kw V ant.: 1,289 ft. V.

■ Poughkeepsie, NY. 88.7 mhz—Sept. 1 application (BMPED890308IF) granted for Mod of CP

(BPED860908PD) to change ERP: .23 kw V; ant.: 1,289 ft. V.

■ San Juan, PR. WIPR-FM 91.3 mhz—Sept. 6 application (BPED890224IE) granted for CP to change ant.: 825 ft. H&V; new antenna and transmission line. Multiplex with WIPR-TV6.

■ Bellevue, WA. KLSY-FM 92.5 mhz—Sept. 1 application (BMPH890728ID) dismissed for Mod of CP (BPH870909IB) to change ERP: 46 kw H and 57 kw V; make changes in DA pattern.

■ Seattle, KMPS-FM 94.1 mhz—Sept. 1 application (BMPH890727IB) dismissed for Mod of CP (BPH871030IE) to change ERP: 64 kw H&V; to change directional antenna pattern.

■ Tacoma, WA. KPLU-FM 88.5 mhz—Sept. 1 application (BMPED890802IA) dismissed for Mod of CP (BPED880412MD) to change directional antenna pattern.

■ Tacoma, WA. KRPM-FM 106.1 mhz—Sept. 1 application (BMPH890725ID) dismissed for Mod of CP (BPH870227NM) to change directional antenna.

TV's

■ Anchorage, AK. KYES-TV ch. 5—Aug. 31 application (BMPCT890808KG) granted for Mod of CP (BPCT850710KE) to change ERP: 5.9 kw (vis); ant.: 820 ft. Ant: Composite (BT).

■ Chillicothe, OH. WWAT-TV ch. 53—Aug. 31 application (BMPCT890612KF) granted for CP to change ant.: 652 ft.; TL: 39 35 30N 83 06 38W; ant: Multist 36IH (DA)(BT); ERP: 2,000 kw (vis).

Actions

■ Ankeny, IA. Denied Iowa Radio Limited Partnership review of ALJ's dismissal of its application in case involving four competing applications for new FM station on channel 292A (106.3 mhz) at Ankeny. (MM docket 88-522, by MO&O [FCC 89R-54] adopted Aug. 24 by Review Board.)

■ Eden Prairie, MN. Designated for hearing. 15 mutually exclusive applications for new FM on channel 289A (105.7 mhz) in Eden Prairie. (MM docket 89-387, by order [DA 89-1024] adopted Aug. 23 by chief, Audio Services Division. Mass Media Bureau.)

■ Lakeville, MN. Designated for hearing application of Southern Twin Cities Area Radio Inc., for new FM station on channel 286A (105.1 mhz) at Lakeville and consolidated it into proceeding now in progress. (MM docket 88-93, by order [DA 89-1061] adopted Aug. 30 by chief, Audio Services Division. Mass Media Bureau.)

■ KZKC(TV) Kansas City, MO. Vacated June 23, 1988, decision against KZKC(TV) regarding broadcast of indecent material, in light of ACT 1 court ruling. (By order [FCC 89-261] adopted Aug. 4 by commission.)

■ Harrison, OH. Granted application of Tri-State Communications for new FM station on channel 282A (104.3 mhz) at Harrison and denied application of Broadcast Communications Inc., debtor-in-possession. (MM docket 88-535 by summary decision [FCC 89D-36] issued Aug. 25 by ALJ Stimmer.)

■ State College, PA. Granted application of Advanced Broadcast Technologies Inc. for new FM station on channel 233A (94.5 mhz) at State College and denied competing application of Pennsylvania State University. (MM docket 88-474, by ID [FCC 89D-38] issued Sept. 7 by ALJ John Frysiak.)

■ Lajas, PR. Granted application of Ramon Rodriguez and Associates for new FM station at Lajas. (MM docket 86-510, by decision [FCC 89R-55] adopted Sept. 5 by Review Board.)

■ Murrells Inlet, SC. Granted application of Inlet Broadcasting Co. for new commercial FM on channel 233A (94.5 mhz) at Murrells Inlet; denied competing applications of MurMar Media Corp. and Jerry W. Oakley. (MM docket 88-296 by initial decision [FCC 89D-37] issued Aug. 30 by ALJ Edward J. Kuhlmann.)

■ Chase City, VA. Granted application of Patricia B. Wagstaff for new FM on channel 260A (99.9 mhz) at Chase City. (MM docket 88-546, by summary decision [FCC 89D-39] issued Sept. 7 by ALJ John Frysiak.)

Allocations

Chief, Allocations Branch, policy and rules division, Mass Media Bureau, by R&Os adopted on dates shown, amended FM or TV table for following communities, effective Oct. 20; filing window, where applicable, is Oct. 23-Nov. 22:

■ Fernandina Beach, FL. Effective Oct. 30, allotted channel 287A (105.3 mhz) to Fernandina Beach as its first local FM service. Filing window opens Oct. 31, closes Nov. 30. (MM docket 86-487 by R&O [DA 89-1079], adopted Sept. 5 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Ligonier, IN. Allotted channel 274 (102.7 mhz) (MM docket 87-413, Aug. 22, DA 89-1032).

■ Yazoo City, MS, and Rayville, LA. Substituted channel 221C2 (92.1 mhz) for channel 222A (92.3 mhz) at Yazoo City; modified license of WJNS(FM) accordingly; substituted channel 222A for channel 221A at Rayville; modified license of KTJC(FM) accordingly. (MM docket 88-532, Aug. 14, DA 89-984.)

■ Thief River Falls, MN. Allotted TV ch. 30 (MM docket 89-76, Aug. 21, DA 89-1033).

■ Galeton, PA. Allotted channel 264B1 (100.7 mhz) (MM docket 88-609, Aug. 22, DA 89-1030).

■ Chief, Allocations Branch, by NPRM adopted on dates shown, proposed changes in FM table for following communities: comments due Oct. 27, replies Nov. 13.

■ Epworth, IA. On request of Margaret Keefer, proposed allotment of channel 247C3 (97.3 mhz) (MM docket 89-384, Aug. 22, DA 89-1031).

■ Glen Arbor and Scottsville, MI. On request of David C. Schaberg and West Shore Broadcasting, proposed substitution of channel 240C2 (95.9 mhz) for channel 240A at Glen Arbor and modification of Schaberg's CP accordingly; proposed substitution of channel 235C3 (94.9 mhz) for channel 240A at Scottsville and modification of license of WKZC accordingly. (MM docket 89-385, Aug. 21, DA 89-1035).

■ Orangeburg, SC. On request of Wilkes-Posey Broadcasting Inc., proposed substitution of channel 280C3 (103.9 mhz) for channel 280A at Orangeburg; proposed modification of license for WKSO accordingly. (MM docket 89-386, Aug. 21, DA 89-1037.)

■ Bishopville, MD. Dismissed petition of John P. Gillen requesting allotment of channel 295A (106.9 mhz) to Bishopville. (MM docket 89-92, by R&O [DA 89-1036] adopted Aug. 21 by chief, Allocations Branch.)

■ Idalia, CO. Effective Oct. 20, allotted channel 231A

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(94.1 mhz) to Idalia as its first local broadcast service. Filing window opens Oct. 23, closes Nov. 22. (MM docket 88-417 by R&O [DA 89-1006] adopted Aug. 15 by chief. Allocations Branch, Mass Media Bureau.)

■ Abbeville, LA. At request of Abbeville Broadcasting Service Inc., proposed substituting channel 286C3 (105.3 mhz) for 285A (104.9 mhz) at Abbeville and modifying license for KROF-FM accordingly. Comments are due Nov. 6, replies Nov. 21. (MM docket 89-389 by NPRM [DA 89-1076] adopted Aug. 21 by chief. Allocations Branch, Mass Media Bureau.)

■ Gladstone, MI. Effective Oct. 20, substituted channel 288C1 (105.5 mhz) for 288A at Gladstone and modified permit for WWTM accordingly. (MM docket 88-49 by R&O [DA 89-1034] adopted Aug. 21 by chief. Allocations Branch.)

■ Blue Earth, MN. At request of KBEW Inc., proposed allotting channel 270C3 (101.9 mhz) to Blue Earth as its second FM broadcast service. Comments are due Oct. 27, replies Nov. 13. (MM docket 89-382 by NPRM [DA 89-1028] adopted Aug. 22 by chief. Allocations Branch.)

■ Cambridge, MN. At request of Monday Media Inc., proposed substituting channel 287C3 (105.3 mhz) for 288A (105.5 mhz) and modifying license for KXLV accordingly. Comments are due Oct. 27, replies Nov. 13. (MM docket 89-383 by NPRM [DA 89-1029] adopted Aug. 22 by chief. Allocations Branch.)

■ Waite Park, MN. At request of Ronald J. Linder, proposed substituting channel 279C3 (103.7 mhz) for 279A at Waite Park and modifying construction permit accordingly. Comments are due Oct. 27, replies Nov. 13. (MM docket 89-377 by NPRM [DA 89-1004] adopted Aug. 15 by chief. Allocations Branch.)

■ Kosciusko, MS. Effective Oct. 30, allotted channel 277C3 (103.3 mhz) to Kosciusko as its second local FM service. Filing window opens Oct. 31, closes Nov. 30. (MM docket 89-90 by R&O [DA 89-1078] adopted Aug. 21 by chief. Allocations Branch.)

■ Bozeman, MT. At request of Northern Sun Corp., proposed allotting channel 260C1 (99.9 mhz) as its third commercial broadcast service. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-375 by NPRM [DA 89-1002] adopted Aug. 15 by chief. Allocations Branch.)

■ Lexington, MS. At request of J. Scott Communications Inc., proposed substituting channel 290C3 (105.9 mhz) for 292A (106.3 mhz) at Lexington and modifying license for WLTD(FM) accordingly. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-373 by NPRM [DA 89-1000] adopted Aug. 7 by chief. Allocations Branch.)

■ Montour Falls, NY. Dismissed petition for rulemaking filed by Twin Tiers Communications Corp. requesting substitution of channel 258A (99.5 mhz) for 285A (104.9 mhz) at Montour Falls. (MM docket 87-93 by R&O [DA 89-1074] adopted Aug. 22 by chief. Allocations Branch.)

■ Wadesboro, NC. At request of Red Penny Broadcasting, proposed substituting channel 228C3 (93.5 mhz) for 228A at Wadesboro and modifying its CP accordingly. Comments are due Oct. 23, replies Nov. 7. (MM docket 89-370 by NPRM [DA 89-987] adopted Aug. 14 by chief. Allocations Branch.)

■ Comanche and Snyder, OK. Effective Oct. 30, allotted channel 262A (100.3 mhz) to Snyder as its first local FM service and substituted channel 245C2 (96.9 mhz) for 245A at Comanche and modified license of KDDQ accordingly. Filing window for Snyder opens Oct. 31, closes Nov. 30. (MM docket 88-587 by R&O [DA 89-1075] adopted Aug. 22 by chief. Allocations Branch.)

■ Dalles, OR. Effective Oct. 16, amended FM table by substituting channel 249C2 (97.7 mhz) for 249A at Dalles and modifying license for KACI(FM) accordingly. (MM docket 88-588 by R&O [DA 89-1009] adopted Aug. 18 by chief. Allocations Branch.)

■ Ravenel, Barnwell and Blackville, SC. Effective Oct. 16, substituted channel 269C2 (101.7 mhz) for 269A at Ravenel and modified license for WMGL(FM) accordingly; substituted channel 256A (99.1 mhz) for 269A at Barnwell and modified license for WBAW(FM) accordingly; and allotted channel 250A (97.9 mhz) to Blackville as its first local FM service. Filing window for Blackville opens Oct. 27 and closes Nov. 16. (MM docket 88-590 by R&O [DA 89-1008] adopted Aug. 18 by chief. Allocations Branch.)

■ Amarillo, TX. At request of Amarillo Community Broadcasting Co., proposed allotting channel 265C1 as its eighth local FM service. Comments are due Oct. 27, replies Nov. 13. (MM docket 89-381 by NPRM [DA 89-1027] adopted Aug. 22 by chief. Allocations Branch.)

■ St. George, UT. At request of Color Country Broadcasting Corp., proposed allotting channel 240C (95.9 mhz) as its third local FM service. Comments due Nov. 6, replies Nov. 21. (MM docket 89-390 by NPRM [DA 89-1077] adopted Aug. 21 by chief. Allocations Branch.)

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Rocky Mountain ski resort station seeks announcer/PD with stable employment history, upbeat but conversational voice and versatility. Superb quality of life in world famous resort. Equity opportunity for the right man or woman. Resume, aircheck, demo and cover letter to POB 2158, Ketchum, ID 83340. EOE.

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Maintenance engineer wanted for major southern California radio station. Prefer NARTE or SBE certified individual with strong studio and transmitter background. Must be willing to work in a smoke free environment with varying hours. Must have dependable transportation and willing to be on-call for technical emergencies. Interested persons with above qualifications should submit resumes to Personnel, KBIG Radio, 7755 Sunset Blvd., Los Angeles, CA 90046. Equal opportunity employer.

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.

Chief engineer: Immediate opening at #1 ranked Class C/5KW-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

News anchor/reporter sought for AC market leader in New York Catskills. WSUL. Immediate opening. Rush writing samples. T&R: Rob Dillman, PD, PO Box 983, Monticello, NY 12701. Females encouraged. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Professional, 24 hour Country powerhouse seeks tapes and resumes for future openings. No board shift. Lots of copywriting and production. Play-by-play, color, and remote skills desirable. Write: Chuck Larsen, 104 1/2 FM, 835 Meridian, Cozad, NE 69130. EOE.

Radio maniac needed immediately. Production, promotion pro to lead AC/Classic Rock FM into the 1990's. No calls. Rush T & R to: WYRY, 130 Martell Ct., Keene, NH 03431. 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.

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.

General manager: Now employed. Experienced all areas Major market background. All market sizes considered Box J-53.

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. I'm talented. Organized. Thorough. Love problem solving analytical decision maker. I'm in Florida now. I need tion. Call Jim at 407-464-2031.

GM Bill Luzmoor called "one of the top ten media market broadcasters in the country" ending pre-ject first of October. Startup, turnaround exp- looking for long term growth opportunity as G- ops. 303-668-0292 or 303-662-3137.

Killer GSM develops new retail/recruits, tr- sales people into streetfighters and \$ Lr position. Increase billing/revenue in 30-6 rate management/programming backgr- 8753.

General manager: Excel in station t- ended in start ups. Strong references ing for new challenge, not a maintainer ket, preferably Southeast. My fort turnaround - Sales! Call Jack at

Controller: Business manager w/ ence available for your AM/FM, literate specializing in account financial reporting. Box J-83.

GM/GSM: Chicago/northern cord. Reached 200% of sal- tures 30%. Outstanding mo- oriented. 408-395-5241.

Engineering manager: Ideal candidates will have 5-10 years experience in television broadcast and/or production engineering. Must be self-motivated and have excellent communication skills. Send resume to: Human Resources, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE.

Special projects engineer: New broadcast facility. Send resume to: Human Resources, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE.

TV master control: Operations experience required plus 17307. Washington, DC 20041. EOE.

Broadcast engineer: Challenging position with rapidly growing appraisal firm. Knowledge of RF systems and personnel. Send resume to: Human Resources, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE.

WJW-TV in Beaverton, SC: Seeking an engineer to perform maintenance on electronic equipment used in producing, taping and transmitting radio and television programs. Salary range is \$21,262 - \$31,894. Send resume to: Human Resources Office, 121 Lake Superior Ave., Columbus, SC 29250. EOE.

Technical director: For growing US Senate news operation. Must have 3-4 years experience in studio and ENG camera, audio & cover letter. Box 59C, Washington, DC 20510. EOE.

Assistant chief engineer: For Christian television station. Must be able to repair studio cameras, VTRs, etc. Send resume to: WDU, 33132, EOE/AA.

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 seven-person department. Minimum five years TV engineering experience required. Send resume to: Hope Brown, WNCN-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

Assistant chief, Network affiliate: North Rocky Mountain West. Small market, great living. Send resume, salary requirements to Box J-36. EOE. Confidential.

HELP WANTED TECHNICAL
One of the nation's leading independent television stations is looking for the right person. Send resume to PO Box 10102. No phone calls please. WMLP-TV, PO Box 2210, Springfield, MA 01102. No phone calls please. WMLP-TV, PO Box 2210, Springfield, MA 01102. No phone calls please. WMLP-TV, PO Box 2210, Springfield, MA 01102.

TV local sales manager: NBC affiliate in top 100 market. Send resume to: Hope Brown, WNCN-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

Experienced TV sales: Account executive needed for NBC affiliate in Charlotte, NC. We are in a growth mode, and we seek an enthusiastic, aggressive individual with a strong desire to succeed. Must have a good understanding of TV and customer needs. Excellent communication skills. Send resume to: Human Resources, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE.

Marketing manager: For public TV and radio. Plan and direct underwriting activities which include programs, advertising, and corporate campaign. Staff of three. Two - four years of media sales, preferably in public broadcasting. Personnel, WMLP-TV, 11510 East Colonial Dr., Orlan, FL 32817. Minorities encouraged to apply. EOE.

HELP WANTED SALES
Send resume to Box J-89.

General sales manager: ABC affiliate, top 30 market. Send resume and references to Box J-87. Confidentiality assured. EOE.

Creative services director: Major market independent station. KOAT-TV is an equal opportunity employer. Send resume and references to Box J-87. Confidentiality assured. EOE.

General sales manager: ABC affiliate, top 30 market. Send resume and references to Box J-87. Confidentiality assured. EOE.

Senior producer: For local, national, and international television. Send resume and references to Box J-87. Confidentiality assured. EOE.

Production manager: For local, national, and international television. Send resume and references to Box J-87. Confidentiality assured. EOE.

Production manager: For local, national, and international television. Send resume and references to Box J-87. Confidentiality assured. EOE.

Production manager: For local, national, and international television. Send resume and references to Box J-87. Confidentiality assured. EOE.

Local sales manager: For fast growing independent Fox affiliate. Send resume and references to Box J-87. Confidentiality assured. EOE.

Operations manager/program director: Network affiliate. Send resume and references to Box J-87. Confidentiality assured. EOE.

National sales manager: SW Atlanta market number 43. Send resume and references to Box J-87. Confidentiality assured. EOE.

General sales manager: Strong Midwest network affiliate. Send resume and references to Box J-87. Confidentiality assured. EOE.

HELP WANTED MANAGEMENT
Send resume and references to Box J-87. Confidentiality assured. EOE.

TELEVISION
Send resume and references to Box J-87. Confidentiality assured. EOE.

TELEVISION
Send resume and references to Box J-87. Confidentiality assured. EOE.

Former Florida radio ND seeks to make a transition into television. Excellent references and resume tape. Willing to relocate. Call Gil, 813-783-7649.

Minority female reporter with 21 yrs. experience in radio & television news looking for job with aggressive, TV news operation. Box J-81.

Personality plus intelligence. Attractive female anchor-host with national experience, MA degree, writing, co-producing background. Will relocate immediately. 415-790-2902

Sportscaster, 9 years experience. Top 110 market. Versatile; can anchor in studio & live, report, produce. Send inquiries to: 32 Old Sterlington Rd., # 237, Monroe, LA 71203.

15 yrs. radio, one yr. TV, anchor news and sports. Seek full time anchor. Mature Caucasian. Also willing to help in sales, with 3 yrs. experience. Now in DFW. 214-270-1114.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Relocated to CT. Production degree, 14 years combined experience. Camera, editing and directing. Freelance full-time. Call Steve, 203-934-0646.

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.

Job-hunting? Our 5-year-old consultancy has organized the nation's largest network of advisers to provide subscribers with the most comprehensive composite of availabilities in television, radio, and corporate communications. From major-market to entry-level. Quality leads and personalized service from a dependable staff of experienced professionals! Media Marketing/The Hot Sheet, PO Box 1476 - PD, Palm Harbor, FL 34682-1476 813-786-3603

ALLIED FIELDS

HELP WANTED INSTRUCTION

Kiplinger Fellowships. Broadcast journalists with three or more years' fulltime experience are invited to apply to Kiplinger Midcareer Program in Public Affairs Reporting at Ohio State University. Yearlong program, beginning September, 1990, leads to Master's degree. Reporting trip to Washington included. The ten appointed receive full tuition plus monthly living stipends. Selection is competitive. For information and applications, write or call Kiplinger Programs, School of Journalism, OSU, 242 18th Ave., Columbus, OH 43210. 614-292-2607, 292-9087. EOE/AA.

HELP WANTED MANAGEMENT

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

HELP WANTED SALES

Sales training position: Major national rep company seeks individuals for sales training program. Call 212-319-8008, Attn: Elaine Linker. EOE.

EMPLOYMENT SERVICES

Promotion people available now. Managers and producers. All prescreened. No more stacks of tapes from unqualified candidates. Profit from our 20 years experience. Howard Burkat, Promotion Recruiters, Inc., 11 Rectory Lane, Scarsdale, NY 10583. 914-723-2657

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. Bk. 8435.

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

EDUCATIONAL SERVICES

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

MISCELLANEOUS

Rare NBC chimes. A very limited quantity of 40-year old NBC chimes in their original 1950's boxes, complete with mallet and resonator chamber \$49.95. Also 12 large original 1927 chimes \$500.00 each. Send check or money order to Marketing Consultants, 1513 Valleda Lane, Encinitas, CA 92024.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040, Manuel Flores 512-723-3331.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

SNG truck: Must meet CBS Network specifications. Include description of truck and price. Reply to Box J-63.

Two 13v Ghz microwave systems. Please fax information to 209-523-0898.

FOR SALE EQUIPMENT

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

50KW AM Harris MW50A (1980), like new CCA-AM 50,000D (1976), excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitters CCA 28,500 (1980) Harris FM 20K (1980) CSI T-3-F (1985) RCA BTF20E1 (1976,1976) 3.5KW McMartin (1985) 5KW Gates FM 5G (1967) RCA 5D (1967) CSI T-12-F (1980) Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters: Harris SX-1 (1985), Harris MW1A (1980), Sparta SS1000 (1981), Collins 20V3 (1967) Transcom Corp., 215-884-0888. Fax 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (1976/81), Gates BC-5P2 (1967), McMartin BA2, 5k (1981). Transcom Corp., 215-884-0888, Fax 215-884-0738.

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

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

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen. TTC 303-665-8000.

120 KW UHF transmitter package TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen, TTC 303-665-8000, Ext. 101.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Betacam, 3/4" & 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - \$5.99. 3/4" - 20 minutes \$4.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info. call toll free. 1-800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427

Rent! Mobile production trucks, mobile uplinks, portable 2 and 23 GiG microwave links. Call Media Concepts. 919-977-3600.

Sony BVH-3100s, Ampex VPR-6s. Sony BVW-40s. BVW-25, BVW-10, BVW-15 Sony BVU-800s and 110s. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Media Concepts. 919-977-3600.

Ampex one inch A/B roll edit suite. 3 VPR-80's, Ace micro editor, Grass 100 switcher, CG and test included. Less 500 hours useage. Best offer. Maze Broadcast, 205-956-2227.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding. 214-422-5487.

Orban 8100A Optimod, excellent condition, 5 - year old. Highest offer. Box 1161, Hunt Valley, MD 21030.

Marti STL system for Mono-AM in factory sealed cartons, complete. Highest offer. Box 1161, Hunt Valley, MD 21030.

SCA radios & receivers. McMartin TRE6B radios \$15. ABS Industries radios \$10, McMartin TR55D receivers \$50, Pacesetter radios and receivers \$45 each. Large quantities of each available. Call 309-557-3252. Ask for Ron.

MDS transmitter: Emcee ITS-20 XMTR, power divider, Andrews 63502A and 63503 antennas, EW-20 Waveguide and misc. connectors. Jim Borgioli, 317-844-7484.

Remodeling our 6 studios. All boards, turntables. Scully reel/reels and miscellaneous equipment now available in good condition. 213-659-5779 for detailed list and low prices.

Sony MSU-360 master set-up unit for controlling multiple BVP-360/360P video cameras. Unused. Original box. Phone 800-548-7073.

RCA TTU60 Channel 40 transmitter complete with STL \$35,000 OBO. Tower Management Systems, 504-521-8661.

1500' Stainless G-7 TV tower \$165,000; 1100' stainless G-7 TV tower \$105,000; 934' stainless G-7 TV tower \$75,000; 300' self supporting FM tower \$27,000; 1000' of 6 1/8 inch rigid transmission line \$500 per stick; all the above plus freight and 20% advertising trade. Several towers for sale on 70% cash, 30% trade basis. Tower Management Systems, 504-521-8661.

Two RCA TCR-100's, parts, manuals and accessories. 1500 RCA cradles and storage racks. First \$3,800 takes all. Call WKYC-TV, Larry Van Camp, 216-344-3357, FAX 216-344-3326.

RADIO

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Please send your resume and a letter of introduction to:

**Peter Ferrara
Vice President/Division COO
Ragan Henry Broadcast Group
5210 Auth Road
Marlow Heights, MD 20746**

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Katz Radio — America's #1 national radio representative is looking for highly motivated salespeople to fill immediate expansion openings in its sports division and various Katz Radio offices around the country. If you are interested in establishing a solid career with a company that recognizes and rewards excellence, please send resume in confidence to:

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Top rated 25-54 in your market?
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Substantial experience
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Love turnarounds and rebuilds.
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Excellent background and
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Unusual circumstance
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Relocate anywhere
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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.

Team player seeks on-air/production with stable operation. Complete AFRTS career. Several years commercial radio experience. Prefer Country, Oldies or A/C. Lite Rock formats. Hampton Roads and Tidewater Virginia only. Box J-73.

Hiring Janet Lynch. 502-895-5888. Easy-stop offering 5.00 hourly, P/T, raw deals, boondocks, overnights. Show courage! Pay competitively. Appreciate initiative, 6 yrs exp.

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Chief engineer with lots of hands on experience, ready to upgrade your operation, and trim operating costs for mutual benefit. Box J-78.

Looking for chief engineer position at a medium or major market radio station(s). Have experience with high powered (50 KW/100 KW) major market Combo stations. Worked closely with PD to improve ratings and air quality. Have good engineering standards with references to prove it. Have extensive computer experience (8088,286 &386). Can fax a resume. Call: 815-933-7090, then dial 1022#(during recorded message, until 6:00 PM CST).

SITUATIONS WANTED NEWS

Broadcast journalist. Network and wire service experience. Expertise includes interviewing, reporting, writing, editing, story selection. Hank Neyer, 818-990-1519.

Team player looking for team. 6 yrs. experience on air with production, programing, research background. Will relocate anywhere, but prefer OH, IN, MI, PA. Call Chris, 1-216-929-6239.

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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.

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.

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TELEVISION

HELP WANTED MANAGEMENT

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.

Sales manager: Midwest Indy has great programing and great numbers. Seeking leadership to develop a great sales team. An excellent opportunity for a seasoned professional. Contact Dave Wittkamp, 513-351-9110. EOE.

National sales manager: SW Antonio market number 43. Great opportunity with young group. Proven record required - fantastic location. Contact GSM, T.J. Watson, 512-299-1129. EOE.

Operations manager/program director: Network affiliate. Top 50 attractive SE market. Exciting opportunity for aggressive, creative individual with minimum of 5 years experience in the management of overall broadcast operations. Must be strong in program planning and acquisition and must possess exceptional people skills. Reply with salary requirements to: Box J-80. EOE.

Local sales manager for fast growing Independent Fox network station seeking dynamic, creative sales person to manage seven person sales staff, minimum 5 years experience in local sales and new business development. Excellent opportunity for account executive with ambition. Send resume to General Sales Manager, WEVV, 629 Walnut St., Evansville, IN 47708. EOE.

President and general manager sought for community owned PBS and NPR stations, KEDT-TV/KKED, Corpus Christi, Texas. Excellent opportunity for a professional challenge in a difficult economic environment. Top salary consideration. Stations have excellent facilities and committed staff. Texas Coast offers a relaxed life style and many recreational benefits in a beautiful area. Strong community involvement and fundraising background required. Minimum five years management experience in public broadcasting, preferably at a community owned station. Send resume and salary requirements to Search Committee, South Texas Public Broadcasting, PO Box 416, Corpus Christi, TX 78403-0416. Deadline: October 13, 1989. EOE/AA.

KABB-TV is seeking a local sales manager with proven track record. Growing company in great growth market. Need take-charge type. Please call Tom Watson at 512-299-1129 or send your resume to 520 N. Medina, San Antonio, TX 78207. EOE.

Exciting opportunity in the beautiful Southwest. ABC affiliate, KOAT-TV, the no. 1 station in Albuquerque, New Mexico is seeking candidates to fill the position of business manager. Position requires five (5) years minimum experience in accounting and finance management. Will work closely with the general manager in financial management and perform various accounting responsibilities including budget preparation, account analysis and financial reporting. Strong organizational, analytical and communication skills necessary. Computer literacy a must. Experience in broadcast financial management preferred. Please state salary requirements. Apply: Wayne Godsey, General Manager, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Deadline for application: October 6, 1989. KOAT-TV is an equal opportunity employer.

Creative services director: Major market independent seeks hands-on creative person to be responsible for all promotions including on-air, radio, print, and outdoor. Send resume and references to Box J-87. Confidentiality assured. EOE.

General sales manager: ABC affiliate, top 30 market. Minimum 4 years management experience. Priorities - inventory control, strategic planning, new business development, people skills. Equal employment opportunity. Send resume to Box J-89.

HELP WANTED SALES

Marketing manager for public TV and radio. Plan and direct underwriting activities which include programs, auction, and corporate campaign. Staff of three. Two - four years of media sales, preferably in public broadcasting. Experience in managing sales or marketing staff and initiatives. Salary plus incentives/commissions. Resume to: Personnel, WMFE-TV/FM, 11510 East Colonial Dr., Orlando, FL 32817. Minorities encourage to apply. EOE.

Experienced TV sales account executive needed for NBC affiliate in Charlotte, NC. We are in a growth mode, and we seek an enthusiastic, aggressive individual with a strong desire to succeed. Must have a good understanding of TV and customer needs. Excellent communication and presentation abilities required. Degree preferred. Send resume to Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

TV local sales manager: NBC affiliate in top 100 market seeks an experienced local sales manager for staff of 12 people. Background in local and regional sales required with emphasis on new business development. Great opportunity for a resourceful, highly motivated, aggressive person to join a dominant station in a Northeast market. Send resume and photo to William M. Pepin, General Manager, WWLP-TV, PO Box 2210, Springfield, MA 01102. No phone calls please. WWLP is an equal opportunity employer.

One of the nation's leading independent television stations is looking for an experienced sales person. Excellent opportunity for the right person. Send resume to PO Box 4540, St. Louis, MO 63108. EEO.

HELP WANTED TECHNICAL

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 Brown, 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.

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.

Assistant chief engineer for Christian television station. FCC General license required. 3-5 years experience in broadcast electronics. Must be able to repair studio cameras, quad and helical VTR's, switchers, etc. UHF transmitter experience helpful. 18-25K. Send resume to: WDLI TV, 6600 Atlantic Blvd., NE, Louisville, OH 44641. EOE.

Technical director: For growing US Senate news operation. Motivated problem-solver with 3 - 4 years exp. live studio productions and ENG. Troubleshooting 3/4" VTRs, studio and ENG cameras. Audio & telephone knowledge a plus. Salary mid 30's. Resume & cover letter: Box SRC, Washington, DC 20510. EOE.

Maintenance technician: TV/FM studio, remote, and transmitter maintenance/installation/operational duties. Minimum 3 years experience plus FCC General license or SBE certification required. Degree in electrical technology or equivalent formal training. Send resume: Director of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. Equal opportunity employer/AA.

Television engineer WGVU/WGVK-TV and WGVU-FM (in Grand Rapids, MI) have an opening for a television engineer, maintenance and operations duties, full time, BS degree or technical school with experience preferred. Salary range \$28,163 - \$29,910. Send letter of application and resume to: Human Resources Office, 121 Lake Superior Hall, Grand Valley State University, Allendale, MI 49401. EOE/AA.

WJWJ-TV in Beaufort, SC is seeking an engineer to perform complex repair and maintenance on electronic equipment used in producing, taping and transmitting radio and/or television program; operates related equipment; performs general maintenance on equipment. Associate degree in Electronics and 3 years related television technical experience. Salary range is \$21,262 - \$31,894 depending on experience. Send for application to SCETV, Personnel Dept., 2712 Millwood Ave., Columbia, SC 29250. EOE.

Broadcast engineer: Challenging position with rapidly growing appraisal firm. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: BIA, Box 17307, Washington, DC 20041. EOE.

TV master control: Operations experience required plus one year formal training/study in electrical technology. Send resume: Director of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE/AA.

Special projects engineer. New broadcast facility. Seeking broadcast engineer with design, installation and set-up experience of broadcast/production facility. Will originate and create designs for and oversee the installation of technical equipment for major new TV and radio broadcast facility. Work closely with contractors to insure that installation is carried out according to specs. Must be able to anticipate and resolve technical problems and maintain close communication with director of engineering. Excellent benefits. Send resume to: WNED-TV, Dept. B, Jon Herrington, 184 Barton St., Buffalo, NY 14213. Western New York Public Broadcasting Association is an equal opportunity employer.

Engineering manager: Ideal candidates will have 5-10 years experience in television broadcast and/or production engineering with an additional 2-5 years supervisory or management experience a must. This position requires excellent communications skills, a working knowledge of sophisticated post production techniques and high technical standards. This position provides engineering support to a multiple station facility including a fine arts radio station. Please send resume and salary history to QED Communications Inc., Human Resources Department, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE. MF/HV.

HELP WANTED NEWS

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 Cl., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

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.

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 Grdic, WFMJ Television, Inc., 101 West Boardman St., Youngstown, OH 44503. EOE.

Sports anchor/reporter needed by aggressive ABC affiliate. Successful candidate will have a minimum of one year experience and be skilled at shooting, editing and writing. Send nonreturnable tapes and resumes to News Manager, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. EEO employer.

Carolina News Network: Operations coordinator. Dynamic and creative person needed to coordinate efforts of the Carolina News Network. Position based in Charlotte. North Carolina facilitates communications and sharing of member station news coverage. Qualified candidates will have a thorough knowledge of television news operations and an ability to take a leadership role in maximizing statewide network capabilities. Equal opportunity employer. Applicants should forward letter and resume to: Richard C. Moore, News Director, WSOC-TV, PO Box 34665, Charlotte, NC 28234.

Director for prime newscasts in medium market. Must have 2 years experience directing news, including remotes, plus strong knowledge of Chyron, 1", Abekas, DVE and Grass Valley 300. College degree required. Send resume and salary requirements to Box J-72. EOE.

News producer needed for #1 station. If you're creative and a good writer, rush tape, resume and writing samples to: Robert Stoldal, News Director, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE

Mld 50's CBS network affiliate seeks weekend weather/3 day reporter. Minimum two years weather and reporting experience. Colorgraphics experience desirable. Send resume and salary requirements to Box J-82. EOE.

Weather anchor/reporter needed at CBS affiliate in Syracuse. Anchor three daily weathercasts and report three feature stories per week. At least two years experience required. Send tape and resume to Graham Robertson, WTVH, 980 James St., Syracuse, NY 13203. No phone calls, please. EOE.

Anchor/reporter: We're looking for an innovative communicator to help lead our news into the 90's. Someone to help shape newsroom policies, provide staff and coverage direction, and someone who shares the belief that not everything has been done before. If you have a visionary commitment to our craft and want to move to one of America's most livable cities, send resume, references, tape and news philosophy to: S. Peter Neumann, News Director, WEAR-TV (ABC), Box 12278, Pensacola, FL 32581. (UPS: 4990 Mobile Hwy, 32506). EOE, M/F.

Executive producer: SE network Conus affiliate looking for executive producer to oversee production of daily newscasts. Must have experience with multiple live shots and multiple satellite feeds. Superb writing skills a must. Help keep this dominate CBS affiliate #1. EOE. Box J-88.

WRCB-TV is looking for a general assignment reporter who can make a difference in our news department. This person should have excellent investigative skills, and be an accomplished storyteller. This person should have at least two years of previous experience as an on-camera reporter at a competitive, commercial television station. No phone calls. Send videotapes and resumes to: Lee Meredith, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Videoconference producer/writer/director: KPBS-TV production department seeks a full-time producer/director to be primarily assigned to produce, write and direct projects for KPBS Telecommunications. Responsible for a wide variety of tasks resulting in sophisticated professional live studio and remote productions, and videoconferences involving complex production values. Qualifications: 5 or more years experience as a television producer/director including live directing experience, with thorough knowledge of production and media design (including sound recording, television production principles and techniques, script writing, staging and lighting, and videotape editing). Ability to develop on-air graphics. Ability to work independently and to carry out assignments under deadline conditions. Familiarity with distant learning activities is highly desirable. Equivalent to graduation from a four-year college or university. Salary range: \$2592 - \$3200 per month. Excellent benefit package. Apply Obtain SDSU Foundation employment application directly from: SDSU Employment Office, Administration Building - Third Floor, San Diego, CA 92182. Completed applications and resumes must be postmarked no later than October 6, 1989. EEO/AA/Title IX Employer.

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

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.

Promotion writer/producer: Midwest medium market CBS affiliate is looking for a proven promotion producer. Must have strong creative writing and production skills. Radio production experience is desired. Looking for a great opportunity in a highly competitive market, this is it. Reply to Box J-84. EOE.

On-air promotion producer: The Oprah Winfrey Show is searching for an on-air promotion producer. 2 years television promotion experience, strong writing skills and creativity a must. Send tapes to Laurie Fried, 35 E. Wacker Dr., Suite 1782, Chicago, IL 60601. No phone calls please. EOE.

Producer/director: KSMQ Public Television for Southern Minnesota is looking for an ambitious, creative, hands-on producer for 1/2 hour local weekly and other assignments. Requires organizational and writing skills as well as an ability to design graphics, shoot, edit and develop promotional materials. Solid production skills a must - marketing sense a plus. 1" facilities with ADO, and Super Scribe. Bachelors and a minimum 3 years related experience. Salary range \$19,500 to \$25,000 with benefits. Send resume and reel to: KSMQ-TV, Director of Production, 1900 8th St. NW, Austin, MN 55912. EOE.

Host/field producer: Innovative award winning Hispanic magazine series aiming in the number one and four markets needs a bilingual seasoned journalist to host the series and produce top quality field pieces. One to two years experience researching, writing, editing and producing field pieces desirable. The candidate must possess the ability to appear on camera and host the series. An undergraduate degree and a strong commitment to Hispanic issues required. Rush resumes and tapes to: Al Rose, Program Director, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625-0777. EOE.

Producer/writer, WUFT-TV, a PBS affiliate, seeks an experienced producer-writer responsible for the planning and execution of series, documentary, and special events programs. Primary area of emphasis will be public affairs. Position requires a Master's degree in Communications or related field and at least two years broadcast reporting and/or producing experience, or BA and five years experience. Videotape editing skills a plus. Minimum salary is \$24,000 plus state benefits. Send letter and resume (no tapes yet) by Oct. 12 to: Frank Counts, WUFT-TV, 2000 Weimer Hall, U of Florida, Gainesville, FL 32611. EOE, AAE.

Florida Public TV is seeking creative program manager with strong administrative skills; must have Bachelors degree in Broadcasting plus five years of experience, two in supervisory capacity. Salary minimum range: \$22,421. We are an Equal Opportunity/Affirmative Action Employer. Interested applicants, please call WFSU-TV at 904-487-3170 for further information.

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.

Senior producer for Latin American broadcast operations: Directs and coordinates production of TV and radio commercials for local, national and multinational broadcast in Latin America. Interprets and adapts the concept, message and execution of TV and radio commercials to the language and cultural differences of each Latin American country in which the commercial will appear. Trains producers and assistants in Latin American productions. Advises art directors and copywriters in the conception of storyboards for TV commercials to meet advertiser's objectives. Selects film directors, production companies, crew members, film editors, music houses and special effects houses, if required, both domestically and internationally. Analyzes budget and expenditures for production to insure compliance with client's budgetary restrictions. Establishes production timetable and plans logistics for crew, etc. based on conditions in the chosen location. Works with film director in the shooting of the commercial to coordinate scenes, timing, and camera work for the production. Oversees editing, v/t transfer, recording, sound mixing and coordinating of all these elements for the completion of the commercial. Minimum requirements: BA or equivalent in Advertising or Marketing, five years experience as a producer of TV and radio commercials, proficiency in Spanish (speaking and writing), exceptional creative and artistic ability demonstrated by prior work, \$70,000 per year, 40 hour work week. To apply, send resume and sample reel to: Judy Magnus-Long, Human Resources Manager, BBDO New York, a division of BBDO Worldwide Inc., 1285 Ave. of the Americas, New York, NY 10019. EOE.

SITUATIONS WANTED MANAGEMENT

Successful broadcast consultant, tired of non-stop travel. Experience as television station manager, sales manager with excellent track record. Looking for position as general manager or general sales manager, with P&L responsibility. Twenty years experience in television station management, sales management, sales, engineering and production. Please reply to Box J-75.

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 Leap, 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.

Sports director/anchor: TV/radio. 6 yrs. on air experience. Seeking new opportunities and challenges. Willing to relocate. Find out what I can do for you. Call J.M., 201-233-0964.

Help Wanted Technical

TELEVISION ENGINEER II

Two years experience in electronics maintenance or equivalency required. FCC General Class license preferred. Broadcast maintenance in microwave, VTR's, switchers and cameras. This job requires travel throughout the State of Utah. This is University of Utah/KULC TV. Salary commensurate with experience. Excellent benefits package. Please send resume to:

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Francine Achbar,
Executive Producer
WBZ-TV,
1170 Soldiers Field Rd.
Boston, MA 02134

No telephone calls please.

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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:
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KYW-TV
Independence Mall East
Phila. PA 19106



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Houston, TX 77024

Public Notice

The Board of Directors of National Public Radio

will meet in open session on Tuesday, October 3, 1989, beginning at 9:00 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, DC. Subject to amendment, the agenda includes: Election of Chairperson, Vice Chairperson, and officers; and appointment of committees. The committees will meet following the Board meeting in the same location. The Board will meet again on Wednesday, October 4 in open session beginning at 9:00 a.m. Subject to amendment, the agenda includes Chair's Report, President's Report, and committee reports.

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In a recruitment advertisement for an Operations Manager that appeared in the September 18 1989 issue of BROADCASTING we inaccurately stated that our American Medical Television program appears on the Lifetime cable network. The program actually appears on the Discovery channel cable network. We apologized for any confusion this may have caused. We are still accepting applications. Please submit resume and salary history to: Dept. CSMB-1606 American Medical Association, 535 N Dearborn Street, Chicago, IL 60610. Equal Opportunity Employer.

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Media



Trimble



Mauldin

Appointments at Gaylord Broadcasting: **Ed Trimble**, VP, general manager, KHTV(TV) Houston, to same capacity, KTVT(TV) Fort Worth (Dallas), succeeding **Charles Edwards**, who retires after 27 years with company; **Steve Mauldin**, VP, station manager, KTVT, succeeds Trimble.

Michael Crusham, general manager, WGFY(FM) Gallatin, Tenn. (Nashville), joins WWSW-AM-FM Pittsburgh in same capacity.

Scott Gilreath, VP and general manager, KPUR(AM)-KHVK(FM) Amarillo, Tex., joins KVFX-FM (formerly KIZS) Manteca, Calif., as president and general manager.

Jose Armando Ronstadt, VP and manager, corporate communications, Security Pacific Bank of Arizona, Phoenix, joins KTVW-TV there as VP and general manager.

Nancy L. Reynolds, VP and general manager, KFSD-FM San Diego, joins KOY-AM-FM Phoenix in same capacity.

Russ Haberle, sales manager, KFSD-FM San Diego, named VP and general manager, succeeding Nancy Reynolds (see item above).

Andrew C. Lohman, general sales manager, KYAK(AM)-KGOT(FM) Anchorage, joins KKSD(AM)-KASH-FM there as general manager.

Roger McDowell, VP and general manager, KEYW(FM) Pasco, Wash. (Tri-Cities), joins KEYF-AM-FM Spokane, Wash., in same capacity.

Terrell L. Metheny Jr., general manager, KHLT-AM-FM Little Rock, Ark., joins WOCL(AM)-WXGT(FM) Columbus, Ohio, in same capacity.

Mitchell Stern, VP, chief financial officer, Fox Television Stations, Beverly Hills, Calif., named VP and station manager, KTTV(TV) Los Angeles, succeeding Bill McGowan (see "Programming").

Michael Gorman, VP, finance and administration, ESPN, New York, named senior VP and chief financial officer.

Martha Tod Dudman, co-op and promotions director, WDEA(AM)-WWMJ(FM) Ellsworth,

Me., joins parent company, Dudman Communications Corp., there as executive VP.

Estelle M. Layton, office manager, KWCY-AM-FM Cathedral City, Calif. (Palm Springs), named VP and assistant manager.

Appointments at Garden State Cable TV (formerly NYT Cable TV), Cherry Hill, N.J.: **Patrick J. McCall**, VP, NewChannels Corp., Syracuse, N.Y., to VP, general manager; **John C. Barrett**, controller, Midwest region, Comcast Corp., Philadelphia, to VP for finance and administration; **Margaret H. Bynoe**, account executive, Carnegie Search, Princeton, N.J., to director of human resources.

Debra Chambers, regional controller, *USA Today*, Hayward, Calif., joins KRON-TV San Francisco as manager of accounting.

Lori Laubich, associate, Loeb & Loeb, New York-based law firm, joins MTV Networks there as counsel, law and business affairs.

Lise A. Rehberg, attorney, Capitol Records, Los Angeles, joins Westwood One there as counsel.

C.P. "Tony" Currier, executive director, Louisiana Cable Television Association, Baton Rouge, adds duties of cable consultant, WBRZ(TV) there.

Marketing



Caffey

Rick Caffey, local sales manager, WTMX(FM) Skokie, Ill. (Chicago), named general sales manager.

John DeRoche, general sales manager, KHTV(TV) Houston, joins KTVT(TV) Fort Worth (Dallas) as director of sales. **Gary Schneider**, local sales

manager, KTVT, succeeds DeRoche. KHTV and KTVT are both owned by Gaylord Broadcasting.

Daniel J. Corken, national sales manager, KDFI-TV Dallas, named general sales manager.

Peter Goode, sales manager, KIKX-FM Manitou Springs, Colo. (Colorado Springs), joins KVFX-FM (formerly KIZS) Manteca, Calif., as general sales manager. **Becky Singletary**, advertising consultant, KPUR(AM)-KHVK(FM) Amarillo, Tex., joins KVFX-FM as senior marketing consultant.

Josh Mednick, sales manager, KTRW(AM)

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The Television Bureau of Advertising's (TVB) loss was WNBC-TV's gain last week as the NBC-owned New York station hired TVB President **Bill Moll** as its new vice president and general manager. "I feel like I've been preparing for this new job all my life," said Moll, who prior to becoming TVB president two years ago was president of Harte-Hanks Television. Moll has also been a TVB board member for ten years. At WNBC-TV he succeeds Carl "Bud" Carey, who left several months ago to become president of Times Mirror Broadcasting. TVB has already established a search committee, headed by King World Broadcasting President Paul Hughes, to find a new president, by Oct. 20, for the New York-based industry organization.

Spokane, Wash., joins KEYF-AM-FM there as general sales manager.

Barbara Goldstone, account executive, WCBM(AM) Baltimore, named sales manager.

Paul Saltin, president, MV Capital, Atlanta-based financing firm involved in real estate and broadcast equipment leasing, joins KOKH-TV Oklahoma City as general sales manager.

Peter J. Moran, VP, director of sales, Cable Networks Inc., New York-based spot cable advertising firm, named senior VP. **Stacie Colbeth**, national sales manager, Cable Networks Inc., New York, named Eastern director of sales.

Denis P. Dowdle, national sales manager, WLVI-TV Cambridge, Mass. (Boston), named national sales manager.

Appointments at Ross Roy Group, Bloomfield Hills, Mich.-based ad agency: **Mickey Guisewite**, associate creative director, advertising, to VP; **Kevin Wixted**, account supervisor, to VP; **Geri A. Bradley-Donoghue**, manager of account administration, to VP.

David Perry, senior VP, director of broadcast promotion, Saatchi & Saatchi Advertising, Chicago, named executive VP. **Gene Johnson**, VP, Saatchi & Saatchi Advertising, New York, named senior VP.

Programing

G. Gregory Miller, VP of television operations, Great American Broadcasting, Cincinnati, joins Tribune Entertainment Co., Chicago, as VP, programming.



Miller



Koppe

Appointments at Paramount Pictures Corp., domestic television division: **Charlotte Koppe**, assistant director of programming, WLS-TV Chicago, to VP, programming there; **Leslie Ross**, manager, production finance, Hollywood, to director, sales planning and production finance; **Richard Golden**, senior VP, domestic sales, BBC/Lionheart Television, New York, to manager, Northeast division there; **Maura McDonough**, account executive, Southern region, Atlanta, to manager, Central division, Chicago.

Jim Ricks Jr., senior VP, general sales manager, Barris Program Sales, Los Angeles, joins ITC Domestic Television there as senior VP, Southeast sales.

Bill McGowan, VP and station manager, KTTV-TV Los Angeles, named VP, operations and sales, Fox Television Stations, Beverly Hills, Calif. **William MacDowell Lincoln**, president and chief operating officer, Farragut Communications, McLean, Va.-based group owner of three TV's, joins Fox Television Stations, Beverly Hills, as VP, chief financial officer, succeeding Mitchell Stern (see "Media").

Mel Layton, VP, acquisitions, Vidmark Entertainment, Los Angeles, joins Republic Pictures Corp. there as VP, acquisitions.

Marvinina Anderson, director, worldwide cable/cassette marketing, ABC Distribution Co., New York, joins World International Network, Los Angeles, as VP, worldwide sales.

Russell Watkins, president, Russell Watkins International, Encino, Calif.-based film distribution company, adds duties of general manager, West Coast, Australian Broadcasting Corp. there.

Patrick Twyon, director of sports services, Petry, New York, joins Marathon Entertainment, New York-based sports programming producer, as executive VP in charge of marketing.

Margaret "Mara" Sternthal, assistant VP, Europe division, Irving Trust Co., New York, joins ABC Distribution Co. there as manager, international TV sales.

David Morris, VP, Western division manager, Disney Television syndication division, Buena Vista Television, Burbank, joins Television Program Enterprises, Los Angeles, as VP of program sales, West Coast.

Bethany Gorfine, director of sales, Western region, Casablanca IV, Los Angeles, joins TPE as director of program sales, West Coast.

George Bodenheimer, director, affiliate marketing, Eastern division, ESPN, Bristol, Conn., named VP, affiliate sales and marketing, Eastern division.

Appointments at The Discovery Channel: **John Ford**, VP for community development, noncommercial WHYY-TV Wilmington, Del., to VP of corporate program partnerships, Landover, Md. (Washington); **Sandi Tracy**, account executive, USA Network, Chicago, to director of advertising

sales, Midwest region there; **Kerry Sheldon**, account executive, Bohbot Communications, New York, to same capacity there; **Ben Price**, account executive, Turner Broadcasting, Los Angeles, to same capacity there.

Appointments of air personalities, Prime Demo, light adult contemporary format, Drake-Chenault/Jones Satellite Services, Denver: **Kevin Coulter**, announcer, Drake-Chenault/Jones Adult Contemporary, to 2 a.m. to 6 a.m. announcer; **Dave Bogart**, announcer, KSYY(FM) Denver, to 6 a.m. to 10 a.m. announcer; **Jeff Stone**, announcer, KMJ(FM) Denver, to 10 a.m. to 2 p.m. announcer; **Jon Wells**, production director, Jones Intercable, Denver, to 2 p.m. to 6 p.m. announcer; **Laurie Cobb**, announcer, KSYY, to 6 p.m. to 10 p.m. announcer; **Denis Sullivan**, announcer, KSYY, to 10 p.m. to 2 a.m. announcer.

James P. Degni, assistant VP and project manager, Drexel Burnham Lambert Inc., New York, joins USA Network as director, MIS.

Ami Hope Witt, VP, Central division, Silverbach-Lazarus Group, Chicago, joins D.L. Taffner Ltd. there as Central division manager.

Robert G. Liuag, senior research analyst, 20th Century Fox Television, Los Angeles, joins Group W Productions there as senior analyst, research department.

Steve Huntington, program and music director, KIFM(FM) San Diego, joins The Wave Network, new adult contemporary format, Satellite Music Network, Chicago, as operations manager.

Randy C. Rice, operations manager, WJBO(AM)-WFME(FM) Baton Rouge, joins Narragansett Radio Inc. there as VP of programming/research.

Matt Lauer, host, *Entertainment News*, HBO, New York, joins WWOR-TV Secaucus, N.J., as co-host, *Nine Broadcast Plaza*, three-hour live news/talk show.

Danny Owen, assistant program director, KAAM(AM)-KZPS(FM) Dallas, named program director.

Steve Funk, program director and air personality, KOZZ(FM) Reno, Nev., joins KVFX-FM (formerly KIZS) Manteca, Calif., as program director.

J. Patrick, program director and midday air personality, WCRZ-FM, named operations manager, WKMF(AM)-WCRZ-FM.

Pete Fornatale, air personality, WNEW-FM New York, joins WXRK(FM) there as weekend air personality. **Alison Steele**, air personality, WQCD(FM) (formerly WPIX) New York, joins WXRK as Saturday air personality.

Allan Camp, air personality and production director, WRRC-FM Hartford, Conn., joins WRCH-FM New Britain, Conn. (Farmington), as morning air personality.

Barbara Skupeen, sales service executive, *Headline News* CNN, New York, named account executive, Turner Home Entertainment there.

Katherine Huey, public affairs producer, KRON-TV San Francisco, named writer-pro-

ducer, creative services.

Tanja Kuhar, news promotion producer, WDAF-TV Kansas City, Mo., joins KSDK(TV) St. Louis as creative services producer.

Sheridan D. Adams, graduate, Southwestern Adventist College, Keene, Tex., joins *It is Written*, Thousand Oaks, Calif.-based syndicated religious telecast, as associate producer.

Regina Esposito, graduate, University of Maryland, College Park, joins WWRC(AM) Washington as producer, morning show.

Neal Augenstein, board operator, WWRC, adds duties of director of board operators.

News and Public Affairs

Jeff Scheidecker, news director, WIXT(TV) Syracuse, N.Y., joins WGHP-TV High Point, N.C., in same capacity.

Dan Cummings, assistant news director, WIXT(TV) Syracuse, N.Y., named news director, succeeding Jeff Scheidecker (see item above). **Ron Lombard**, assignment editor, WIXT, succeeds Cummings.

Sara Johnson, traffic reporter, Metro Traffic Control, Seattle, joins KZOK(FM) there as news director.

Megan Lopez Magee, graduate, Glassboro State College, Glassboro, N.J., joins WJIC (AM)-WNNN(FM) Salem, N.J., as news director.

Susan Zirinsky, senior producer, *CBS Evening News with Dan Rather*, Washington, named to same capacity. New York. **Rome Hartman**, White House producer, *CBS Evening News*, Washington, succeeds Zirinsky.

Jerry Ridling, senior producer for regional news services and Washington, Newsnet, CBS News, New York, named executive director, station services.

Gene R. Sower, independent video writer and producer, New York, joins Visnews International, New York-based television news agency, as producer.

Herbert M. Brubaker, professor, University of Maryland, College Park, joins News-Age, Washington-based producer and distributor of news stories on issues about people over 50, as executive news producer.

Al Volker, news director, WLUK-TV Green Bay, Wis., joins WVUE(TV) New Orleans as executive producer.

Leslie Carde, anchor, *The Money Wheel*, CNBC, Fort Lee, N.J., named anchor, *The Media Beat*, program devoted to business of television, film, theater and radio.

Tom Stinar, sports anchor, *Headline News*, CNN, Atlanta, named co-anchor, CNN sports programs. **Steve Yavner**, sports director, WTVX(TV) Fort Pierce, Fla. (West Palm Beach), succeeds Stinar.

George Siegal, assistant production director and feature reporter, KSRF(FM) Santa Monica, Calif. (Los Angeles), joins FNN: Sports, Los Angeles, as host-producer, *Time Out For Trivia*, and anchor-reporter.

Jim Volkman, sports director, WXKG(FM) Chicago, joins WKQX(FM) there in same capacity.

Dina Robbins-April, senior account executive, G.M. Anderson and Associates, Springfield, Ill.-based ad agency, joins Cablevision of Chicago as public affairs manager.

Debra Bartlein, marketing director, CNR Health and Southeastern Wisconsin Medical and Social Services, Milwaukee, joins WISN-TV there as director, community services-public affairs. **Shaun Robinson**, co-anchor, WEYI-TV Saginaw (Flint), Mich., joins WISN-TV as family health reporter.

Lynne Morgan, reporter, WATD-AM-FM Marshfield, Mass., joins KRON-TV San Francisco as assistant assignment editor, East Bay desk.

Dave Baldridge, daytime assignment editor, WXIA-TV Atlanta, joins KSDK(TV) St. Louis in same capacity.

Sydney Kohara, chief of communications, Department of Alcohol and Drug Programs for State of California, Sacramento, joins KGO-TV San Francisco as anchor and reporter.

Wina Sturgeon, lifestyle reporter, KBIG(FM) Los Angeles, joins KSL(AM) Salt Lake City as anchor, public affairs liaison and weekend host. **Maria Shilaos**, news director, reporter and anchor, noncommercial KUER(FM) Salt Lake City, joins KSL as morning anchor.

Beverly Williams, anchor, WTNH-TV New Haven, Conn., joins KYW-TV Philadelphia as co-anchor.

John Murphy, sports director and color

commentator, Buffalo Bills, WBEN(AM) Buffalo, N.Y., adds duties of reporter and 6 p.m. sports anchor, WKBW-TV Buffalo. **Jerry Azar**, sports anchor, WPLG(TV) Miami, joins WKBW-TV as reporter and 5 p.m. and 11 p.m. sports anchor.

Tony Terzi, air personality, WKCH(FM) Hamden, Conn. (New Haven), joins WVIT(TV) New Britain, Conn. (West Hartford), as weekend sports anchor

Candace Armstrong, reporter and investigative producer, KNSD(TV) San Diego, joins KXLY-TV Spokane, Wash., as reporter.

Mary Anne Lewis, reporter, KTBC-TV Austin, Tex., joins WPEC(TV) West Palm Beach, Fla., as general assignment reporter. **William T. Jiles**, reporter, WKYT-TV Lexington, Ky., joins WPEC as reporter.

Rob Allen, public relations account executive, Miller Communications, Boston, joins WCIB(FM) Falmouth, Mass., as reporter and public service coordinator.

Maureen Burke, assignment editor and producer, KSNT(TV) Topeka, Kan., joins KTKA-TV there as statehouse reporter.

Ernest Gurule, reporter-producer, noncommercial KUAT-TV Tucson, Ariz., joins KWGN-TV Denver as general assignment reporter.

Steve Newman, meteorologist and weekend weather anchor, KGO-TV San Francisco, joins KRON-TV there as weather anchor.

Alonza Williams Jr., intern, *Good Morning America*, ABC, Washington, joins WWRC(AM) there as news desk assistant.

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Park place dedicated. The new Roy H. Park School of Communications at New York's Ithaca College was dedicated Sept. 15. (BROADCASTING Jun. 12). Among those attending the dedication were (shown above, l-r): Thomas F. Leahy, president, CBS Television; Mrs. Jack W. Fritz; Jack W. Fritz, former chairman, Blair Television and Roy H. Park, founder and chairman of Park Communications.

Technology

Don Parker, engineer, KFWB(AM) Los Angeles, retires after 27 years with Group W Radio.

Appointments at KRON-TV San Francisco: **Barry Brown**, engineer, to manager of studio operations; **Peter Rogers**, production coordinator, to manager of on-air operations; **Charles Blackburn**, PBX operator and administrator, to telecommunications manager.

Gilbert Kuang, executive director of IDB Digital Services, New York, named VP of corporate planning, IDB Communications, Los Angeles-based supplier of audio, video and data-voice satellite transmission services.

Mel Harrison, VP of marketing, Varitel Video, Los Angeles, named VP and general manager. **Denise Nolan**, night operations supervisor, Varitel Video, San Francisco, named account executive.

Promotion and PR

Robert Gold, manager of affiliate public relations, HBO, New York, joins Prime Ticket, Los Angeles, as VP, public relations.

Eileen Murphy, publicist, Cablevision Systems Corp., Woodbury, N.Y., joins Turner Broadcasting System, Washington, as manager of public relations.

Allied Fields

Ralph B. Everett, chief counsel and staff director, Senate Commerce Committee, Washington, joins Paul, Hastings, Janofsky & Walker, international law firm, Washington, as partner and head of legislative

practice group.

Dan Craig, executive assistant to Senate Communications Subcommittee chairman, Dan Inouye (D-Hawaii), joins National Cable Television Association, Washington, as director of legislative policy. Craig will be succeeded by legislative assistants **Milae Luuwal**, who will handle telecommunications and **Eric Scheinkopf**, who will handle State Department, trade and foreign relations issues.

Henry Kissinger, former Secretary of State and chairman of Kissinger Associates, New York, elected to CBS board.

Jack Petrik, VP of syndication, Turner Broadcasting System, Atlanta, elected to board of directors.

Judith D. O'Neill, partner, Weinberg and Green, Baltimore-based law firm, joins Miller & Holbrooke, Washington-based law firm, in same capacity, specializing in international communications law.

Richard J. Bodorff, partner, Fisher, Wayland, Cooper & Leader, Washington-based law firm, joins Wiley, Rein & Fielding, Washington-based law firm, in same capacity, continuing his communications law practice.

Joseph D. O'Connell Jr., acting director of office of public liaison, U.S. Information Agency, Washington, named director of office of external affairs, Voice of America there.

Leo Chaloukian, owner and president, Ryder Sound Services, Los Angeles, elected president, Academy of Television Arts & Sciences there.

James Wychor, VP and general manager, Nobles Broadcasting Group, Worthington, Minn., named VP and general manager, Minnesota Broadcasters Association, St. Louis Park.

John Weisman, bureau chief, Washington, TV Guide, appointed senior fellow, Annenberg Washington Program.

Holly Birnbaum Sherman, account supervisor, L.C. Williams & Assoc., Chicago, joins Foresight Communications, Chicago-based group offering television production, distribution, media relations and media training, as director of creative services.

Dave Brewer, VP, programing, Pollack Media Group, Los Angeles-based radio consulting company, named senior VP. **Carol Holt**, operations director, Pollack Media Group, named VP, operations.

John T. Schmuhi, VP and general manager, Tribune-United Cable, Rockville, Md., joins Comsat, Washington, as VP of commercial marketing and business development.

Leslie Hollingsworth, managing associate and principal, Korn/Ferry International, Los Angeles-based executive search firm, joins Brad Marks International, Los Angeles-based international executive search firm for entertainment industry, as VP and managing director.

N. Keith Reynolds, financial analyst, Valuation Research Corp., Princeton, N.J., joins Kane Reece Associates, Metro Park, N.J.-based financial and management consulting group, as principal.

Deaths



Blair

Forbes Wesley Blair, 62, senior partner, Blair, Joyce & Silva, Washington-based communications law firm, died Sept. 19 at Montgomery General Hospital, Silver Spring, Md. He had cancer. After graduating from law school, Blair moved to Washington where he served as assistant U.S. attorney from 1952 to 1957. He began practicing communications law in 1957 when he joined Washington law firm Welch and Morgan. He was named partner seven years later. In 1969 he co-founded Bilger and Blair, Washington, and practiced there until 1983 when he left to form Blair, Joyce & Silva. He was member of Federal Communications Bar Association, Washington. He is survived by his wife, Hilma, daughter, Kristin and son, Forbes Jr.

Jay Fix, (professional name Jay Stewart), 71, announcer for game show *Let's Make a Deal*, died Sept. 17, of self-inflicted gunshot wound, at his home in Hollywood. Fix began his broadcasting career as announcer at WBOW(AM) Terre Haute, Ind. He then moved to Cincinnati to join WLW(AM). In 1943 he moved to Los Angeles as announcer for KNX(AM). He was announcer for *Let's Make a Deal* for 13 years. *Let's Make a Deal* premiered on NBC in 1963, moved to ABC until 1976 and was later syndicated. He joined NBC game show *Sale of the Century* in 1977. He was early president of Pacific Pioneers Broadcasters, Hollywood. He is survived by his wife, Phyllis, and two daughters.

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Peter Desnoes: Building Burnham by the bay

Peter Desnoes has a winning smile, an eight handicap on the golf course and solid analytical ability. With these and similar attributes, some think his success has come easily, says Michael Garin, an investment banker at Furman Selz and his former neighbor: "They have misunderstood his grace and ease, and assumed that he didn't work hard and wasn't willing to take risks."

But Garin and others who know Desnoes say the managing general partner of Burnham Broadcasting is a determined person who knows what he wants. Currently that determination is being directed at building a geographically diverse group of affiliate TV stations that are successful at both generating profits and serving their communities.

While growing up, the son of a Rockville Center, Long Island, dentist, Desnoes was just as determined to be president of Doyle, Dane, Bernbach, in part because the popular image of advertising "fascinated" him. Also, he enjoyed creativity, having written and played music, minored in art during college and produced fiction. "It just seemed that advertising was the right place for somebody who wasn't particularly good at any of them."

At Chaminade High School in Mineola, Long Island, a Catholic day school, Desnoes was a contemporary of other media successes including writer Pete Axthelm and NBC's Bob Wright, who quips: "He was immensely confident, entertaining, good looking and had an active social life...in other words he was perfectly cut out for TV at that time."

Desnoes satisfied his analytical penchant studying philosophy in college. True to his childhood career plans, he applied after college to advertising agencies and took a job in the media department of Ogilvy & Mather, where he worked on the national introduction of Maxim coffee. His buying responsibilities included television, and within less than two years ABC spot sales asked him to join as a sales trainee. Although still holding to his long-term advertising goal, Desnoes said he took the ABC job as a temporary learning experience—and at double his O&M salary.

After his training, Desnoes was transferred to Detroit—"the only place I didn't want to go"—as an account executive at WXYZ-TV. During the next 10 years he worked his way up in sales, holding jobs with ABC spot sales in both Chicago and New York, returning to WXYZ-TV as sales manager, and then moving to WLS-TV Chicago as general sales manager.

Desnoes says his next job, as vice president, sales and marketing for the ABC-owned stations, "tested my mettle," more, perhaps, than any previous job. It was a



PETER BLAISE DESNOES—managing general partner, Burnham Broadcasting Co., Chicago; b. March 24, 1943, New York; attended Colgate University; BA, philosophy, University of Arizona, 1966; media buyer/planner, Ogilvy and Mather, New York, 1967; sales trainee, ABC Television Spot Sales, New York, 1968; account executive, WXYZ-TV Detroit, 1968-70; account executive, ABC Television Spot Sales, Chicago and New York, 1970-73; sales manager, WXYZ-TV Detroit, 1973-74; general sales manager, WLS-TV Chicago, 1974-77; vice president, sales and marketing, ABC owned television stations, New York, 1977-79; vice president and general manager, WLS-TV Chicago, 1979-83; current position since September 1983; m. Carol Murphree, Feb. 2, 1973.

newly created position, carved out of responsibilities formerly held by the owned group's chief financial officer. In addition to contending with those politics, he also had to obtain the respect of each station's general sales manager, despite the fact that they reported not to him, but directly to their general managers.

In his 18 months in that position, Desnoes said he is proud of several innovations, particularly his replacing the existing sales commission system with one that gave management more flexibility in assigning accounts and rewarding salespeople. The system, which rewarded salespeople for building new business rather than just taking orders on blue chip accounts, is still in place at Capital Cities/ABC today.

The first opportunity for Desnoes to run a station, at WLS-TV, was not an easy one. Desnoes said—and other knowledgeable station executives confirmed—that WLS-TV had already begun to slide from first place, and that the newscast, in particular, was facing a difficult transition. "I would be the first to say they were the worst times of channel 7...but you can't stop sinking without some real difficult times."

By late 1982, several broadcaster/entre-

preneurs had undertaken leveraged buyouts of TV stations. This fact had not gone unnoticed by Desnoes, who, says Garin, had an innate sense of finance and business: "When Peter was working for ABC in New York, he would buy one-year-old Mercedes. People said he was living over his head, but in fact they cost little to maintain and he would sell them for more than he paid. It showed his financial sophistication, flair, and the fact that he didn't care what other people said."

If Desnoes was reluctant to leap from corporate executive to entrepreneur, he was pushed by the arrival of new senior management at the division: "We had our differences.... It was an environment that made me think that I ought to reappraise my goals in life and not be totally dependent on ABC."

Desnoes began slowly to plan his own acquisition partnership, and as soon as he left the station in June 1983 he was talking with potential sellers. In fact, raising the equity—enough to finance a \$60 million transaction—proved much easier than finding a station to buy: "I had never been in a position where people didn't want to return my phone calls."

After more than six months of looking, Desnoes bought WLUK-TV Green Bay, Wis., from George Gillett, whom Desnoes names first when asked which industry executive he admires most. After that acquisition came several others at roughly one-year intervals: KHON-TV Honolulu, KBAK-TV Bakersfield, Calif., WVUE-TV New Orleans and, just recently, WALA-TV Mobile, Ala. The 46-year-old Chicago resident says his goal continues to be improving the stations and expanding the group.

Fred Seegal, managing director at Shearson Lehman Hutton, says that Burnham and Desnoes are distinguished by the continuing contributions of the eight limited partners, all of whom are of substantial means. Among them are Peer Pedersen, the Chicago-based attorney who negotiated opposite him on several WLS-TV news talent contracts, and industry consultant Frank Magid.

With the same assuredness that marked his earlier career decisions, Desnoes says that at some point he will want to spend "the last third of my life in public service." His interest in politics was noted by several, including Wally Gair, executive director of the Illinois Broadcasters Association, of which Desnoes was president in 1983. Says Gair: "He was very active in starting the first calls on Congress for the IBA." Desnoes currently serves as treasurer of the ABC television affiliates association board of governors.

Desnoes says he has always found the broadcasting industry's issues "vitaly important, and I find the process interesting." He claims political weakness in "not being always clever enough to wind my way around an issue"—a fault others describe as being candid.

Fox Television Stations Inc. has agreed to sell WFTX(TV) Boston to Boston Celtics, putting end to Fox's battle to hang on to station so it could sell it for \$35 million. Sources at Fox say station was sold for about \$20 million. Station is subsidiary of Rupert Murdoch's News Corp. which owns the *Boston Herald* and had to be sold to comply with FCC cross-ownership rules. Last April FCC gave Fox permission to place station in trust so that Fox could keep station until buyer met Fox's asking price but told Fox that station's affiliation with Fox Network and Fox programing would have to be terminated when contracts expired (BROADCASTING, May 1). Attorney Andy Schwartzman, who represented citizen groups that kept pressure on FCC to force breakup of crossownership, said that he would "defend to the death Murdoch's right to publish sleazy newspapers and broadcast trash TV, but he can't do both in one city." Fox owns six other TV stations. □

CBS Radio Representatives and Eastman Radio have formed alliance to create independent Radio Networks (IRN). Unwired network venture will be launched in mid-December. According to Tony Miraglia, VP-general manager, CBS Radio Representatives, one benefit from venture is that CBS concentration is in top 25 radio markets, and Eastman's is in markets 26-75. Combination of two will cover top 50 markets, where, according to Miraglia, bulk of unwired activity happens.

Explaining the first trimester

Meeting before members of the press last Wednesday, Howard Stringer, president, CBS Broadcast Group (r); Kim LeMasters, president, CBS Entertainment (l), and Barbara Corday, executive vice president, prime time programs, CBS Entertainment, discussed their new trimester pilot development plan, which would spread out their pilot development process over a full 12 months rather than compressing it into four months, as has traditionally been done.

"It is, I think, the breakthrough system that can benefit



both Hollywood production and our scheduling needs," said LeMasters. He said response from the production community has been favorable thus far. "The idea that they will be in 52-week production is very appealing to producers," he said.

Under the new system, CBS will commission 15 comedy and 15 drama scripts each trimester, with the intention of producing five comedy and four drama pilots. The decision-making process as to which of the pilots will be given series commitments will be made at the end of each trimester. LeMasters said he expects to have 10 comedies and eight dramas available by May 1990.

For instance, the first trimester began Sept. 1 and ends Dec. 31. Most of the scripts chosen for pilot status will be produced and reviewed in December, with the final series determination made at the end of December. The second trimester begins Jan. 1, and the process will repeat itself.

FCC Chairman Al Sikes's call two weeks ago for return to industry-wide program code did not fall on deaf ears (BROADCASTING, Sept. 18). NAB executive committee instructed staff to explore idea of establishing some type of guidelines. NAB wants "assessment of the feasibility and effectiveness, the legal and legislative elements, and member support for devising standards or guidelines concerning programing in the public interest." Taking cautious approach, NAB president Eddie Fritts said it is merely reviewing matter and has not "embraced" concept of code. INTV, however, sent letter to Sikes stating its support for industry code. INTV President Preston Padden said Sikes's suggestion is "right on the money." Padden also wrote that if code is to work, Congress must grant "truly 'bullet-proof' legal immunity."

□

Seven Fox O&O's have grouped together and formed Fox Television Stations Productions, which will develop and produce programs for themselves, Fox affiliates, and syndication. Stephen Chao, who was named division's executive VP, said no budget has been set, but that money will be there for right project. However, because of high cost of producing sitcoms, dramas and movies, Chao said new division will concentrate on more economical fare such as game shows, variety shows, soap operas and children's shows. New productions will follow path of other Fox shows such as *America's Most Wanted* and *Cops*, which began on

How the weather was

Hurricane Hugo hit the continental U.S. Thursday night (Sept. 21) at Charleston, S.C., with 135 mile-an-hour winds that made it one of the most fearsome storms to hit the U.S. in years, and it dominated the news. The networks threw anchors, correspondents and crews into the coverage battle, devoting substantial amounts of air time to the story. And radio and television stations in the path of the storm did what they can do best, reporting on conditions in their area and warning listeners and viewers of the danger coming.

Ironically, stations in the city most directly affected, Charleston, were unable to do their job when the storm hit. All of the radio and television outlets in the city were said to have been knocked off the air during the storm. Some 300,000 homes in the eastern and southern part of the state were reported to be without power as of Friday. Stations around the state were using their own and Conus-related Ku-trucks to report from the coastal areas. Scott Parks, news director of WIS-TV Columbia, S.C., said all of the station's personnel, up to 75 people, were involved in the coverage effort.

CBS News anchor Dan Rather spent most of two days in the CBS studio, as he anchored the East and West Coast versions of 48 Hours on Thursday that were devoted to the hurricane coverage, as well as special reports early Friday morning. ABC News's Nightline also dealt exclusively with the storm, on Thursday night, in a program that ran seven and a half minutes over its normal 30 minutes. Hugo was also featured at the tail end of Wednesday's Nightline, as anchor Ted Koppel interviewed Dr. Robert Sheets, of the National Hurricane Center, who has become an instant celebrity because of the storm. And on Thursday night, NBC News delayed the start of the Tonight show 10 minutes for a special report on Hugo that was anchored by Tom Brokaw.

But it was CNN, with a 24-hour news hole to fill, that devoted the most time to Hugo. The storm led the newscasts Thursday, then was the subject of a special from 11 to 11:30 p.m. That was a warm-up. CNN devoted all of its time from midnight to the start of regular programing at 5:30 a.m. Friday to hurricane coverage.

Obuchowski reports to Congress

The Commerce Department's commitment to high-definition television has not "lessened," reported Janice Obuchowski, assistant secretary for communications and information at Commerce. Obuchowski told members of the House Telecommunications Subcommittee last week that Commerce Secretary Robert Mosbacher's interest in HDTV has in "no way diminished," but that he has concluded that the problems of HDTV should be dealt with as part of a broader new technologies development plan.

It was obvious from the lawmakers' questions they were troubled by news accounts that Commerce had backed off plans to make HDTV the centerpiece of an industrial policy to boost U.S. involvement in the development of new technologies (BROADCASTING, Sept. 18).

Obuchowski, however, reassured members that Commerce would report back to the subcommittee on this "broader theme." House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) asked Mosbacher months ago to submit a report outlining the administration's HDTV game

plan.

In a speech to the Council on Foreign Relations in New York prior to the hearing, Markey criticized the Bush administration for turning its back on HDTV technology "It is as if the Japanese and Europeans are in the eighth inning of a tightly fought ball game and we are still arguing over the best way to get to the ball park," Markey said.

As head of the National Telecommunications and Information Administration, Obuchowski was the sole witness at an authorization hearing convened by the subcommittee. Markey has introduced legislation reauthorizing NTIA for fiscal 1990 at \$14.6 million and \$14.7 million for FY '91.

NTIA will move "full speed ahead" in the area of HDTV production standards, she said. NTIA's research laboratory, the Institute for Telecommunications Sciences, will "be undertaking propagation measurements and channel assignment studies of the television band to assess ways in which broadcasters may augment their signals with assigned television frequencies to offer advanced television transmissions."

Fox O&O's and later were brought out nationally on Fox network. Chao said several projects are already in development.

FCC Chairman Alfred Sikes went outside FCC but stayed within federal government to find person to succeed Ed Minkel as commission's managing director. He is **Andrew S. Fishel**, director of financial and resource management services, office of management, Equal Employment Opportunity Commission. Minkel left agency last month; Fishel is to move in Oct. 9. Fishel joined EEOC in current capacity in 1982. Between 1974 and 1982, Fishel held various management and supervisory positions with Department of Health, Education and Welfare and, following its spinoff, the Department of Education. According to FCC spokeswoman, Fishel should be great help in planned move of FCC's three Washington offices into one by end of 1991. He was responsible for crosstown move of EEOC's Washington headquarters across Washington, which was completed last month.

Cox Cable made \$15 million equity investment last week in Blockbuster Video, calling for cable company to be franchise operator of 100 stores by end of 1990. Cox purchased one million shares of Blockbuster stock at \$15 per share. Blockbuster said purchase will bring number of shares in company to 72 million, 40 million of which are in public market. United Artists Entertainment owns additional 7.6 million shares of company, or 11%.

Senior CBS executive **Don Wear Jr.** is leaving post as head of **CBS Broadcast International** to join Washington law firm of **Wiley, Rein & Fielding** in international telecommunications practice. Wear, who was assistant to Richard Wiley in 1970's when latter was FCC chairman, took post in 1986 after two years as policy VP in New York and three heading CBS's Washington office. Wear said despite several recent departures by senior sales executives from CBI, unit is not expected to be discontinued. Possibility of disbanding CBI was explored and dismissed in budget process year ago, after CBS/Broadcast Group President Howard Stringer endorsed concept of keeping international functions centralized in unit. Wear will retain CBS responsibilities for several months



until January move to Washington. No replacement has yet been named to head CBI, which Wear said has \$50 million in current year revenues.

Cable networks are being pitched CBS Olympic package for 1992 and 1994 winter games, but wide difference in perceived value of package seems to exist. Cable sources say package roughly calls for cable to repeat prime time programming in middle of night, plus carry selected daytime events and other lesser known sports. CBS reportedly has gone in with \$50 million asking price, but cable sources say package presently being pitched is not worth that.

Representatives Michael Oxley (R-Ohio) and Tom Tauke (R-Iowa) appealed to House Rules Committee last week to permit vote on House floor to strip fairness doctrine provision from budget reconciliation package. Oxley argued that doctrine violates First Amendment, that broadcasters have operated without fairness for two years with "no appreciable difference in news coverage," that it is not "germane to spending legislation," and that its inclusion makes bill "susceptible" to Presidential veto.



Blue chip service. James Gammon (r), president of Gammon Media Brokers Inc. and president of the National Association of Media Brokers, presents the association's Outstanding Service award to Robert Mahlman, president of The Mahlman Co. The ceremony took place at the semi-annual Media Brokers Breakfast held at the National Association of Broadcasters Radio '89 convention in New Orleans. Mahlman was president of the NAMB for the last two years.

Editorials

Breaking a leg

If nothing else, last week's premiere of the new television season proves there's a lot of life left in the over-the-air medium. Indeed, at their worst, the four networks (notice how quickly the industry has absorbed the reality of Fox) still capture a majority of the viewing audience, no matter what the other options. Last week they did far better than that, capturing at the same time the principal interest of the television consumer.

The truth is, if the network system didn't exist it would have to be invented. No matter how much diversity is introduced into the television universe—and from our standpoint the more the merrier—there will always be a need for major networks capable of rallying the commercial resources and the talent to present significant—not to mention entertaining—program schedules. The three-four that ply that trade today—pounded as they've been by a tidal change in the competition—lack neither the enthusiasm nor the ability to make a difference. Win or lose, they continue to merit the applause and the confidence of the American public.

On fighting 'em or joining 'em

The broadcasting industry, always at sword's point with cable, appears ready to declare war again. The points of contention are Rochester, N.Y., and Toledo, Ohio, where cable TV operators have begun to operate channels as "stations," replete with news and weather and standard syndicated fare. The efforts are not unique, but they've caught the attention of a sensitized broadcast television industry that—rightly—sees the cable initiatives as new competition. The Association of Independent Television Stations, for one, says it will ask the FCC to put a stop to it, on grounds of cable/broadcast crossownership, and the National Association of Broadcasters is upset enough to join the INTV in a call that cable be reregulated as a common carrier.

At the same time, broadcasters are trying to make peace with cable on the twin subjects of must carry and channel positioning. Quiet meetings have been taking place among principals on both sides, with—until now, at least—quiet optimism that the remaining gap between their positions can be closed. It's difficult to discern whether the broadcaster upset over Rochester and Toledo is fundamental or whether INTV and NAB feel cable needs another nudge to see the light.

It's not for us to prejudge the merits of the INTV-NAB positions, but we have to admit that the cable operators are doing just what this page has urged them to do for years: being First Amendment players, taking charge of their own program destiny and going beyond the passive carriage of other people's product. Indeed, they're doing for themselves what John Malone of Tele-Communications Inc. urged broadcasters to do when he suggested (to the National Association of Broadcasters convention) that they enter into partnerships with cable operators to program channels much as Toledo and Rochester are doing. If the wired nation has taught us nothing else, it is that there is an infinity of program opportunity out there and one must plunge in or face seeing George do it.

Only a few broadcasters have yet crossed over to join their program destinies with cable—Ted Turner, of course, being the classic exception. But that remains a consummation devoutly to be wished. The Fifth Estate will be at its mightiest when it can exercise most of its muscle extramurally, not intramurally.

Independence day

The news (BROADCASTING, Sept. 11) that Commerce Secretary Robert Mosbacher was granting the National Telecommunications and Information Administration its independence from the Office of Technology was not earthshaking, but it was probably for the best.

Mosbacher's predecessor had folded NTIA into the new office, along with bureaucratic bunkmates the National Institute of Standards and Technology, the National Technical Information Services and the Office of Productivity, Technology and Innovation (we can only guess at the number of assistants to the assistant deputy directors required to keep the papers moving in those quarters). Although then-NTIA head and now-FCC Chairman Al Sikes saw some upside to the combination of resources and confluence of interests the new office might represent, he also recognized that an additional layer of management (read bureaucracy) between the NTIA director and Commerce secretary could prove troublesome. "If the undersecretary [of Technology, the aforementioned additional layer] is interested in technology but not communications, that could be a problem," Sikes pointed out when the restructuring was in the works last year. And with that undersecretary post still unfilled by the Bush administration, that possibility has remained a concern.

In addition to the interests of a "direct and unfettered line" of communication likely served by the unbundling of NTIA, Mosbacher, according to an aide, was sending a message about the "top priority" of telecommunications issues. "I hope people will read this [action] as an appropriate signal," the aide said.

We share that hope.

Honor roll

In a world in which broadcasters need all the friends they can get on the First Amendment, it's good to keep track of the ones they've got. Heading the list last week were Representatives Michael G. Oxley (R-Ohio) and Tom Tauke (R-Iowa), who put their heads above the trench to oppose Chairman John Dingell's initiative to attach his fairness doctrine bill to a budget reconciliation measure—an attempt to increase President Bush's difficulty in vetoing fairness. Technically, Oxley and Tauke sought a rule to exclude fairness from reconciliation. Whether or not they succeed in this parliamentary approach, both members deserve the industry's thanks for their steadfastness in fighting the good fight of broadcast freedom.



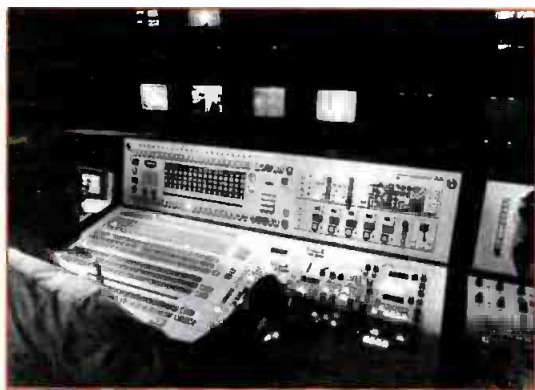
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