

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

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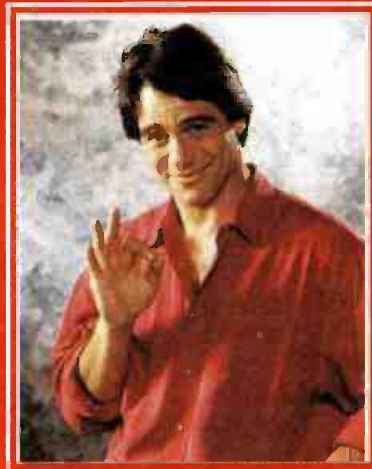
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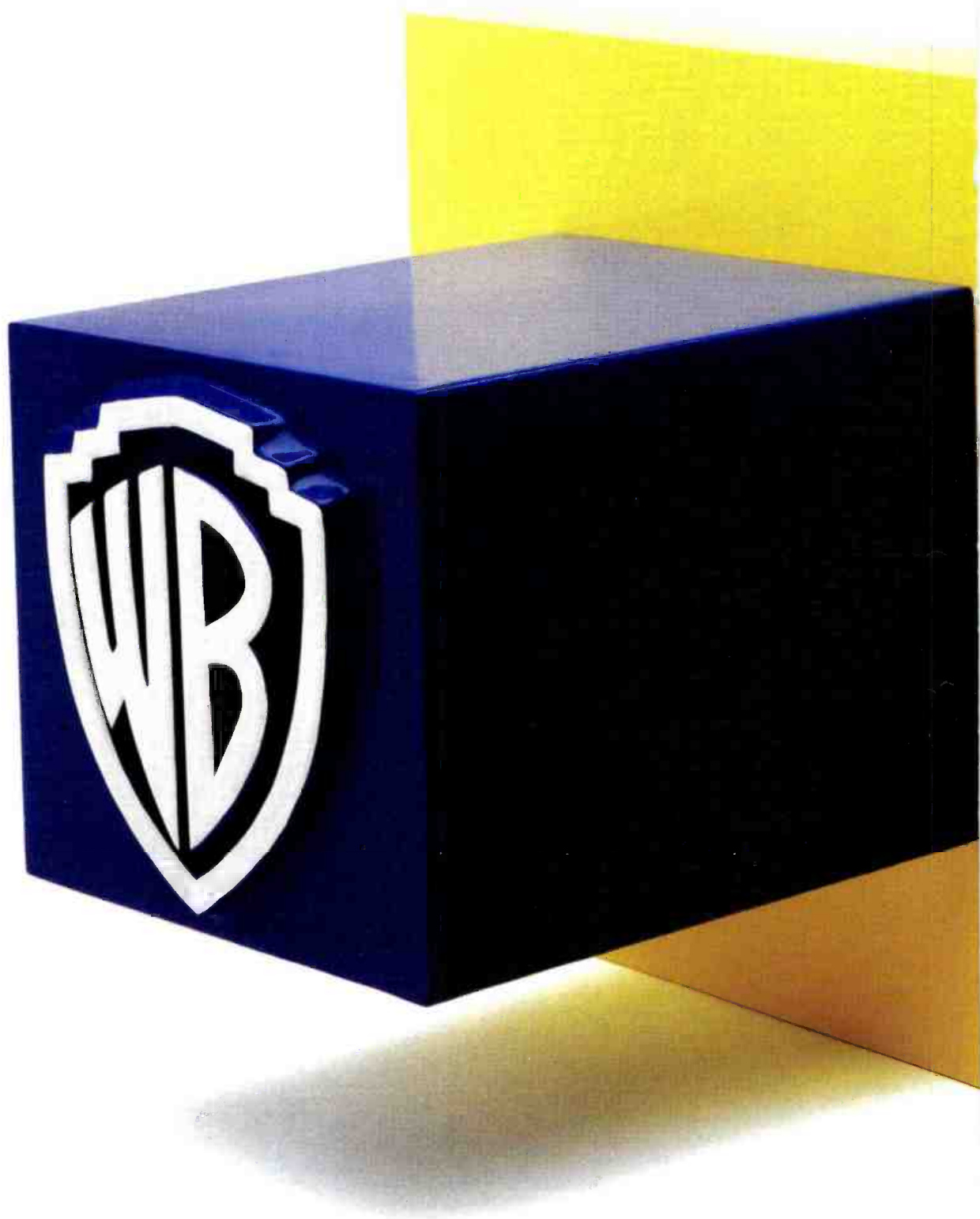
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58th Year 1989

Sony buys Columbia
Busy week for
cable

45



IF YOU'VE GOT A SQUARE HOLE, GET A SQUARE PEG.

It's no accident that some prime time sitcoms move easily into syndication success, while others never seem to fit.

To work in syndication, a once-a-week prime time hit has to have an audience made up of 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" from Warner Bros. In fact, these network hits have audience compositions that mirror syndication's biggest winners. Which makes them the ideal complement to your fall '90-'91 line-up.

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Head of the Class



The Hogan Family



Perfect Strangers



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Cable's who's who and what's what...

Industry's annual September gathering in New York finds cable executives meeting to honor their best, talk shop and hear from FCC's Alfred Sikes. **PAGE 35.**

Sony's new pearl...

Sony Corp. reaches definitive agreement to buy stock of Columbia Pictures for \$3.4 billion. **PAGE 36.**

HDTV standard...

In his first statement on emerging high-definition TV technologies since becoming FCC chairman, Alfred Sikes says that at end of testing process, commission will set advanced TV standard. **PAGE 37.**

38/ TURNER'S OLYMPIC DEAL

Turner Broadcasting System agrees to pay CBS \$50 million to carry winter Olympics in 1992 and 1994.



CBS Sports President Neal Pilson (l), Terence McGuirk, Turner Sports president, view site of 1992 Olympics

39/ HEAD OF THE CLASS

Cable industry forms Cable Alliance for Education to encourage medium's use in classrooms.

41/ KEEPING TABS

New off-network programs post second-week cumulative gains in Nielsen overnight ratings markets, but numbers are still below last year's.

40/ PHONY FOOTAGE?

New York Post questions validity of CBS News pictures purporting to show scenes of Afghanistan war supplied by freelancer.

42/ JUST SAYING NO

FCC says conviction for drug trafficking is grounds for revoking or denying broadcast license.

43/ RADIO RECAP

From Classic Rock to AC to Country and more, today's radio formats are varied lot, sharing common search for new listeners.

49/ GRASSROOTS HEARING

Three major broadcast networks' entertainment presidents meet with Viewers for Quality Television, small but growing watchdog organization of broadcast TV.

50/ RESURRECTING THE CODE

National Association of Broadcasters re-evaluate need for voluntary program code.

39/ CELTICS RADIO

Week after buying Boston



TV station, Boston Celtics make deal to purchase WEEI(AM).

51/ FUTURE VIEWING

Panelists at National Academy of Cable Programming's Fall Forum luncheon offer predictions on where television industry is headed.

52/ ROCHESTER REPORT

Broadcasters in Rochester, N.Y., have mixed reactions over ATC's cable channel programed with syndicated and off-network shows.

55/ HUGO WATCH

Broadcast stations in path of Hurricane Hugo are, in many cases, sole providers of information, as well as victims of storm.



Charleston after the storm

56/ SBE IN KC

High-definition TV, fiber optics and digital tape

equipment highlight sessions at Society of Broadcast Engineers' national convention in Kansas City, Mo., this week.

57/ UP FOR VOTE

As Senate Commerce Committee prepares to vote on children's television legislation this week, NAB hopes committee will adopt S. 707, bill industry says it can live with.

87/ POINT PERSON

Belva Brissett, NAB's senior vice president for regulatory affairs, brings broadcasters' message to FCC.

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VIRGIN ISLANDS

Down, not out

Hurricane Hugo virtually eradicated media on American Virgin Islands. Both TV stations based on islands have declared bankruptcy and will not reorganize, according to Martha Wheeler, president of radio station WVG(FM) Charlotte Amalie. Estimates are that cable TV service will not be restored for 10 months at best, Wheeler said. Because of toppled towers and power outages, only one of 18 radio stations broadcasting out of St. Thomas was operating before last Friday, when two more, including WVG, went on air. Because phone lines were damaged along with cable lines in storm, Wheeler said two-way radios supplied by Caribbean-based engineer Gordon Ackley were backbone of communications for territory.

CHARLOTTE

Footing bill

By end of last week, many Charlotte, N.C., residents were still reading by candlelight and bundling up against early autumn cold front—

electrical power knocked out by Hurricane Hugo was likely to remain out into this week for some. But some 50 employees of Raycom Sports and Entertainment were given option: open-ended, long-as-it-takes hotel accommodations at company expense. Up to 14 employees, some with families, took advantage early in week, and about four remained by week's end in new \$60-plus-per-night per-room Compri hotel.

One employee described it as "stunningly generous." And if that was good idea of week, one Charlotte radio station there awarded 'bad idea of the week' to suggestion that Charlotte professional basketball team's mascot, Hugo the Hornet, be sent to harder hit Charleston, S.C., as relief emissary.

ISLE OF PALMS

Happy ending

Although Hurricane Hugo devastated much of Isle of Palms, island community in Charleston, S.C., apparently spared was home of Senate Commerce Committee Chairman, Democrat Ernest Hollings. Bottom level of senator's home (garage and cellar) was flooded but rest is

intact. House next door was "wiped out," Hollings aide said. It seems that home in front of senator's lot bore brunt of Hugo.

BALTIMORE

Trading talk

Rumor in station trading circles is that Ragan Henry's WWIN-AM-FM Baltimore is for sale. Possible buyer, according to some brokers, is Cathy Hughes, prominent Washington broadcaster who owns WOL(AM)-WMMJ(FM) and is host of political talk show on Washington's WFTY(TV). Hughes and Henry were both unavailable for comment. There is other talk that Henry's \$33 million sale of WXTZ-FM La Plata, (Washington), Md., may fall through. People connected to deal deny speculation, saying rumors about deal's collapse are being spread by brokers and would-be buyers of station. Public may get answer third week of October, when deal is set to close.

HAWAII

Rejiggering

Renegotiated KITV(TV) Honolulu purchase agreement between Cassara & Co.,

headed by Tony Cassara and George Vandeman, and seller Tak Communications will see latter's remaining stake in station reduced below 40% initially contemplated ("Closed Circuit," July 17). Problems with initial financing, in which Tak was to have issued \$40 million seller's note, apparently arose over concerns that structure of deal was not compatible with Tak's existing bank obligations, for which KITV is said to be collateral. Buyer, for one, was concerned that banks might have option of foreclosing on station even if source of default was not KITV, but other Tak properties. Revised agreement is said to have KITV Television Inc.—name for Tak/Cassara & Co. partnership actually purchasing station from Tak Communications—obtaining outside financing, through both senior loan and privately placed senior subordinated debt.

WASHINGTON

Radio day

It looks as if radio industry will have its day on Capitol Hill. House Telecommunications Subcommittee has tentatively scheduled hearing Oct. 12



Standouts

The D.C. chapter of Women in Cable last week honored 10 women who have made outstanding contributions to the cable industry. The black tie function drew some 550 attendees—up from last year's 475—to the Omni Shoreham Sept. 25 for a \$125-a-plate dinner. The chapter honored (l-r): Ruth Otte, Discovery Channel; Bridget Potter, HBO; Gayle Greer, American Television & Communications; Carolyn Chambers, Chambers Communications; Gerry Laybourne, Nickelodeon; Kay Koplovitz, USA Network; Maggie Wilderotter, CableData; Pat Thompson, Pat Thompson Co., and June Travis, Rifkin & Associates. Honoree Shelley Duvall, Think Entertainment, was ill and did not attend.

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on radio issues. Witnesses will likely discuss problems facing AM broadcasters, radio deregulation and general state of industry. Representative Matthew Rinaldo (R-N.J.), author of radio-only license renewal and AM improvement bills, told broadcasters at NAB radio convention last month that he would ask Subcommittee Chairman Ed Markey (D-Mass.) for hearing this year (BROADCASTING, Sept. 25).

Portent?

Words were few, but when National Association of Public Television Stations President David Brugger said last week, "Yes, we are making progress," he may have spoken volumes about highly proprietary meetings among NAPTS, PBS and Corporation for Public Broadcasting Presidents over restructuring of public TV program funding.

Begin in July, meetings have apparently focused on NAPTS-PBS proposal to move nearly all CPB Program Fund dollars to PBS, with idea that program development and scheduling ought to be under one roof. CPB has consistently objected to moving funds around as real solution. Brugger's statement was first such characterization of meetings, three more of which will occur on dates including Oct. 5 and 18. CPB is due to report to Congress on subject by end of January 1990.

KANSAS CITY

Whither weather?

Federal budget cuts have eliminated National Weather Service's Kansas City, Mo.-based National Public Service Unit, Fourth and Fifth Estate's source for narrative text of national weather summaries and forecasts. Prior to Sept. 20 closing of NPSU, five-member staff provided 24-hour service, with summaries issued four times daily, twice in morning and twice in afternoon. NWS has retained two members of former NPSU staff, allowing weather service to issue two

abbreviated national summaries, at 4 p.m. and 9 p.m. (EDT). According to Fred Ostby, director of National Severe Storms Forecast Center, "The national weather summary is probably the most visible product that the weather service issues" and there was "probably not a TV station in the country that didn't feel the imprint of our product." Obvious effect for radio and TV broadcasters is lack of weather summaries during morning hours. Both AP and UPI have felt effect of cutback as well, with UPI attempting to supplement NWS summaries through feedback from bureaus. Estimated annual savings to federal government is \$190,000 out of NSSF's \$3.75 million operating budget.

HOLLYWOOD

Hard knocks 'Life'

Life Goes On, ABC's critically acclaimed new series about young man with Down's syndrome and his supportive family, has gotten taste of life up against perennial powerhouse. *Life's* initial outings, in Tuesday and Friday night special showings, performed well, ranking 10th (17.2 rating/29 share) and 27th (12.8/24), respectively. Its regular-schedule time slot, however, is

7 p.m. Sunday nights, traditionally spot for family programming, but also for *60 Minutes*. In its head-to-head debut Sunday, Sept. 24, *Life* scored 10/18, ranking 60th (*60 Minutes* was 13th).

There is, however, "unusually strong commitment" to program, according to ABC source. If last week's start proves representative, perhaps show would qualify as "ratings-free, quality hour" of prime time television that Viewers for Quality Television pitched to network programming chiefs last week (see story, page 49).

Game plan

ABC, which is currently not in daytime game show business, is developing four projects, one of which has Bert Convy as host. Network has not had game show on its schedule since *Celebrity Double Talk* was canceled in December 1986. That show was preceded on schedule by *Family Feud*, which ran from 1976 to 1985.

NEW YORK

Cop drop

Tribune Entertainment Company, which distributes *Cop Talk: Behind The Badge*, has decided to drop show, according to Larry Jacobson, president of Grosse-

Jacobson Entertainment, producer of show. Jacobson says he is in negotiations with several distributors to take over one-hour, weekly series hosted by his partner and former New York city cop, Sonny Grosso.

'Live from' New Yorkers

There appeared to be preponderance of well-known faces in *Saturday Night Live* audience for 15th anniversary special. Reason was that invitation-only audience (black tie) was made up of about 600 of *SNL* producer Lorne Michaels's closest friends, primarily people who had some past association with program (guest hosts, former cast and crew, etc.) But Michaels did invite some outsiders as well, such as real estate baron Donald Trump and ABC News's Diane Sawyer. After show, broadcast from *SNL* studio at 30 Rock, invitees took elevators skyward for late night soiree in Rainbow Room. Program easily took its time period, earning 20.3/33 and beating out ABC's *Preppy Murder* movie and *Wolf and Island Son* series on CBS.

SUNNYVALE

Ghost story

Faroudja Laboratories, Sunnyvale, Calif., has begun designing ghost-canceling semiconductor to be installed in consumer TV sets. According to Isabel Faroudja, co-owner of company with her husband, Yves Faroudja, project is being done at suggestion of Julius Barnathan, senior vice president, Capital Cities/ABC. It is long-term project and company to manufacture chips will not be sought for another year.

She also said that first of Faroudja's SuperNTSC tests announced during National Cable Television Association convention (BROADCASTING, May 29), will begin in two months on Group W's KPIX(TV) San Francisco and Tele-Communications Inc.'s San Jose cable system. Group W and TCI are two of nine companies that also pledged funds for further development of SuperNTSC

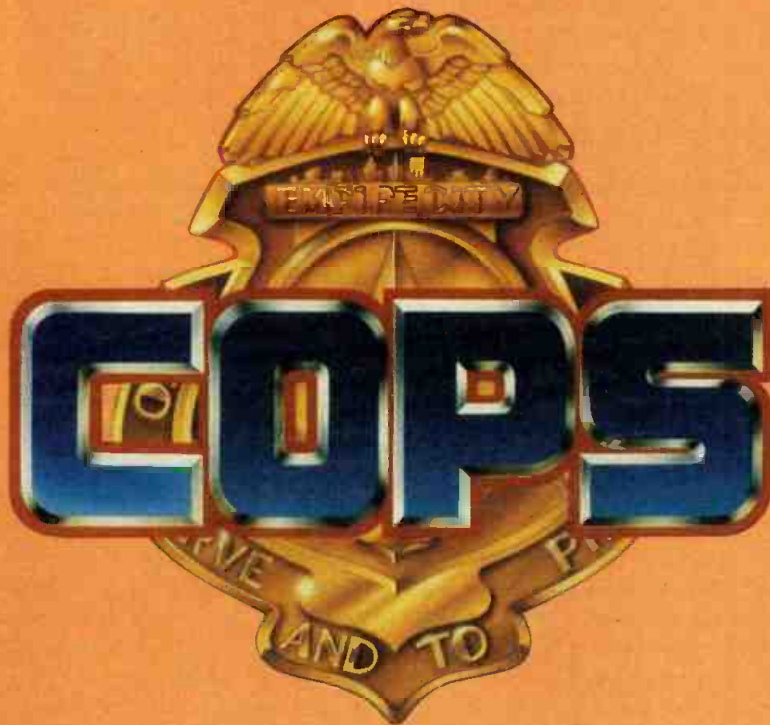
Summit meeting over 'Cosby'

Viacom Enterprises has sent postcards to television reps and station executives with "hold that date" notice over picture of Bill Cosby, calling for Oct. 26 or 27 meeting at yet-to-be determined location. One rep source says The Cosby Show "situation is getting worse," and that distributor is seeking to "reposition" sitcom renewal.

"I know they will tie a reduction in price for Cosby with the renewal of the show," one source said. "A couple of days ago, Cosby got a 1.6 rating in Miami (WTVJ-TV) at 4 p.m., and in five or six markets the show did not break a 10 share. Viacom also has to address dropping the barter time stations have to allow to make this renewal successful."

Viacom Executive Vice President Dennis Gillespie would neither confirm nor deny any possible negotiations regarding barter time (one minute for each Cosby episode) or other renewal terms. Gillespie took exception to source's claim about falling share points and Miami situation, citing continuing upheaval there as result of affiliation switches. "There is still a huge amount of shakeout going on in the Miami market," Gillespie said.

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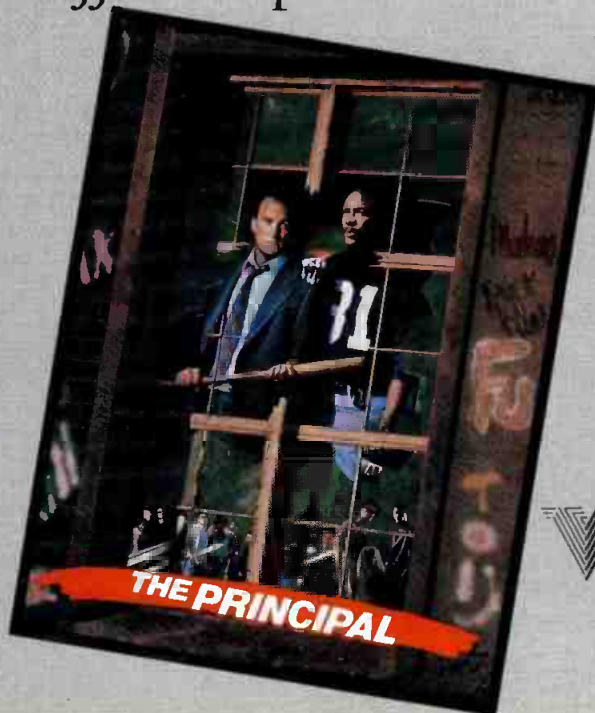
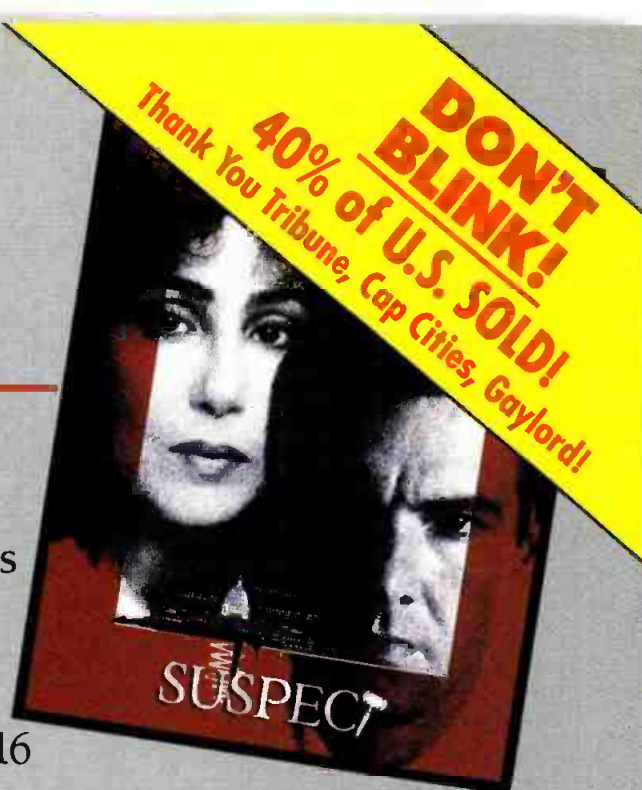
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BY THE NUMBERS 1

The big three networks posted a combined 71.9 share for premiere week (ended Sept. 24), up from last season's opening week share of 66.8, a week hampered by the writer's strike and unrated Sunday night time slots taken up by presidential campaign debates. Using calculations based on combined ratings figures, this season's first week delivered 39.3 million households, up from the previous week's 32.3 million households. NBC took the opening week with a 16.7 rating and a 28.1 share. ABC was second with a 13.1/22.2, followed by CBS's 12.9/21.6.



Fifty-three programs made their season premiere during Week 1. ABC's *Wonder Years* (pictured) will premiere and take over its Tuesday night 8:30 slot this week, which was lent to *Doogie Howser, M.D.* during Week 1. The special preview of *Doogie* pulled a 20.7/32 in the slot as the lead-in to *Roseanne*.

Chicken Soup dropped to 14th for the week (see chart) with an 18.4/29, down from second place during Week 52 when *Soup* pulled a 21.8/34. *Roseanne* yielded first place to NBC's *Cosby Show*.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 1 □ Sept. 18–Sept. 24

Rank/rating □ Network □ Show

1	■	26.1/44	N	<i>Cosby Show</i>
2	▼	24.7/38	A	<i>Roseanne</i>
3	■	24.1/39	N	<i>Cheers</i>
4	■	23.5/42	N	<i>Golden Girls</i>
5	■	23.0/38	N	<i>Sister Kate</i> , 2d preview
6	■	20.7/32	A	<i>Doogie Howser, M.D.</i> , special
6	■	20.7/33	C	<i>Murder, She Wrote</i>
8	■	20.3/33	N	<i>Sat. Night Live</i> , 15th Anni.
9	■	19.6/31	N	<i>Matlock</i>
10	■	19.5/32	A	<i>Who's the Boss?</i>
11	■	19.3/36	N	<i>Bob Hope's Lucy</i>
12	■	19.2/32	N	<i>Unsolved Mysteries</i>
13	▼	18.5/33	C	<i>60 Minutes</i>
14	▼	18.4/29	A	<i>Chicken Soup</i>
15	■	18.1/31	A	<i>Growing Pains</i>
16	■	17.8/30	N	<i>Hardball</i> , special
17	■	17.0/26	C	<i>Murphy Brown</i>
18	■	16.4/30	N	<i>Amen</i>
19	▼	16.3/29	A	<i>NFL Monday Night Football</i>
20	■	16.2/26	C	<i>Major Dad</i>
21	■	15.9/24	C	<i>Famous Teddy Z</i>
21	■	15.9/24	C	<i>Island Son</i> , special
21	■	15.9/25	N	<i>NBC Monday Movie</i>
24	■	15.8/25	N	<i>Nutt House</i>
25	▲	15.3/27	N	<i>NBC Friday Movie</i>
26	■	15.2/24	A	<i>ABC Sunday Movie</i>
27	■	15.1/24	C	<i>Designing Women</i>

Rank/rating □ Network □ Show

27	■	15.1/28	A	<i>Full House</i>
29	■	14.6/25	A	<i>Free Spirit</i> , special
29	■	14.6/23	C	<i>People Next Door</i>
29	■	14.6/25	A	<i>Perfect Strangers</i>
32	■	14.4/26	A	<i>China Beach</i>
32	■	14.4/23	A	<i>Doogie Howser, M.D.</i> (Wed.)
34	■	14.3/23	N	<i>ALF</i>
35	■	14.0/22	N	<i>Hogan Family</i>
35	■	14.0/22	C	<i>Jake and the Fatman</i>
35	■	14.0/27	N	<i>227</i>
38	■	13.9/25	A	<i>Family Matters</i>
39	▼	13.8/23	C	<i>48 Hours</i>
40	■	13.7/22	A	<i>Young Riders</i> , special
41	■	13.6/23	C	<i>Newhart</i>
42	■	13.5/24	C	<i>Island Son</i>
43	■	13.3/24	N	<i>Midnight Caller</i>
43	■	13.3/24	A	<i>thirtysomething</i>
45	■	12.8/23	C	<i>Dallas</i>
46	■	12.7/21	C	<i>Wolf</i> , special
47	■	12.6/23	N	<i>Baywatch</i>
47	■	12.6/23	A	<i>20/20</i>
49	■	12.1/21	A	<i>PrimeTime Live</i>
50	■	11.8/18	N	<i>My Two Dads</i>
50	■	11.8/21	C	<i>Wiseguy</i>
50	■	11.8/19	A	<i>Young Riders</i>
53	▼	11.5/21	C	<i>Paradise</i>
54	■	11.0/18	C	<i>Top of the Hill</i>

Rank/rating □ Network □ Show

55	▼	10.8/17	C	<i>Rescue: 911</i>
56	■	10.4/17	A	<i>Free Spirit</i>
56	■	10.4/19	C	<i>Snoops</i>
58	■	10.2/15	F	<i>Married...With Children</i>
58	■	10.2/18	C	<i>Tour of Duty</i>
60	■	10.0/18	A	<i>A Life Goes On</i>
61	■	9.8/16	A	<i>MacGyver</i>
62	■	9.7/16	C	<i>Peaceable Kingdom</i>
62	■	9.7/17	N	<i>Quantum Leap</i>
62	■	9.7/15	F	<i>Totally Hidden Video</i>
62	■	9.7/17	C	<i>Wiseguy</i> , Wed. breakout
66	■	9.6/16	F	<i>America's Most Wanted</i>
67	■	8.9/15	N	<i>Sister Kate</i>
68	■	8.7/14	A	<i>Homeroom</i>
69	■	8.6/14	A	<i>Mission: Impossible</i>
70	■	8.1/13	C	<i>Wolf</i>
71	■	7.6/15	C	<i>Sat. Night with Connie Chung</i>
72	■	7.5/12	F	<i>Alien Nation</i>
73	■	6.8/13	A	<i>ABC College Football</i>
73	■	6.8/11	F	<i>21 Jump Street</i>
75	■	6.6/12	N	<i>ALF Takes Network</i>
76	■	6.5/12	F	<i>Booker</i>
77	▼	6.3/12	F	<i>Cops</i>
78	■	5.6/8	F	<i>Open House</i>
79	▼	4.4/8	F	<i>Reporters</i>
80	■	3.6/6	F	<i>Tracey Ullman Show</i>
81	▼	3.0/5	F	<i>Beyond Tomorrow</i>

Guide to symbols



Down from last week



Up from last week



Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 17

Rank Program (Syndicator)

1	Wheel of Fortune, synd. (King World)
2	Jeopardy! (King World)
3	Oprah Winfrey Show (King World)
4	Cosby Show (Viacom)
5	Wheel of Fortune, wknd. (King World)
6	Star Trek (Paramount Domestic TV)
7	Current Affair (20th Century Fox TV)
8	Entertainment Tonight (Paramount)
9	Donahue (Multimedia Entertainment)

Rtg Stns Covg

12.9	228	99
11.8	216	98
9.5	215	99
9.0	203	98
8.2	206	92
7.7	227	97
7.5	183	95
7.0	164	95
6.7	220	99

Rank Program (Syndicator)

10	Remote Control (Viacom)
11	Geraldo! (Paramount)
12	Superboy (Viacom)
13	People's Court (Warner Bros. Domestic TV)
14	Friday the 13th (Paramount)
14	Rock 'n' Roller Games (Tribune)

Rtg Stns Covg

5.7	139	89
4.9	192	98
4.8	167	91
4.7	164	88
4.6	209	95
4.6	148	95

The following shows were rated, but not ranked

Wrestling Network (Turner Program Services)	7.6	163	91
World Wrestling Federation (WWF)	8.5	238	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

A FRIEND IS COMING BACK TO WORK IN THE SALES DEPARTMENT...



COMING FALL OF 1990.

ITC
Domestic Television

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 14

which got a 26.1/44. For CBS, *60 Minutes* moved down from sixth to 13th place with an 18.5/33. During the prior week, *60 Minutes* pulled an 18.8/33. A retrospective of the news show, which also aired during Week 52, mustered only an 8.7/15 when it aired at 8 on Wednesday.

The battle for evening wins was close on two nights, when only 0.1 rating point separated first and second place. CBS's Monday comedy lineup won that night with a 15.4/24.3, squeaking past NBC's 15.3/24.2 evening average. ABC won Tuesday night with an 18.3/30.1 over stiff competition from NBC (17.5/28.9). The second evening squeaker was Wednesday, which NBC took with a 14.9/24.8 over ABC's 14.8/24.9.

Thursday, Friday and Saturday were NBC's winning nights, the closest fight being for Friday, when second-place ABC pulled a 13.9/24.0. Sunday went to CBS's 17.0/27.6. The challenger, NBC, got a 15.4/25.2.

MarketScope

Declines outpaced advancing stocks for the Sept. 20-27 period, as, overall, 63 stocks fell in price, against 49 advances and 19 unchanged. The Programming group went against the tide as 13 stocks moved up, 10 fell and six remained unchanged. The biggest mover in this group was Columbia Pictures, which gained 6 1/2 on Sony Corp.'s 27-per-share buyout offer. Sony, part of the Equipment & Manufacturing (E&M) group, gained 4 7/8 for the seven days. (See story, "Top of the Week.") E&M stocks posted 13 declines, nine advances and two unchanged. In other groups, Broadcasting stocks closed out the week with six up, six down and four even. Broadcasting with Other Major Interests (BWOMI) stocks had 16 down, 10 up and three unchanged. The Service group had six down, four up and three unchanged. Cable posted seven advances, 12 declines and one unchanged. Rogers Communications "B" The S&P 400 closed out last Wednesday at 393.88, down 1.72 for the week.

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



STOCK INDEX 1

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS													
Closing		Closing		Net		Percent		P/E		Market Capitalization		Closing		Closing		Net		Percent		P/E		Market Capitalization	
Wed	Wed	Wed	Wed	Change	Change	Ratio	Ratio	000,000	000,000	Wed	Wed	Wed	Wed	Change	Change	Ratio	Ratio	000,000	000,000				
Sep 27	Sep 20	Sep 27	Sep 20	Change	Change	Ratio	Ratio	000,000	000,000	Sep 27	Sep 20	Sep 27	Sep 20	Change	Change	Ratio	Ratio	000,000	000,000				
N (CCB) Capital Cities/ABC	508	506	1/2	1	1/2	00.29	21	9.143	21	9.143	N (BLC) A.H. Belo	36	3/4	27	3/4	-1	-02.54	49	729				
N (CBS) CBS	204	7/8	201	5/8	3	1/4	01.61	18	4.840	18	4.840	N (AFL) American Family	17	1/2	18	-	1/2	-02.77	15	14.19			
A (CCU) Clear Channel	11	1/4	11	3/4	-	1/2	-04.25	41	43	43	O (ACOMA) Assoc. Commun.	35	5/8	35	7/8	-	1/4	-00.69	509				
A (HTG) Heritage Media	3	7/8	4	-	1/8	-03.12	-	39	39	39	O (BMAC) BMA Corp.	33	3/4	33	1/4	-	1/4	-00.75	14	319			
O (UCOR) Jacor Commun.	6	3/4	6	3/4	-	00.00	-6	67	67	67	N (CCN) Chris-Craft	37	5/8	37	1/8	-	1/2	01.34	55	894			
O (LINB) LIN	108	-	108	1/4	2	3/4	02.61	60	5.531	60	5.531	O (DUCO) Durham Corp.	31	3/4	31	3/4	-	00.00	18	257			
O (OBCCC) Olympia Broadcast	2	1/4	2	1/4	-	00.00	-	5	5	5	N (GCI) Gannett Co.	44	3/8	44	1/4	-	1/8	00.28	18	7.148			
O (OSBN) Osborn Commun.	13	1/2	14	-	1/2	-03.57	8	93	93	93	O (GACC) Great Amer. Comm.	11	1/4	11	1/2	-	1/4	-02.17	3	353			
O (OCOMA) Outlet Commun.	27	1/4	27	3/4	-	1/2	-01.80	40	178	178	N (JP) Jefferson-Pilot	39	3/8	41	1/2	-	2	1/8	-05.12	13	1.517		
PR) Price Commun.	6	1/8	6	1/2	-	3/8	-05.75	5	55	55	N (KRI) Knight-Ridder	52	7/8	52	3/4	-	1/8	00.23	12	2.698			
O (SAGB) Sage Broadcastng	3	3/4	3	3/4	-	00.00	-	34	34	34	N (LEE) Lee Enterprises	31	3/4	31	7/8	-	1/8	-00.39	18	7.729			
O (SCRIP) Scripps Howard	74	1/4	75	1/4	-	1	-01.32	38	766	766	N (LC) Liberty	37	1/8	36	5/8	-	1/2	01.36	21	311			
O (SUNNC) SunGroup Inc.	1	5/8	1	5/8	-	00.00	-2	3	3	3	N (MHP) McGraw-Hill	73	1/8	73	7/8	-	3/4	-01.01	19	3.548			
O (TLMD) Telemundo	5	5/8	5	1/4	-	3/8	07.14	94	94	94	A (MEGA) Media General	38	1/4	38	5/8	-	3/8	-00.97	956	924			
O (TVXGC) TVX Broadcast	3	3/4	3	1/4	-	1/2	15.28	27	27	27	N (MDP) Meredith Corp.	35	1/8	35	1/2	-	3/8	-01.05	20	655			
O (UTVI) United Television	36	1/8	36	-	1/8	00.34	51	394	394	394	O (MMEDC) Multimedia	99	-	99	-	-	00.00	37	-1.113				

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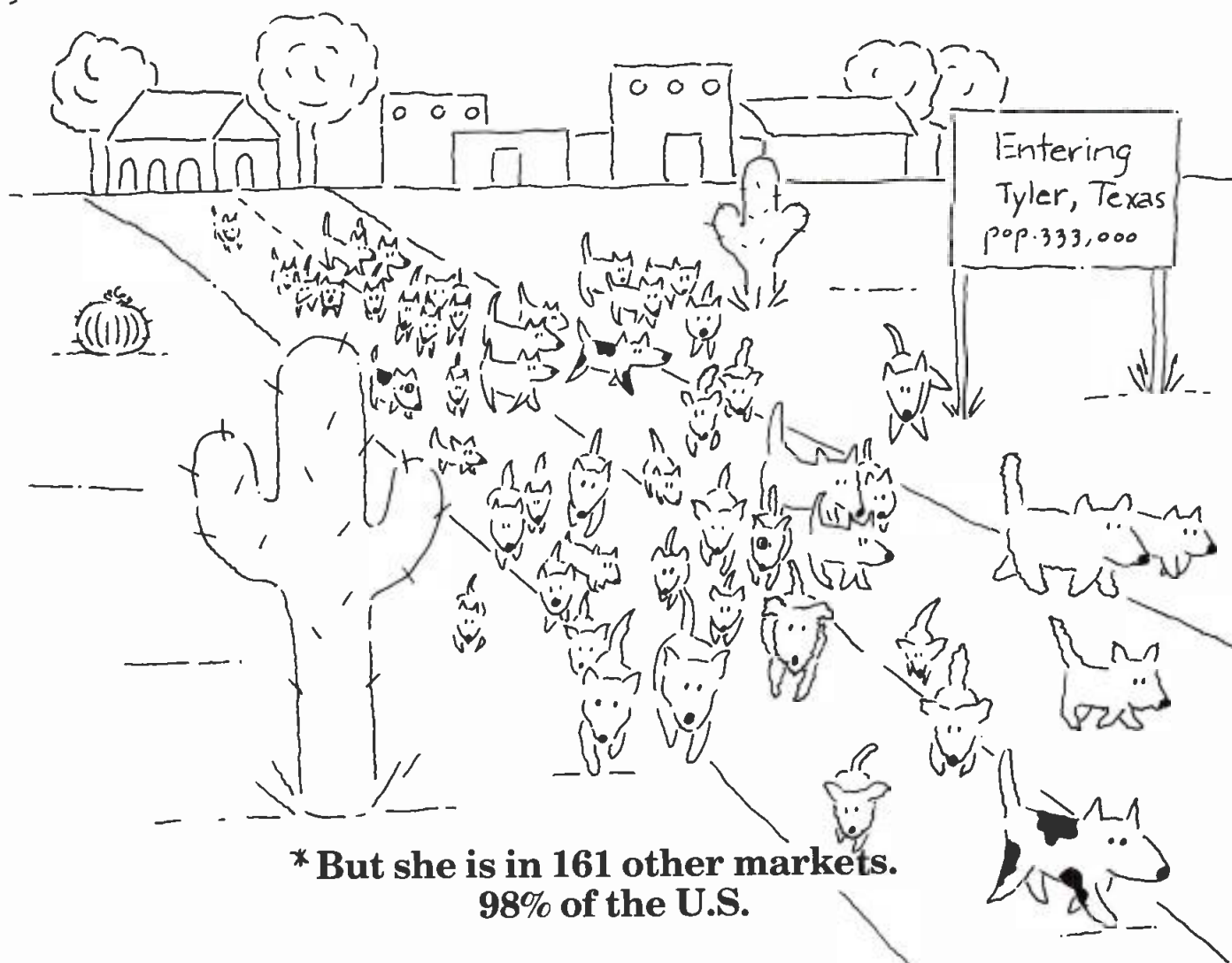
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STOCK INDEX 2

	Market						Market						
	Closing	Closing				Capitali-		Closing	Closing				Capitali-
	Wed	Wed	Net	Percent	P E	zation		Wed	Wed	Net	Percent	P E	zation
	Sep 27	Sep 20	Change	Change	Ratio(000,000)			Sep 27	Sep 20	Change	Change	Ratio(000,000)	
A (NYTA) New York Times	31 7.8	30 1.4	1 5.8	05.37	16	2,503	O (OMCM) Omnicom Group	24	24 1.8	-	1.8	-00.51	14 592
N (NWS) News Corp. Ltd.	24 3.4	24 1.4		02.06	9	6,598	N (SAA) Saatchi & Saatchi	14 3.4	15	-	1.4	-01.66	11 2,309
O (PARC) Park Commun.	23 1.8	24	-	-03.64	25	478	O (TLMT) Telemation	2	2			00.00	9
O (PLTZ) Pulitzer Publishing	29 1.2	29 3.4	-	-00.84	14	308	A (UNV) Unitel Video	13 7.8	13 3.4		00.90	22 29	
N (REL) Reliance Group Hold.	6 7.8	7 5.8	-	-09.83	14	512							
O (RTRSY) Reuters Ltd.	46 1.2	45 5.8		01.91	24	21,123							
O (STAUF) Stauffer Commun.	142	142		00.00	47	142							
N (TMC) Times Mirror	38 3.8	39	-	-01.60	14	4,914							
O (TMCI) TM Communications	5 16	13.32	-	-23.07	-1	1							
N (TRB) Tribune	54 5.8	56 1.8	-	-02.67	18	3,989	A (ATN) Acton Corp.	16 3.4	17 7.8	-	1.8	-06.29	5 26
A (TBSA) Turner Bcstg. 'A'	52 3.8	47 1.2		10.26	-18	2,408	O (ATCMA) Amer. TV & Comm.	46 1.2	48 1.4	-	1.34	-03.62	67 5,068
A (TBSB) Turner Bcstg. 'B'	51 1.2	47 1.4		08.99	-18	1,246	O (CTEX) C-Tec Corp.	24	24 2	-	1.2	-02.04	26 409
A (WPOB) Washington Post	291 1.4	286 1.2		01.85	21	3,728	A (CVC) Cablevision Sys. 'A'	44 1.8	45 1.4	-	1.18	-02.48	-5 971
							N (CNT) Centel Corp.	61 1.8	61		00.20	49 1,435	
							A (CTY) Century Commun.	13 3.4	13 7.8	-	1.8	-00.90	-59 896
							O (CMCSA) Comcast	25 3.4	26 5.8	-	7.8	-03.28	-19 1,726
							A (FAL) Falcon Cable Systems	20	19 7.8	-	1.8	00.62	-71 127
							O (JOIN) Jones Interchange	18 3.8	19 1.8	-	3.4	-03.92	-14 227
							T (MHPQ) Maclean Hunter 'X'	12 7.8	13 1.4	-	3.8	-02.83	35 948
							I (RCLA) Rogers Commun. 'A'	128	128		00.00	-216 1,727	
							T (RCLB) Rogers Commun. 'B'	111	110 1.2		00.45	-188 1,497	
							O (TCAT) TCA Cable TV	18 1.4	17 3.4		02.81	38 441	
							O (TCOMA) Tele-Commun.	37 3.8	37 1.2	-	1.8	-00.30	622 6,594
							N (TL) Time Inc.	139	136 3.4		01.64	28 7,919	
							O (UAECA) United Art. Ent. A	21 3.8	22 1.8	-	3.4	-03.38	-1 2,824
							O (UAECB) United Art. Ent. B	22 1.8	2 1.4	-	1.8	-00.56	-33 1,441
							N (VIA) Viacom	56	54 5.8		02.51	41 2,988	
							N (WU) Western Union	1	1 1.8	-	1.8	-11.11	43
							O (WSMCA) WestMart	31	30 1.2		01.63	-27 480	

Lassie's Not In Tyler ...Yet.*



*** But she is in 161 other markets.
98% of the U.S.**

MCA TV
First in first run.

■ indicates new listing or changed item.

This week

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

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

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

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

■ **Oct. 3**—"Educational Institutions and the Mass Media," seminar sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 3**—*Voice of America* international drug conference. Speaker: Attorney General Richard Thornburgh. VOA headquarters, Washington. Information: (202) 485-8238.

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—Reception honoring FCC Chairman Alfred Sikes and FCC Commissioners Sherrie Marshall and Andrew Barrett, sponsored by *Broadcast Pioneers of America, Washington chapter*. 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. 4-21**—Third annual exhibition, sponsored by *Museum of Broadcast Communications*, featuring programs from American Children's Television Festival. Museum, Chicago. Information: (312) 987-1512.

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**—"Censorship and Television: What's Too Much? Who Decides?" seminar sponsored by *Center for Communication*. Speakers include Terry Rakolta, president, Americans for Responsible Television; Corydon Dunham, executive VP-chief counsel to the president, NBC; Richard Kostyra, executive VP-director-media services, J. Walter Thompson, and Imre Horvath, executive producer, "Crimes of Passion." Center auditorium, New York. Information: (212) 836-3050.

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**—"Investigative Reporters and the Freedom of Information Act," seminar sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.

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

■ **Oct. 7**—*New Jersey AP Broadcasters* fall meeting. Speaker: Richard Threlkeld. Clarion hotel, East Windsor, N.J. Information: Rahcel Lawrence, (201) 642-0150.

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

Also in October

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**—"Media Insiders: Writing for the Trades," seminar sponsored by *Center for Com-*

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 International* convention. New Orleans Convention Cen-

ter, New Orleans.

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

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

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

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

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

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

March 31-April 3, 1990—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

April 18-20, 1990—*Broadcast Financial Manage-*

ment 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 19-22, 1990**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

■ **June 6-9, 1990**—*NBC-TV* annual affiliates meeting. Washington.

June 10-14, 1990—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

■ **June 11-14, 1990**—*ABC-TV* annual affiliates meeting. Los Angeles.

■ **June 19-22, 1990**—*National Association of Broadcasters* summer board meeting. Washington.

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

munication. Center auditorium, New York. Information: (212) 836-3050.

■ **Oct. 10-11**—"Producing and Directing: Conversations with Bud Yorkin," seminar each day, sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

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**—"Living Dangerously: Report from China," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

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

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

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

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

■ **Oct. 13-14**—"Career Enhancement/Advancement," fall conference of *AP Television-Radio Association of California-Nevada*. Irvine Hilton, Irvine, Calif. Information: Rachel Ambrose, (213) 746-1200.

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**—Technical seminar on signal processing centers, sponsored by *Society of Cable Television Engineers, Rocky Mountain chapter*. ATC National Training Center, Denver. Information: (303) 792-0023.

■ **Oct. 14**—*Broadcast Education Association-Texas Association of Broadcast Educators* regional meeting with *Texas Association of Broadcasters*. San Antonio, Tex. Information: Bob Eubanks, (409) 294-1340.

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

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

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

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

■ **Oct. 16**—Presentation of Special Emmy Recognition Award to late Joe Raposo from *National Academy of Television Arts and Sciences*. Plaza hotel, New York. Information: Trudy Wilson, (212) 586-8424.

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

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

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

■ **Oct. 17**—"What Is Electronic Publishing and What Will It Mean to the Free Flow of Information," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

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**—"Careers in Cable Television: Home Box Office," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

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. 19-22**—*Society of Professional Journalists* national convention. Theme: "Covering Tomorrow." Speakers include Frank Bennack, president, Hearst Corp.; Helen Thomas, UPI; Richard Valeriani, former NBC correspondent, and Allen Neuharth, retired chairman, Gannett. Westin Galleria, Houston. Information: (312) 922-7424.

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.

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

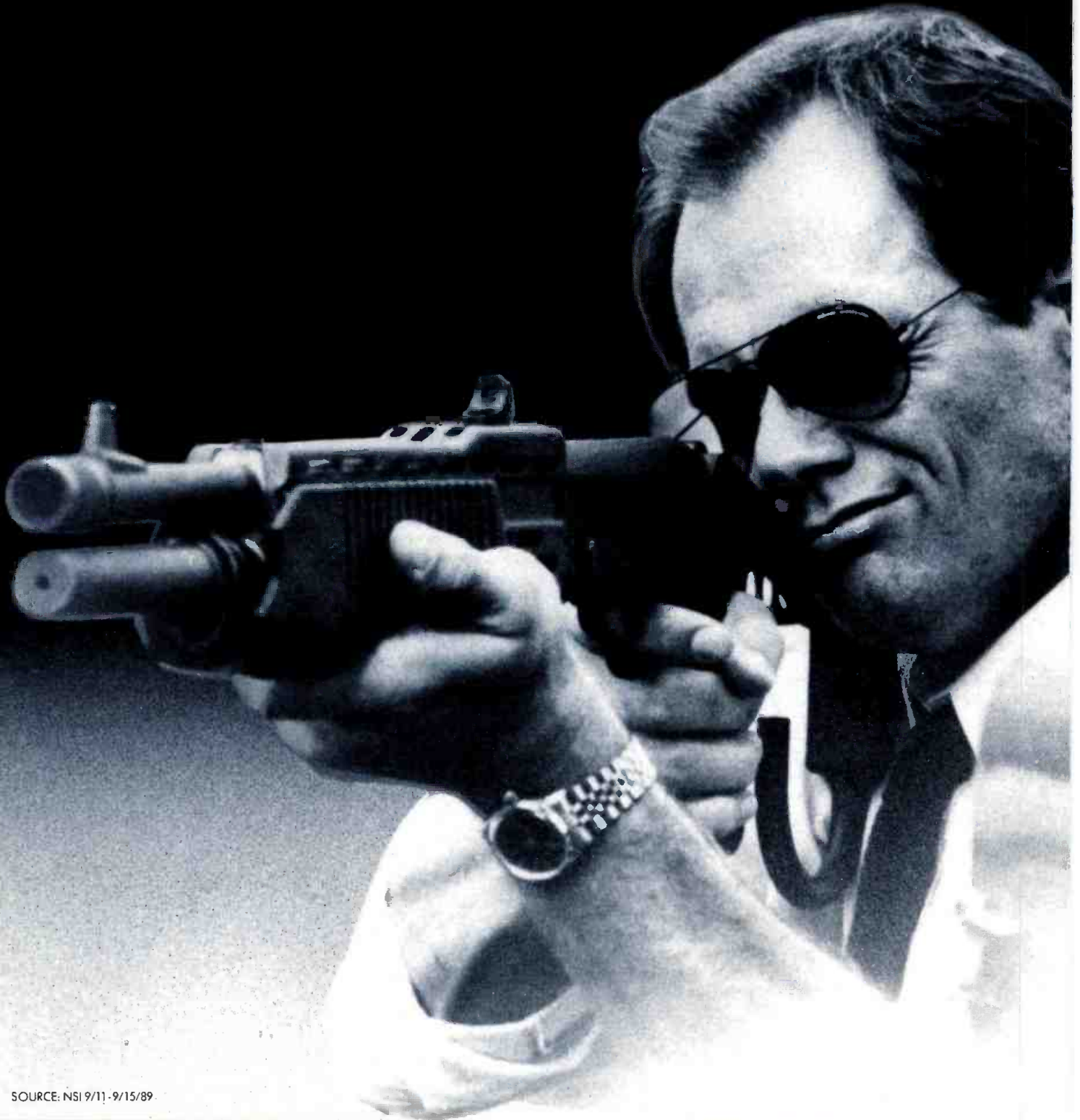
Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 22-24—*Oregon Association of Broadcasters* and *Washington State Association of Broadcasters* joint annual meeting. Hyatt Regency, Bellevue, Wash. Information: (206) 461-1332.

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PROGRAM	RATING	SHARE
HUNTER	6.7	14
NIGHT COURT I	4.4	9
GROWING PAINS	5.7	11
MR. BELVEDERE	4.4	9
BATMAN	5.6	11
COSBY	5.9	11
NIGHT COURT II	5.7	10
FAMILY TIES	5.4	10
CHARLES IN CHARGE	5.8	10

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PROGRAM	RATING	SHARE
21 JUMPSTREET	14.8	23
ALF	11.4	18
HOGAN FAMILY	12.6	19
PEOPLE NEXT DOOR	14.1	21
—and—		
MACGYVER	11.6	18

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■ **Oct. 22-24**—North Carolina Association of Broadcasters annual convention. Speakers include: Larry King, *Larry King Show*, and Kathleen Sullivan, *CBS This Morning*. Grove Park Inn, Asheville, N.C.

Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs," luncheon address by William Bennett, director, Office of National Drug Control Policy, White House, to *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Open Mike

In the eye of the beholder

EDITOR: I write to correct various erroneous assumptions in the "Monday Memo" on indecency by Dr. J. Brian DeBoice in your Aug. 28 issue.

Indecency in the broadcast medium, contrary to what Mr. DeBoice says, is not merely "milder stuff." The FCC definition of indecency he quotes includes sexually explicit copulations in color on TV, sodomy, masturbation, fellatio, cunnilingus and bestiality. If only obscenity were prescribed, the above would be legalized. To determine if such programs were obscene it would be necessary to (1) View the program "as a whole" to determine if it appeals to the prurient interest and (2) Determine if it has serious literary artistic, political or scientific value "taken as a whole." In the meantime they are in your living room copulating in color. The American people will not sit still for this nor will the Supreme Court.

Mr. DeBoice laments that the opposition to what he terms dealing "with sexual topics in increasingly frank open terms" (which appears to mean permitting indecency on TV) will turn those interested in such matters to other delivery mechanisms and leave broadcasters "lagging behind both the times, and the competition with yesterday's cultural norms." In other words, as I interpret his remarks, if we don't permit indecency on radio and TV, the industry will not only lose a buck but will be living with standards no longer held by a majority of the population.

This, of course, is nonsense. There is no evidence that the American public wants to see sexually explicit copulation or sodomy on TV if "taken as a whole" it has serious literary or artistic value. The mere fact that there is a market for video nasties or cable porn in no way proves that this represents a community standard or that a majority of the population want this material. For example, about 4% of videos sold are of the x rated variety. This indicates that 96% of the purchasers will have nothing to do with them. Consider the fact that the Playboy channel ended up with 450,000 subscribers when it takes 770,000 to break even and is folding that effort in favor of pay-per-view (which will not show x rated videos). No, the country refuses to go down the cultural drain. The moral standards of this country are high. The patrons of an adult bookstore do not represent the community. The opposite is true. Decent people don't patronize such outlets.

It is indeed strange to argue that "In the broadcast indecency dispute broadcasters stand guard at the first breach in the wall of

the First Amendment freedoms" and are "acting in defense of their own liberty of speech", when Mr. DeBoice admits that the Supreme Court of the United States in *FCC vs. Pacifica* upheld the validity of 18 U.S.C. 1464 which prohibits indecent broadcasting specifically holding that it did not violate the First Amendment.

If broadcasters want to permit copulation in color on TV (which I doubt) the American people do not.—*Paul J. McGeedy, general counsel, Morality In Media, New York.*

Making it CLear

EDITOR: Just wanted to let you know that we are one more station tremendously concerned about the average fare served on TV. Therefore, we have broadcast at no charge the 30-minute TV's *Sex and Violence: A Response* produced by Donald Wildman, Billy Melvin and CLear-TV.—*Wendell Baxter, general manager, WRVM(FM) Suring, Wis.*

EDITOR: I believe your Aug. 14 article entitled "UnCLear reception" does not fully represent the position of pro-family concerns around America.

I am writing to inform you KCRO radio is participating in making listeners aware of stations, networks and advertisers that broadcast programs and commercial matter detrimental to the preservation of traditional family values.

The family has always been the most basic building block in the foundation of American life and even though anti-family concerns will argue until they've no strength left to the contrary, those that drafted the original documents of government for this country, including the Constitution and the Bill of Rights, intended that this country pattern its governmental procedures and laws after Judeo-Christian values.

The fact that these programs and commercials are aired at all is not tantamount to the success or failure of those behind the causes interested in preserving family values. My family watches more family and family-oriented videos than anything else—TV we can be sure is not polluted with the garbage that has weakened the fabric of American society to the breaking point and beyond.

Enough is enough. For those stations, networks and advertising concerns that choose to mock the pro-family community and continue to air disgusting program matter—so be it. Our listeners are also free to make a choice as to whether to patronize these concerns.—*Paul Rehm, general manager, KCRO(AM) Omaha.*

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Broadcasting □ Cable

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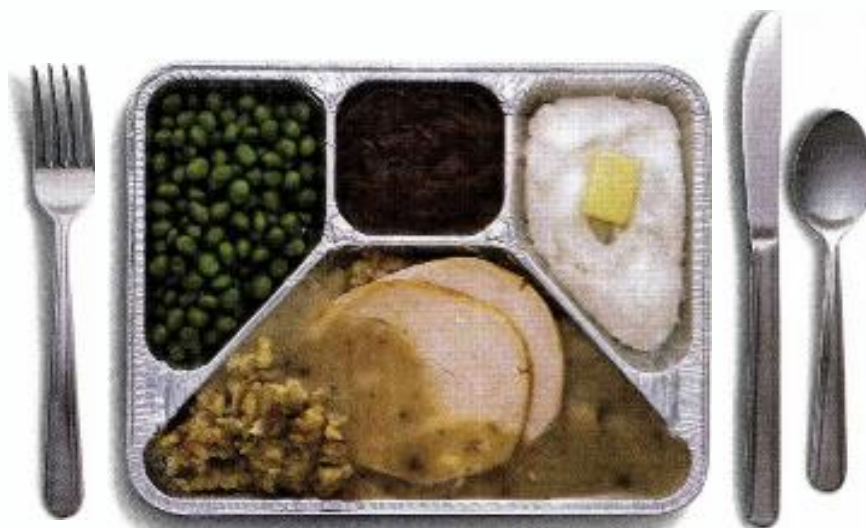
**REWARDING HH RATING
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New York	WNBC
Sun 2:30 pm	+108 %
Los Angeles	KNBC
Sat 4:30 pm	+ 68 %
Philadelphia	KYW
Sun 9:30 am	+ 48 %
Boston	WBZ
Sat 7:30 pm	+ 10 %
Detroit	WJBK
Sat 7:30 pm	+ 57 %
Miami *	WTVJ
Sat 7:00 pm	+ 18 %
Atlanta	WAGA
Sat 1:00 pm	+ 7 %
Sacramento	KOVR
Sun 6:30 pm	+ 15 %
St. Louis	KMOV
Sun 4:30 pm	+ 50 %
Phoenix	KNXV
Sat 9:00 pm	+ 17 %

**REWARDING HH RATING
INCREASES OVER OCTOBER 1988**

Los Angeles	KNBC
Sat 4:30 pm	+107 %
Philadelphia	KYW
Sun 9:30 am	+ 70 %
San Francisco	KPIX
Sat 7:30 pm	+107 %
Boston	WBZ
Sat 7:30 pm	+ 8 %
Detroit	WJBK
Sat 7:30 pm	+116 %
Miami *	WTVJ
Sat 7:00 pm	+ 72 %
Atlanta	WAGA
Sat 1:00 pm	+100 %
Minneapolis	KITN
Sat 9:00 pm	+ 45 %
St. Louis	KMOV
Sun 4:30 pm	+ 28 %
Phoenix	KNXV
Sat 9:00 pm	+145 %

Source: NSI week ending 9/24/89 *ARB



Tube Dinner

One of these revolutions the world looks at TV w

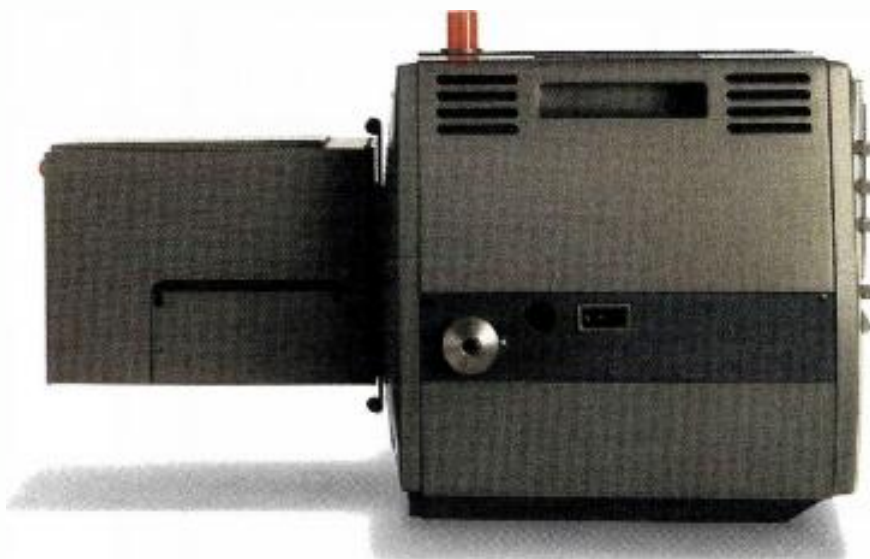
BTS did not invent the TV dinner. The Swanson® Company did.

But you'd be surprised at how many of the most revolutionary ideas in the history of video did come from BTS. In fact, because we look at things differently, the whole world looks at things differently.

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Plumbicon Tube Camera

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switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we're as dedicated to better product service and support as we are to better products.

So although BTS may not yet be a household word, here's a word to the wise. In the years ahead, BTS will continue to be more forward thinking, more responsive and more innovative in our approach to video technology than anyone else.

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Monday Memo

A television marketing commentary by Jim Moloshok, senior VP, creative services,
Warner Brothers Domestic Television Distribution, Los Angeles

This fall, once again, countless new first-run and off-network series are entering syndication backed by huge promotional commitments—commitments for production, larger-than-ever media spending and unprecedented pledges of manpower to get these launch campaigns from the concept stage to home television, local newspapers and area radio stations. And yet, with all of these resources being dedicated to the successful launch of new syndicated programming, there is one important element that, more often than not, is totally forgotten—sophisticated, highly focused marketing.

Year after year, the competition for viewers, ratings and revenues in the crowded television environment grows increasingly fierce. And, in this ever more competitive arena, it is no longer satisfactory to just promote new series with expensively produced, flashy television promos; these new debuts must be *marketed* to the consumer with research-based and research-focused advertising campaigns. In the broadcast industry, heavily supported by consumer advertising, this should be a rather obvious, instantly accepted statement. Yet, many broadcasters and program distributors consistently turn a deaf ear to those research and promotion pundits seeking to narrow their aim in snaring the ever-elusive viewer with finely directed marketing research.

Imagine successful packaged-goods companies like General Foods and Procter & Gamble introducing a new product line without test marketing their total advertising campaign. It just wouldn't happen, nor would they make major media commitments on radio and television to run advertising conceived and produced using only "gut instinct" positioning and their own personal opinions of what looks good. Yet, this is what is happening at many television stations season after season. Shows are going on the air, carefully developed and excellently mounted, only to be left stranded without an audience by ineffective promotional time fillers.

At Warner Bros. Domestic Television Distribution, we believe that for a show to succeed in a crowded marketplace, stations and syndicators have to take a different approach to its promotional support. We must all make the same commitment to using market research in the advertising of our programs as national consumer companies direct to their new product introductions. Like many of our competitors, we back each series with on-air television and radio spots, newspaper and *TV Guide* ads, sales promotion materials, press and publicity materials and countless black and white photos; but our support doesn't stop there. In fact, it doesn't even start there.



“The time is long overdue for program promotion to mature into program marketing.”

Before we write one episodic TV promo or design a single *TV Guide* ad, we enter the phase of our launch preparations that we consider most important: we conduct preliminary promotional marketing research on our new entry. Our goal is to define what we call a show's "hot spots" and "cold spots." The "hot spots" are those areas that attract potential viewers to a program, and conversely, as you can easily guess, "cold spots" are those points that may turn off an audience if not properly treated in all advertising.

The marketing research used to shape the promotion for our shows has included cable tests, mall intercepts and focus groups conducted around the country by our research department. In the case of off-network strips, like *Growing Pains* and *Perfect Strangers*, and first-run shows already on the air, like *The People's Court* and *Love Connection*, we divide our research sampling into two groups: regular viewers of a program and, more importantly, non-viewers. This group of "non-buyers" is the group that consistently provides the greatest challenge and the greatest amount of direction in developing our campaigns. In addition, when you consider that even a top-rated network series has only about a 30-35 share, you can easily see that the non-viewer population presents the largest pool of potential viewers.

In most cases, regular viewers have a

high level of commitment to a program. They have already "bought" our product and have a strong, firmly established opinion of the show's content and appeal points. In the case of this sample, our research can tell us why they tuned in, what messages were most important in getting them to our program, and what appeal points in the show ("hot spots") made them come back to "re-purchase" our products.

With non-viewers, it is a different story. Since this group has never watched a complete program, their impressions of a series are based on incomplete viewings of an episode, or on exposure to five- or 10-second clips in network promos. When testing *Growing Pains* for its strip debut this fall, for example, our research helped us discover that non-viewers had an *incorrect* perception of the program that kept them from tuning in. They did not perceive the unique qualities of our show, nor did they realize that the comedy content was of a more realistic nature than that of most sitcoms. While they were not averse to watching comedies, they preferred more realistic programming, and would only devote their time to watching a sitcom if they thought it had content with some significant value.

Does it sound like we have a consistent research-guided marketing direction for viewers and non-viewers alike? You bet your rating book we do. Using our initial research results, we develop a series of test spots that we again test with both sets of groups. And only then, once these spots pass the test of these final groups, do we start production on the final spots.

By using this type of feedback from your own consumer marketplace, you can essentially experiment off the air. You can experiment where mistakes don't matter. You can experiment while there are no media dollars being spent. You can experiment when your production costs and labor commitments are minimal and where every negative response from a potential viewer can help you increase your chances for eventual ratings success.

The time is long overdue for program promotion to mature into program marketing. In today's competitive environment, with someone always waiting in the wings ready to take our audience away, none of us can afford to take a status quo attitude toward product introductions. We must protect our expensive investments in programming by combining our research and promotion resources into one cooperative team, dedicated to creating effective marketing messages that competitively position our shows instead of just promoting. Without this focused marketing research, the thousands of dollars we spend on an advertising flight to launch a series might just result in an unexpected crash landing. ■



In four weeks, Cosby client stations will find new ways to play the game. And add value in the process. Put October 26/27 on hold, and watch the mail for an invitation that promises more than a good time.



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TNT's original Margaret Bourke-White

Cable Programming: Less Borrowed, More New

There was a time when cable programming was chiefly the province of network reruns and feature-length Hollywood films. True, there were innovations—CNN, MTV and C-SPAN, for example—that brought something different to television homes. But for years, the rap was that there was nothing new on cable.

All that is gradually changing. It's estimated that roughly half of the \$1.6 billion the cable networks will pay for programming this year will be earmarked for original production. The numbers pale in comparison to the broadcast networks, which collectively spend, they estimate, nearly \$8 billion for program development. But cable has other numbers in its favor. It is the cable networks whose ratings are increasing, while those of the broadcast networks have declined. And it is cable whose household penetration keeps climbing—past 55% this year and with observers predicting it could well hit 70%—while the reach of the broadcast network grows only as a ratio to population.

With cable's new-found financial health, networks and operators see differentiated programming as the way to continue driving penetration and ratings. And differentiated programming means original product.

But cable programmers have no intention of discarding past formulas. Off-network series and Hollywood-purchased movies will continue to have a significant place in the cable programming universe. But as cable steers toward differentiation, that course naturally leads to an increasing reliance on programming unseen elsewhere.

And just as cable's programming portfolio has been a mix of the old and the new, the high price of Hollywood movies and series will likely

Broadcasting Cable Yearbook '89

5th Estate
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(609) 683-7900

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Chicago (312) 679-1100
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We're C-SPAN'S new affiliate marketing team and we've got to hand it to you.

Thanks to you C-SPAN is now in nearly 47 million homes.

Customer service will be one of our priorities in the next decade. So, we'll be out to see you more often, with more service and better promotional materials than ever before.

We're ready for the '90s.

C-SPAN A public service of the cable television industry. **Ready for the '90s**

Broadcasting Oct 2

Vol. 117 No. 14

TOP OF THE WEEK



The public Sikes. FCC Chairman Alfred Sikes went before the cameras, behind the podium and on the dais last week to introduce himself and his ideas to the American public. The week began Tuesday in New York with a live appearance with Kathleen Sullivan on 'CBS This Morning' (left). That afternoon, he was a guest on CNBC's 'McLaughlin,' where he sparred with host John McLaughlin, Representative Rick Boucher (D-Va.), INTV President Preston Padden and Tele-Communications



Inc.'s vice president of government relations, Robert Thomson (center). Much the same ground was covered on both programs, notably indecency and competition for cable. The next day he spoke in New York at the IRTS luncheon (see story, page 41). He returned the same day to Washington to speak briefly at a meeting of the FCC's HDTV advisory committee on Thursday (see story, page 37) (right) and preside at his first open FCC meeting on Friday (see story, page 42).



Cable mixes business with pleasure in New York

Busy week finds much of industry gathered to honor its own, talk shop and hear from FCC's Sikes

Cable's annual September "hell" week in New York, where a who's who of the industry gather in a seemingly endless series of meetings for business, political and social purposes, gave those in the wired medium an opportunity to discuss the current state of political problems, to honor some of their own in black-tie dinners and to vow support for cable efforts in the classroom and in minority hiring.

The National Cable Television Association board met Thursday to, among other things, figure out what the broadcasting industry wants and how much cable is willing to give.

If NCTA President James Mooney was given any additional leeway by the board to negotiate an agreement with the broadcasting industry on must carry and channel positioning he was not saying.

On the contrary, Mooney hinted in an interview with BROADCASTING after the meeting that cable's position was hardening. He noted that basic programmers on the board voiced strong opposition to giving any ground on channel positioning. They feel that giving broadcasters rights to low channel positions would put them at a competitive disadvantage. The most vehement programmers on the board, according to another NCTA official, were John Wynne of The Weather Channel and Kay Koplovitz of the USA Network.

Other board topics included customer service, signal leakage and telephone-cable crossownership.

On Wednesday night, industry leaders turned out to honor J. Richard Munro, co-chairman and co-chief executive officer of Time Warner Inc., who received the industry's Walter Kaitz Foundation Award. The foundation raised \$500,000 from the more than 1,000 attendees, money that will go toward training and placing minorities in

leadership positions in the cable industry.

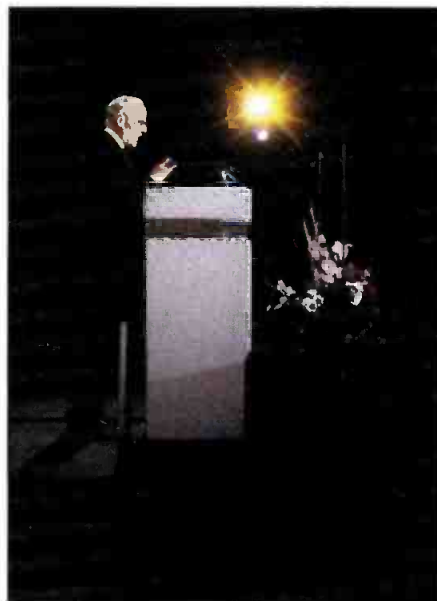
Munro, who was honored for his long-time commitment to affirmative action, said discrimination "has taken on a new life in the 1980's," because, among other reasons, it has been "endorsed and excused by those in high places." He said the Supreme Court has kicked affirmative action in the teeth in recent decisions, making it "easier than ever to backslide into prejudice."

The cable industry knows better, however, than to follow that course, he said. Speaking for Time Warner, he added: "Our position is we intend to stand behind our affirmative action programs. We have not moved back one inch." The Learning Channel will carry the ceremonies at 4 p.m. on Wednesday, Oct. 11.

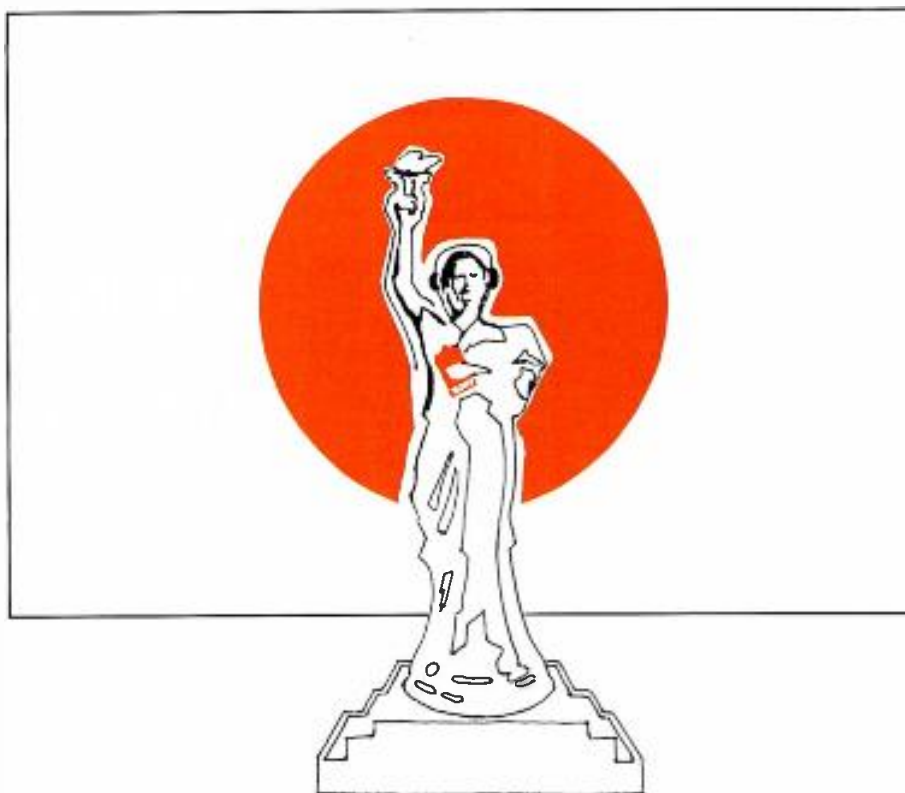
The minority theme continued the next day, at the National Association of Minorities in Cable annual seminar. Keynote speaker Jim Gray, president of Warner Cable, said urban areas present cable with many problems and it may be that "lower priced tiers of service with limited pay offerings may be the only realistic entry level" for many residents. He urged urban operators to understand the needs of their residents, emphasize quality and local customer service and become an active element in the community.

On Friday, the Cable Alliance for Education held its first board meeting, and sketched plans for increasing the industry's efforts in the nation's classrooms (see page 39).

-MS



Time Warner co-chairman Munro



Rising sun over Hollywood

Sony buys Columbia Pictures, also purchases Guber-Peters Productions; Kaufman, Korman to resign, with Peter Guber expected to be named chairman

Sony Corp. last week reached a definitive agreement to purchase the stock of Columbia Pictures for \$3.4 billion. The transaction is the second announced this year in which a foreign company has bought a major Hollywood studio (Australian-based Qintex Group has an agreement to acquire MGM/UA), and it is the fourth time this year that a major studio has announced a restructuring with an eye to the worldwide market.

Columbia's president and chief executive officer, Victor Kaufman, and Lew Korman, the company's chief operating officer, plan to resign if the merger is completed, according to a statement issued by Columbia.

In a statement issued by Sony Corp. of America, the U.S. subsidiary that will be making the Columbia acquisition, an executive said, "As in the case of CBS Records, it is Sony's intention to place the day-to-day operation of Columbia Pictures in the hands of U.S. management and keep it as independent as possible."

In a move apparently designed to recruit new top management for Columbia, Sony last week also announced its planned acquisition of Guber-Peters Entertainment Co. for \$200 million. It was reported last week that Guber-Peters co-CEO Peter Guber was expected to become president and CEO of Columbia, and that his co-CEO, Jon Peters,

would also join Columbia in an executive role. Guber-Peters, which has three game shows in its library, *The New Newlywed Game*, *The Gong Show* and *The All New Dating Game*, also produced the movies *Batman* (for Warner) and *Rain Man* (for MGM/UA).

The announced purchase did not come as a complete surprise. For more than a year, stories have circulated that Sony or another Japan-based company would be purchasing a Hollywood studio.

Sony, which last year purchased CBS Records for \$2 billion, is continuing on course to be a major worldwide supplier of not only entertainment technology, but also the entertainment product that that technology delivers. Like other media companies seeking global reach—Time Warner, Paramount Communications and Qintex—Sony is including a Hollywood studio and film library as a major building block of that empire. "This is really a confirmation of the strength of the international demand for American entertainment product," commented Chris Dixon, an analyst at Kidder, Peabody & Co.

In addition to the \$27 per common share Sony is offering, the Japanese firm will also have to assume Columbia's long-term debt, which amounted to \$1.4 billion at the end of May, bringing the purchase price to \$4.8 billion.

In Columbia, Sony is buying a producer and distributor of motion pictures and television, a 2,700-title film library, a 23,000-episode television library, and a motion-picture exhibitor with more than 800

screens.

Though Columbia is most recognized by the public as a motion-picture studio, its television operations are much more profitable. With an operating income of \$156 million in the fiscal year ended last February, Columbia's television business netted six times the net of its motion picture distribution arm, which had greater revenues.

Columbia has five prime time shows premiering this fall on network television, as well as five prime time shows returning to the three majors and to Fox. Returning series include *Married...With Children*, *227*, *Who's the Boss?* and *Designing Women* and *My Two Dads*. In daytime, Columbia produces *The Young and the Restless* and *Days of Our Lives*. Columbia also owns Merv Griffin Enterprises, which produces the King World-distributed syndication powerhouses *Jeopardy!* and *Wheel of Fortune*.

In off-network syndication, Columbia is also a power, especially in half-hour sitcoms. Syndicated product includes *The Jeffersons*, *Good Times*, *Diff'rent Strokes* and *Who's the Boss?*.

It is unclear, however, how much of a boost Columbia's profitable syndication business will be to Sony's fortunes in the international market. The sitcoms that are a staple of its library are not as saleable in foreign markets as are action-adventure shows. Columbia already distributes its soap operas worldwide.

The studio's film library may be more valuable strategically for Sony. By putting

Sony specs

Sony Corp., which sells everything from digital audio tape recorders to television sets to professional-format videotapes, is a worldwide powerhouse in entertainment hardware. The company earned \$549 million in the fiscal year ended this March, from sales of more than \$16.2 billion—two-thirds of which came from outside Japan. The company has about 79,000 full-time employees, over half of whom live in Japan.

Audio equipment and video equipment each accounted for about one-quarter of the company's worldwide sales. The company that invented the Walkman personal stereo system last year introduced a portable Video Walkman which combines an 8 mm video player with a small color TV set. Since 1985 the company has marketed components for high-definition video. One of the company's marketing disappointments was the Beta home video recording system, which was

eclipsed in the U.S. by the increasingly popular VHS format (developed by rival Matsushita). Sony was a co-developer of compact disk audio technology and marketed the first CD players in Japan in 1982. Last year, the company introduced the world's first 48-track digital audio tape recorder.

About \$2.6 billion of the company's revenue last year came from sales of television sets.

CBS Records, which Sony bought in early 1988, earned \$2.6 billion last year also. In a statement issued last May, Sony executives said: "We will pursue worldwide development of the software side of our consumer electronics business, using the addition of CBS Records as a springboard." In the last quarter of 1988, Sony expressed an interest in purchasing all of MGM/UA Communications, but no agreement came because of an impasse in price, according to MGM/UA's recent proxy statement.

those libraries onto 8mm video, videodisc and even high-definition media, the company can help make those technologies more attractive to consumers.

In addition to the tender offer approved by Columbia's board last Wednesday (Sept.

27), Sony has reached option agreements with two major Columbia shareholders, the Coca-Cola Company and the investment banking firm Allen & Co. Coca-Cola, which owns 49% of Columbia's stock, bought the studio in 1982 and spun it off in

1987 in a transaction in which Columbia was merged with Tri-Star Pictures, a company in which Coca-Cola had a joint interest. Allen & Co., which owns about 3% of the stock of Columbia, negotiated with Sony on behalf of the studio. —GM

Testing, testing...HDTV

Wiley announces test schedule for various HDTV systems; Sikes says FCC will choose a standard

FCC Chairman Alfred Sikes said that at the end of the testing process the commission will set an advanced television standard. That pledge was made during Sikes's first statement on the emerging high-definition television technologies since he became chairman of the FCC. His statement was consistent with policy set by his predecessor, Dennis Patrick, when the commission stated on Sept. 1, 1988, that the introduction of an advanced terrestrial television standard is in the public interest. However, Sikes hinted that he might put more emphasis on the international trade aspects of the HDTV issue.

At the same meeting, a testing schedule was set for the transmission systems proposed to the FCC's advisory committee on advanced television services (ATS). The committee's chairman, Richard Wiley of the law firm of Wiley, Rein & Fielding, called the meeting to determine which of the proponent systems will have testable hardware before the end of the ATS committee's charter in 1991, and to set specific dates for the testing of that hardware.

"The Federal Communications Commission will select a transmission standard for advanced television," Sikes said. He praised the "world class" engineers who have been working on the ATS committee and expressed his approval with the pace at which the committee has progressed. It is expected that the committee will complete its testing in 1991 and that the commission could set a standard in 1992 or 1993.

HDTV issues "can't be reviewed in simply technical terms. They have to be viewed in the overall culture, both technical and political, that exist," Sikes said. For example, Sikes said the amount of research



Wiley (l) discusses test schedule with James Tietjen, president of David Sarnoff Research Center

and development investment a proponent has in the United States will be a factor in standard-setting decisions. "The FCC must be sure to pick a system that is best for Americans," he said.

Representatives from seven proponent organizations set dates to test nine different systems. Going into the meeting, it was expected that as many as eight organizations proposing 12 systems might be scheduled. The order of the testing was decided on the basis of information provided to the ATS committee by the proponents over the past several months. During the meeting, a few proponents swapped their six-week testing slots.

On the final list, the SuperNTSC system, developed by Faroudja Laboratories, Sunnyvale, Calif., was chosen as the first to be tested. Equipment for the tests must be ready and operable at the Advanced Television Test Center's (ATTC) Alexandria, Va., lab by May 25, 1990. The SuperNTSC tests are to be complete by the following July 16. At the meeting, SuperNTSC's inventor, Yves Faroudja, sug-

gested that his system be used first in a preliminary test to see if the test procedures work with testing to be performed "for real" afterward. Wiley declined the suggestion.

Faroudja announced that although he is offering his system as a possible new transmission standard, he is actively looking to join forces with another proponent. "Our proposal is an opportunity for systems to be merging. I do not like very much the analogy of the horse race.... I want to merge," he said.

But if a merger is not forthcoming, it appears that Faroudja will have funds to continue alone. He announced during the meeting that nine companies from the broadcast, cable and equipment manufacturing industries have agreed to fund further development of SuperNTSC and see it through the testing phase. The nine companies: Capital Cities/ABC, Comcast Cable Communications, Continental Cablevision, General Instrument Corp., Newhouse Broadcasting, Scientific Atlanta, Telecommunications Inc., Viacom International-

al and Westinghouse Broadcasting. The dollar amounts the companies pledged were not disclosed.

The other systems to be tested: Production Services Inc.'s Genesys Transmission System, July 17-Sept. 14, 1990; the David Sarnoff Research Center's ACTV-I, Sept. 5-Oct. 23, 1990; NHK's Narrow-MUSE, Oct. 25-Dec. 12, 1990; NHK's MUSE-6, Dec. 13, 1990-Feb. 8, 1991; Zenith's Spectrum Compatible HDTV, Feb. 11-April 1, 1991; Sarnoff's ACTV-II, April 2-May 20, 1991; North American Philips's HDS-NA, May 21-July 11, 1991, and the Massachusetts Institute of Technology's channel-compatible system, July 12-Sept. 3, 1991.

The list of systems suggests that the choice of an HDTV standard may lie between a 6 mhz, NTSC receiver-compatible approach and a 6 mhz, receiver-compatible simulcast approach. The channel-augmentation approach seems to be losing favor. Four of the first five systems to be tested (SuperNTSC, Genesys, ACTV-I and MUSE-6) are receiver-compatible. Three of the other five proposals are simulcast systems (Narrow-MUSE, Spectrum Compatible HDTV and MIT's). William Schreiber, who represented MIT at the meeting, said the school is tentatively planning to send a receiver-compatible version of its system to the ATTC as well and that both of its systems could be tested together during its appointed slot.

By the late stages of the testing process, a fourth simulcast system is expected to emerge. Philips originally proposed its HDS-NA as an augmentation system. But last month, the company announced that it had begun working on a simulcast version of the system (BROADCASTING, Sept. 11). Because of that shift in strategy, Wiley agreed to move the Philips testing slot toward the end of the process rather than near the beginning as originally planned. Philips's C.A.A.J. Greebe said, "We are very grateful to be moved down the line because then we can come with whichever of the two systems proves to be best."

The augmentation approach, however, is not entirely dead. The appearance of the ACTV-II on the list is the first indication that the system would be ready under the ATS committee's deadline. Representatives from both the Sarnoff Research Center and its sponsor, NBC, had continually declined to set a date for the system's completion in the past. The ACTV-II employs a 6 mhz augmentation channel, which is fully digitized in order to reduce adjacent-channel interference and make use of the UHF taboo channels.

The testing schedule is tight. Times have been set from the opening of the ATTC lab to the end of the ATS committee's charter. Unless the FCC in 1991 decides to extend the committee's charter for a second time, there is little margin for time slippage. However, since the test procedures developed for ATTC have never been used, some slippage is possible, Wiley said.

Wiley acknowledged that some past proponents that were unable to develop their systems far enough ahead of time to be placed on the schedule may want to apply

for testing later. Also, some of the proponents that are to be tested early may want to be retested if further advancements to their systems are developed. "I certainly would want to accommodate them if I could, but I cannot make any commitment in that regard," he said. If slots are opened by dropouts or mergers between proponents, the committee will fill them with new proponents and retesters, Wiley said.

For the proponents that are on the schedule, there is still much to be done before they send their equipment for testing. A full paper report of each system, highlighting recent changes, is due to the ATS systems subcommittee by the end of the year. Those reports will be used by the committee to certify whether each system is theoretically valid. Another report, with details of the component parts of the system, is due at the ATTC 30 days before each system is sent to the lab. These reports are needed to be certain that the lab's equipment interfaces correctly with each system, according to Peter Fannon, ATTC executive director. All fees will go into ATTC's central accounts.

ATTC has also established a series of testing fees to be paid by each proponent. Wiley and Fannon both said the fees are not being charged to help fund the testing, but are designed as earnest money payments to insure that the proponent systems will be in the lab on time. A \$25,000 "reservation fee" per system is to be sent to the ATTC by Nov. 17, 1989. Another \$175,000 must be paid by each proponent by March 1, 1990. Another \$300,000 will be required for those submitting a second system (NHK and Sarnoff). If there are time overruns, the proponent will be charged \$12,500 per day. However, a process has been set up to waive the fees for the less-wealthy proponents that are considered to have a system worthy of testing.

A total of \$10 million (\$2 million provided by Cable Television Labs) will have been invested in the ATTC lab by the time it closes in 1991, Fannon said. He reported that construction on it will begin next month. "The building is leased and the process is pretty well under way," he said.

-RMS

CBS cuts Olympic deal with Turner

Broadcast network will sell events from '92 and '94 winter games for cable delivery for \$50 million

CBS and Turner Broadcasting System last week passed from an era of hostility to one of relative trust as TBS agreed to pay \$50 million to CBS to carry winter Olympics programming in 1992 and 1994 on Turner Network Television. That sum works out to roughly 10% of the \$543 million fee CBS is paying for North American television and radio rights for the two games. However, the broadcast network will effectively determine which events will be permitted on cable. CBS will also handle all national

advertising, allocating a portion of the revenue to TBS.

For its \$50 million payment, TNT will get roughly 100 hours of original Olympics programming in both 1992 and 1994. Most of that programming will be aired weekdays between 1 and 6 p.m. ET. In addition, TNT will rebroadcast, between 1 and 6 a.m., programming aired earlier by CBS during prime time. The cable network may incur additional costs, as it will probably send some electronic newsgathering crews and other personnel to Albertville, France, and Lillehammer, Norway, sites of the two games. But even during its live afternoon coverage, TNT may rely on some CBS on-air personnel, particularly those located at the various Olympic events venues.

Terrence McGuirk, president of Turner Sports, said the high-profile programming would be "revenue neutral" for TNT, adding that the basic cable network would use money initially allocated for other programming to pay CBS. However, one knowledgeable industry executive suggested that TNT would definitely lose money on the games, and viewed the events as loss-leaders that would facilitate TNT's goal of increasing its penetration among cable operators. The basic cable service, begun one year ago, already is carried by systems serving just over 30 million cable subscribers, or roughly 60% of the industry's total. Several years ago TNT's companion programming service, WTBS(TV) Atlanta, which already had a high degree of penetration, took a charge of more than \$25 million against earnings as a result of its telecast of the Goodwill Games.

Of interest to both Turner and CBS affiliates is what events will be carried during TNT's afternoon telecast. That, suggested CBS Sports President Neil Pilson, will probably be determined at the time of the games "on a daily basis." CBS will make



Terence McGuirk (l), Turner Sports president, and Neil Pilson, CBS Sports president

the determination, and any events the network decides will be carried on its broadcast will be eliminated from consideration for TNT's telecast—except for Turner news reports. However, Pilson said that the cable portion would probably include "hockey, skating, skiing, luge...we think they will be able to carry a representative schedule." Because of the time difference across the Atlantic, many of the events carried on TNT will be live, whereas CBS's prime time broadcast will essentially be taped.

CBS, however, will be allowed to use material carried previously on TNT. Additionally, TNT's rebroadcast starting at 1 a.m. will be delayed in western time zones so it does not compete with CBS's broadcast. Overall, CBS will carry some 120 hours during each winter games, including some morning hours, and, Pilson said last week, perhaps a "short broadcast at noon."

The CBS Sports president sought to downplay the significance of the cable package. He said that most sporting events now have cable components: "We are seeing a pattern emerge where two different packages are created in connection with a major sports property. I don't see this as being earth-shattering." Pilson said that "most other major cable channels" had contacted CBS about the Winter Olympics cable rights. Pilson termed the TBS offer the most aggressive. He expressed "skepticism" about NBC's plan to offer the 1992 summer Olympic games as a pay-per-view event: "I don't know if there will be the three or four channels available, nor do I know if there is a market for events that NBC will decide not to carry themselves. We felt this [basic cable] was a sounder plan."

Neither CBS nor TBS released information about their revenue-sharing split from national advertising sales. Pilson said the cable network would receive an "allocated portion of revenue attributed to national cable sales." TNT will not be asking cable operators for any additional subscriber fees, said McGuirk, to reimburse it for the programming costs, but it is beginning to talk with cable operators about possibly altering the current 60/40 national/local advertising split.

As of last Thursday (Sept. 18) the CBS affiliate board had yet to meet to discuss the network's cable arrangement, although affiliate board chairman Ben Tucker, executive vice president, Retlaw Broadcasting, said he thought the plans announced last Tuesday were consistent with what CBS earlier promised affiliates: "Larry Tisch told us he would not make a deal unless it involved a significant amount of money.... With ABC and NBC having ownership of cable programming services, it would be unfair for us to handicap CBS in its bidding for major sporting events."

The CBS affiliate board chairman added that he thought it was too early to tell what impact the TNT telecasts would have on affiliates, both in terms of viewership and advertising revenue. He said that East Coast CBS affiliates were likely to be hurt more because the TNT live telecasts would run opposite their early newscasts. —GF

Celtics make fast break for radio station

Week after agreeing to purchase Boston TV station, team agrees to buy WEEI(AM) for about \$8 million

The Boston Celtics made a deal to buy WEEI(AM) Boston from Helen Broadcasting last week, just days after purchasing WFXT(TV) Boston from Fox Television Stations Inc. for about \$20 million (BROADCASTING, Sept. 25). The price was not disclosed, but sources estimate it to be about \$8 million. Gary Stevens brokered the sale.

If the deals are approved, the Celtics will own the radio station that currently broadcasts all their basketball games, and could start broadcasting Celtic games on WFXT as early as 1990. WEEI is entering the third year of a seven-year deal with the Celtics, and team spokesperson Jeff Twiss said it "can be presumed" that, as long as the Celtics own the station, WEEI will continue to broadcast the games.

WLVI-TV Boston currently holds the Celtic TV rights but is entering the last year of a five-year contract that allows it to carry all the team's road games, except those aired on CBS. Twiss said one could presume that WFXT will carry the Celtics after WLVI's contract expires.

Ronald Townsend, president of Gannett's television division, licensee of WLVI, would not comment on the Celtics' purchase.

There are two possible snags in the deal for the Celtics: The first is the FCC's rule that prohibits common ownership of radio and TV stations in the same market. And on Sept. 29, Diamond Communications, a newly formed Boston-based minority-owned company, made an offer for WEEI after the letter of intent with the Celtics had been signed.

Patrick Lucci, spokesperson for Dia-

mond Communications, told BROADCASTING that he feels the FCC "may very possibly not grant the sale" because of the FCC's crossownership rule. But in July 1989, the FCC waived the common ownership rule and granted the sale of WHDH(AM) Boston to New England Television, owner of WNEV-TV there (BROADCASTING, July 24).

Lucci says that this sale is different from the New England Television deal because there is a minority group making a bid.

Diamond is headed by Noreen Hunter, Lee Johnson and Jay Marrs, described by Lucci as Boston business people. Lucci says Marrs has "considerable money" and that Hunter is a "commodities broker with money." He added that this deal may be better for Helen Broadcasting because of the minority tax certificate policy, which allows a seller of a station to a minority to defer the capital gains from the sale for two years.

However, sources familiar with the deal said a tax certificate would not help the sellers in this case all that much because Helen Broadcasting's profit will be negligible; the company originally bought the station in 1983 from CBS for \$7.5 million (BROADCASTING, Oct. 3, 1983). Also, many feel the FCC will again waive the crossownership rule, as it did with New England Broadcasting.

And if the deal did fall through, some say the Celtics would leave WEEI when the contract runs out, taking away about a third of the station's estimated \$9 million annual revenue.

The Celtics issued a statement saying they are "proceeding diligently toward the execution of a definitive agreement, and we remain committed to closing the transaction as soon as possible." —JF

Cable goes to school

Alliance formed to encourage use of cable in classrooms

The cable industry is forming the Cable Alliance for Education, a broad cross-section of both cable MSO's and cable programming networks designed to foster the greater use of cable programming in the nation's classrooms.

"The alliance represents our industry's long-term commitment to make cable television an effective resource and specialized teaching aid to assist teachers in this effort," said Amos Hostetter Jr., chairman of the alliance and chairman and chief executive officer of Continental Cablevision. "The heart of the alliance will be the public/private partnerships formed between alliance members and local, state and national educators," he said.

Hostetter said the MSO alliance members will provide free basic cable service to selected schools, while programming networks will provide teachers with curriculum-based support materials for copyright-free pro-

gramming. Already, a number of networks and MSO's have announced plans to help their area schools. The copyright problem has been a key sticking point in the past, with many educators wary of using programming for fear of copyright infringement. The alliance will educate the educators on what can be used without infringing on copyright laws.

The National Cable Television Association will oversee the alliance in its pilot year, said NCTA President James Mooney, who added that the alliance represents cable's "coming of age." The NCTA board voted to provide every public junior and senior high school passed by cable within their franchises a standard drop and free basic service within the next three years. It also voted to begin a search for an executive director, but organizers say the alliance will remain a "lean and clean" operation.

The 22 MSO's making up the alliance: Adelphia, American Television & Communications, Bresnan, Cablevision Industries,



Cablevision Systems, Colony, Comcast, Continental, Cox, Falcon, Hauser, Heritage, Jones, Newhouse, Prime, R.P. Companies (parent of Multivision), Rifkin & Associates, Tele-Communications Inc., Times Mirror, United Artists, Viacom and Warner Cable.

Nine cable networks are producing satellite feeds for educators to use—Bravo, CNN, C-SPAN, Discovery, The Family Channel, The Learning Channel, Mind Extension University, Nickelodeon and X-PRESS. Seven other networks are providing material on videocassettes, including Arts & Entertainment, Black Entertainment Television, CNBC, HBO, Lifetime, Showtime and the Weather Channel. Crosby Vandenberg Group, which publishes cable guides, is an associate member of the group.

The board of the alliance is composed of many of the top officers at the MSO's and cable networks, including Turner Chairman Ted Turner, Nickelodeon President Gerry Laybourne, Showtime Chairman Tony Cox, Lifetime President Thomas Burchill, Family Channel President Timothy Robertson, C-SPAN Chairman Brian Lamb, Jones Chairman Glenn Jones, United Artists Chairman Stewart Blair, Warner Cable President Jim Gray, Viacom Cable President John Goddard, Newhouse Broadcasting President Robert Miron, Cox President James Robbins, Adelphia President John Rigas and Hostetter.

—MS

'N.Y. Post' says CBS footage

Paper disputes scenes of Afghanistan war supplied by freelancer; network has yet to issue detailed response

The validity of CBS News pictures purporting to show scenes of battle in the Afghanistan war on at least four occasions in the mid-1980's was called into question last week by a story in the *New York Post*. It said the pictures, supplied by a freelance photographer and narrated by anchor Dan Rather, were faked.

Two days after the story appeared, on Wednesday (Sept. 27), CBS News was still declining comment, beyond a brief statement by CBS News President David W. Burke: "It is the goal of CBS News in every instance to gather and report the news accurately, fairly and with integrity. In the case of the Afghan war, we believe we have done so." CBS's apparent readiness to take on the *Post* declined from then on.

At one point on Thursday, officials indicated that a statement aimed at refuting the *Post* story point by point would be issued that day. It never was. And on Friday, a spokeswoman said: "I don't know if we'll comment." "Ever?" she was asked. She indicated that never was a possibility.

In the absence of official, on-the-record statements, *The New York Times* unearthed a CBS News staff member who, in return

for a promise of anonymity, denounced the accusations as "untrue and outrageous." *The Times* also quoted a similarly anonymous "CBS executive" as charging that the "*Post* had decided to run 'a trashy story' that had already been rejected by *The Wall Street Journal*."

Actually, the *Journal* has not "rejected" the story. Roger May, director of corporate relations for Dow Jones & Co., publisher of the *Journal*, said: "We have been looking into this story. At this point, whether or not we do run a story, we can't say. If it's justified, we'll run it." May indicated the story the *Journal* is pursuing is not exactly the same as the one published by the *Post*. "It may be a broader story," May said.

Sources at CBS News had indicated that network officials were still attempting to complete their investigation. The central figure in the controversy—Mike Hoover, the cameraman who supplied the pictures—has yet to surface. One official on Thursday "assumed" he had been contacted. Other sources were reported to have said network officials still hoped to make contact with him. The *Post* reported on Thursday that Hoover was en route to the U.S. from New Zealand, where he was said to have been filming in remote caves.

CBS News officials say Hoover had produced a number of filmed reports of the

IRTS's annual who's who

Some of the biggest names in the Fifth Estate gathered in New York last week for the 51st annual International Radio and Television Society Newsmaker Luncheon. This year's featured speaker was new FCC Chairman Al Sikes (see story, page 35).

Front row (l-r): Robert M. Batscha, The Museum of Broadcasting; Ward L. Quaak, The Ward L. Quaak Co.; Cecil L. Walker, Gannett Broadcasting; Burton B. Stanier, Westinghouse Broadcasting Co.; Pat A. Servodidio, RKO General; James M. Rupp, Midwest Communications; Donald A. Pels, LIN Broadcasting Corp.; Roy H. Park, Park Communications; Frank D. Osborn, Osborn Communications; Charles S. Mechem Jr., Great American Broadcasting Co.; James T. Lynagh, Multimedia Broadcasting Co.; Stanley E. Hubbard II, Hubbard Broadcasting Companies; Jerry Holley, Stauffer Communications; David E. Henderson, Outlet Communications; Richard A. Ferguson, NewCity Communications; James C. Dowdle, Tribune Broadcasting; Joel Chaseman, Post-Newsweek Stations.

Second row (l-r): Maurie Webster, NYMRAD (New York Market Radio); Patricia Diaz Dennis, FCC; James L. Greenwald, Katz Communications; Laurence A. Tisch, CBS Inc.; Robert C. Wright, National Broadcasting Co.; Thomas S. Murphy, Capital Cities/ABC, Inc.; Alfred C. Sikes, FCC; Betty Hudson, National Broadcasting Co.; James H. Rosenfield, John Blair Communications; John W. Kluge, Metromedia Co.; Ralph M. Baruch, Consultant to Viacom; Andrew C. Barrett, FCC; Edward Bleier, Warner Bros.; Sherrie Marshall, FCC; Giraud Chester, Mark Goodson Productions.

Third row (l-r): Thomas F. Burchill, Lifetime Television; John F. Cooke, The Disney Channel; John F. Gault, American Television & Communications Corp.; Robert M. Gutkowski, Madison Square Garden Communications Group; Robert L. Johnson, Black Entertainment Television; Kay Koplovitz, USA Network; Timothy B. Robertson, The Family Channel; Thomas S. Rogers, NBC Cable & Business Development; Roger L. Werner, ESPN; Michael Wheeler, Financial News Network; John Wynne, The Weather Channel; Bruce L. Christensen, Public Broadcasting Service; William J. Battison, Westwood One; Ronald Davenport, Sheridan Broadcasting Corp.; Nicholas J. Verbitsky, Unistar Communications Group; Richard Cotton, National Broadcasting Co.; George Vradenburg III, CBS Inc.; Stephen A. Weiswasser, Capital Cities/ABC.

Fourth row (l-r): Robert H. Alter, Cabletelevision Advertising Bureau; Edward J. DeGray, Broadcast Pioneers; Tim Duncan, Advertiser Syndicated Television Association; Jerome Feniger, Station Representatives Association; Edward O. Fritts, National Association of Broadcasters; DeWitt F. Helm Jr., Association of National Advertisers; William G. Moll, Television Bureau of Advertising; James P. Mooney, National Cable Television Association; Preston Padden, Association of Independent Television Stations; Margita E. White, Association of Maximum Service Telecasters; Ruth Wooden, The Advertising Council; David S. Allen, Petry Television; Carl Butrum, Eastman Radio; Alfred M. Masini, TeleRep; John J. Walters Jr., Harrington, Righter & Parsons.

Fifth row (l-r): Ron Alridge, *Electronic Media*; Joseph R. Boyle, *Multichannel News*; David Persson, Act III Publishing; Syd Silverman, *Variety*; Lawrence B. Taishoff, Broadcasting Publications Inc.; Albert Warren, Warren Publishing.



was phony

Afghan war for the network and that his work was respected. The pictures he supplied for reports aired on the *CBS Evening News with Dan Rather* helped CBS News win a Columbia-Alfred I. du Pont Silver Baton award in 1984. But the *Post* said the pictures of what CBS News said was a major sabotage operation—blowing up electrical towers—by Mujahedeen rebels for a story aired on Nov. 12 and 13 were staged. Hoover is also alleged to have misidentified a Pakistani plane on a practice flight as a Soviet jet bombing Afghan villages. The pictures appeared in an hour-long special on CBS at the end of 1987. Earlier that year, the *Post* said, CBS News aired pictures of what was said to be “the biggest one-day defeat for Soviet forces since World War II” but what was, in fact, a small but successful attack on a contingent of Afghan troops.

If the charges of staging are proven, it would be further evidence of the dangers broadcast operations risk in accepting the work of freelance photographers. A major demonstration of that danger was the use ABC and NBC made in April 1988 of pictures said to be of the damaged Soviet nuclear reactor at Chernobyl, two weeks after the accident. The pictures, supplied by an Italian agency, turned out to be of a damaged cement factory in Trieste, Italy. —LZ

Metering syndication progress

New off-network shows improve over week before, but numbers are still below last year's; results mixed for other shows

It appears all three of the major new off-network sitcoms (*Who's the Boss?*, *Growing Pains* and *Mr. Belvedere*) posted second-week cumulative gains in the Nielsen overnight ratings markets, but not high enough gains to beat comparable numbers for programming airing in those same time slots one year ago.

Columbia Pictures Domestic Television's *Who's the Boss?* improved on its cumulative market average (CMA) with a 6.2 rating/12 share for the Sept. 18-24 period, beating its 5.7/12 premiere week CMA, but the high-priced half-hour is still about even with the 5.9/13 that CMA programming achieved on those stations one year earlier. *Boss* did beat its lead-in programming in 14 of the 16 metered markets in which it airs, just nosing out a 5.1/11 lead-in CMA.

Growing Pains (Warner Bros. Domestic Television) improved slightly from a 3.8/8 CMA in week one to a 4.1/8 CMA in week two, and improved on its lead-in CMA (3.4/7) in 10 of the 13 overnight markets in which it airs.

Airing in just eight metered markets, *Mr. Belvedere* got higher numbers based on four

additional market airings, giving the show a four-day 4.5/10 CMA against Sept. 11-17's CMA of 3.4/7. *Belvedere* is still flat when compared to its lead-in programming's 4.7/9 CMA for the week of Sept. 18-24. Paramount Pictures Domestic Television's *Brothers* showed no movement from its premiere week (Sept. 11-17) 2.0/4 CMA, with an identical number the following week in its five metered markets.

Hour drama *Highway To Heaven* (Genesis Entertainment) chalked up a 2.4/6 CMA compared to its 2.7/6 in its premiere week (Sept. 11-17), but just about held onto its lead-in (2.7/7) in eight of 17 metered markets. *Hunter* (Televentures) held its ground with a 3.4/6 CMA compared to a 3.3/7 in its six overnight markets. The hour-long cop show has inched ahead of its lead-in (3.3/6) for all six markets; it is also slightly ahead of year-ago numbers (3.4/6).

The talk show circuit is not exactly setting a blistering pace either, with Michael Krass Productions' *Everyday With Joan Lunden* registering a 1.2/5 CMA from mostly early daytime and midday time periods for the half-hour and one-hour formats of the show. *Everyday* lost to its lead-in CMA (1.7/7) in 10 of 16 metered markets. Another Joan, *The Joan Rivers Show* (Tribune Entertainment Co.), declined again slightly from its 3.1/13 CMA during its

premiere week (Sept. 4-10) to a 2.9/12 (Sept. 18-24) in its third week. *Rivers* failed to carry its lead-in numbers (3.5/15) in 14 of its 19 overnight markets, and has yet to surpass the 3.2/13 for October 1988 programming in the same time slots. The weekly *Byron Allen Show* (Genesis Entertainment) showed little movement in its third weekly late fringe airing, going from a 3.3/12 premiere to a 3.1/13 mark Sept. 23-24.

Game shows also showed some continuing stagnation with strip *Third Degree* (Warner Bros.) holding even at a 2.7/12 compared to the 2.8/12 of the previous week (Sept. 11-17), but improving or holding on its lead-in (2.8/13) in 12 of 19 metered markets. Other strips, *Talkabout* from D.L. Taffner (0.7/3), *The Last Word* from Turner Program Services (1.0/4) and *Jackpot* from Palladium Entertainment (1.3/6), scored unimpressively in their premiere

week (Sept. 18-24). Weekly game shows *College Madhouse* (Warner Bros.) and *Remote Control* (Viacom Enterprises) maintained year-ago numbers with 2.7/9 and 2.2/8 CMA's, respectively.

Buena Vista Television's *Chip 'n' Dale's Rescue Rangers* somewhat slowed the hot *Super Mario Bros. Super Show* (Viacom) by scoring a 4.5/11 in early fringe versus *Super Mario's* 3.8/11 for the week of Sept. 18-24. *Super Mario* premiered two weeks ago with a 4.1/12 in 20 metered markets, and has maintained a hefty improvement over the 2.7/8 turned in by October 1988 programming. Claster Television's *Muppet Babies* may have also taken a chunk out of *Mario's* action with a 2.9/10, improving on its lead-in programming (2.5/9) in nine of 20 metered markets.

Hard Copy (Paramount) made its large-scale "reality TV" rollout in 18 of 21 available metered markets with a 5.4/13 in

early fringe and access time slots. Sprinkled in with some tough late fringe slots, *Hard Copy* improved on its October 1988 programming (4.4/12) in 10 of the 18 overnight markets. *Crimewatch Tonight* had no success—it scored a 3.1/7 CMA (Sept. 18-24), failing to beat its preceding premiere 3.3/8, and it lost lead-ins in 15 of 19 metered markets (4.2/9 CMA). MCA TV's *Inside Report*, which aired in just six metered markets, scored a 4.0/10 and was just a shade down from its lead-in 4.5/10 during the Sept. 18-24 period.

Worldvision Enterprises' large rollout of *After Hours* to late fringe was inauspicious, with the half-hour strip scoring a 2.0/6 (Sept. 18-24) in 19 metered markets. However, *After Hours* failed to carry its lead-in numbers (3.0/8) in 15 of those markets, and was slightly below October 1988's 2.2/9 in the same late night slots. —MF

FCC joins fight against drugs

Commission says conviction for drug trafficking is grounds for revoking or denying broadcast license

Alfred Sikes is doing his part for President George Bush's war on drugs.

At the FCC chairman's initiative, the commission at last Friday's (Sept. 29) open meeting voted unanimously to "clarify" its character-qualification policy for broadcasting, specifying that a conviction for drug trafficking is grounds for revoking or denying a broadcast license.

Putting the newly defined policy to work, the FCC also voted unanimously "on circulation" to launch a proceeding aimed at revoking the license of WKSP(AM) Kingstree, S.C., based on the drug conviction two years ago of the station's principal owner (51%) and manager, Gregory Knop.

Knop's application to obtain a license for a new FM station in Kingstree is already in jeopardy due to the drug conviction. Administrative Law Judge Joseph Chachkin has raised the issue in the ongoing comparative hearing between Knop and another party for the license.

According to the FCC Mass Media Bureau, Knop pleaded guilty Nov. 2, 1987, to federal charges of conspiracy, to possess with intent to distribute cocaine and began serving a five-year prison sentence on March 21, 1988. Jerrold Miller, Knop's Washington communications attorney, said Knop was released last August to a halfway house in North Carolina.

In its only other mass media-related action, the FCC voted to hold an en banc hearing Nov. 16 to explore ways of improving the lot of AM radio, which all agreed has been declining in popularity and in its ability to compete with FM.

According to Sikes, with its actions, the FCC became the first independent regulatory agency to show "our strong and cohesive support for the President's new drug policy." As Bush said "so clearly," Sikes said, "drugs have an extremely corrosive effect on the fabric of society."



Comings and goings. The FCC had a full complement of five commissioners for an open meeting for the first time in more than two years (l-r): Sherrie Marshall, James Quello, Chairman Alfred Sikes, Patricia Dennis and Andrew Barrett. But the agency has already reverted to four commissioners. The meeting was Dennis's last. She had resigned, effective last Friday, to practice communications law at Jones, Day, Reavis & Pogue.

Sikes won the praise as well as the votes of his fellow commissioners. FCC Commissioner James Quello, however, expressed some concern that the policy could become subject to abuse. "Disgruntled" employees, for instance, may use it to get back at their bosses, he said.

Quello also emphasized that drug-related crimes are not rampant in the broadcasting industry and that broadcasters have long been good foot soldiers in combating drug abuse. "Overall, I would say broadcasters have done a good job fighting the problem through public service announcements and public forums," he said.

The FCC press release on the new policy made the same point. "The commission has no evidence indicating that the incidence of drug trafficking on the part of FCC licensees, or employees of licensees, exceeds that for American society generally," it said. "The commission nevertheless regards drug trafficking as a matter of the gravest concern and intends to apply policies that reinforce both private and government efforts to eradicate drug trafficking."

Miller said he would not comment on the revocation proceeding until he has a chance

to see the FCC's order triggering it.

Miller, however, said he argued in the FM comparative proceeding that an applicant cannot be disqualified for a drug conviction. "The commission in its 1986 [character] policy statement indicated that this type of offense was not something of concern to them."

Sikes, commenting on the need for the AM hearing, called the AM band and the 5,000 stations now using it a "valuable resource." As in high-definition television, he said, the FCC has to make sure it acts to encourage technical innovation in the AM band. Consumers are "quick to turn from the old and quick to turn to the new," he warned.

If nothing else, the en banc hearing will serve to reemphasize the various initiatives the FCC and the industry itself, through the National Association of Broadcasters, have taken in the last few years to bridge the growing gap between AM and FM.

FCC Commissioner James Quello said the hearing will help insure the efforts are not at cross purposes. "We can see how all our proposals relate to one another," he said. —HAJ

NAB focuses on formats

AM programming issues were only part of the many debates that took place at the format forums at the National Association of Broadcasters' Radio '89 convention in New Orleans. Most of the broadcasters sharing their views with BROADCASTING expressed the belief that, to them, it was not an AM or FM convention, but a convention for radio. And problems suffered by AM programmers reflect (to a more extreme degree) the problems facing FM programmers. High on many programmers' agendas was a concern about the increasing fractionalization of formats. Many of the "standard" formats now have variations within that category; for example, the dance-oriented CHR or the rock-oriented CHR. Programmers must now search for ways to differentiate themselves even more from stations that are carrying deceptively similar formats. Another concern voiced in many of the format rooms was the need for the continued evolution of the program director. More and more, program directors are becoming experts on marketing and promotions and sales strategies.

Following are some of the formats and issues discussed as programmers shared ideas and tactics they hope will make radio a necessary part of consumers' lives.

Classic Rock

Classic rock stations think they are programming the Rodney Dangerfield format. Media analysts, trade press, record companies and others have yet to give them any respect, they say. But program directors arguing in favor of the format of the late 1960's and early 1970's were able to say they had the respect of one significant group—the listeners in their markets.

Session moderator John Shomby, program director for KZPS(FM) Dallas, asked the audience of classic rock programmers what forms the general lack of respect has taken. Many answered that the people they deal with regularly in the radio industry view the format as a flash in the pan.

Panel member Tony Mathes of WZGC(FM) Atlanta disagreed strongly. "I don't think the question is: 'How long will it last?' I think it is, 'How long do we want to drive it?' As long as we don't listen to all of these nay sayers and get wrapped up in all the crap that comes out about us, then we'll be fine," he said.

Andy Beaubien, program director for WCXR(FM) Woodbridge, Va. (Washington), compared classic rock's current popularity to the introduction of rock music in the 1950's. At that time, adults said that when the kids grew up, their musical tastes would mature and that they would be listening to big band music with everyone else. But as the years have passed, 1950's rock has held a steady presence on the radio dial. "I think it's a healthy assumption that the classic rock generation—the Beatles, Stones and Who fans—are going to be doing the same thing when they're 50, when they're 55 and when they're even 60 years old," he said.

As for how to program a station, the panel suggested using occasional comedy cuts along with the rock standards and to rely on

good personalities rather than long music blocks.

Classic rock's natural competitors are CHR and AOR stations, but a more formidable competitor is the news/talk format, the panel said, adding that most music stations don't have the resources to directly compete with an all-news station and might lose their market identification as music stations if news were aired too often. The panelists said they confined all of their news programming to morning drive.

The panelists also said they had sought to

compete with news stations by going after local sports contracts. Last year, KZPS went for the rights to the Dallas Cowboys, WCXR went after the Washington Redskins, and WZGC bid for the Atlanta Falcons. Although none of them won, they were all able to develop good relations with the teams and organize promotions for tickets to the games and other team-related prizes.

Oldies

Commitment to the music and focus on the



Radio excellence. The Crystal Radio Awards for excellence in local achievement were presented to 10 stations at NAB's Radio '89 convention in New Orleans. The stations were chosen from 50 finalists. Pictured above, first row (l-r): Steven Brock, KNCO-AM-FM Grass Valley, Calif.; Neil Kane Benton, KABC(AM)-KLOS(FM) Los Angeles; Mark Charvat, WLEK(AM)-WDEK(FM) De Kalb, Ill.; Jan Banker and John Lauer, WGST(AM) Atlanta. Second row (l-r): Jerry Black, KSENY(AM) Shelby, Mont.; Jerry Paperfuss, The Result Radio Group, accepting for WJON(AM) St. Cloud, Minn.; Wally Johnson, Moffet, Larson & Johnson, accepting for WBBQ(AM) Escanaba, Mich.; Anthony Marano, WOTC(AM) New Brunswick, N.J.; Amos Brown, WTLC(FM) Indianapolis, and Bob Meyer, WSM(AM) Nashville. The presentation was MC'd by John A. Gambling, on-air personality, WOR(AM) New York, and Wendell Goler, White House correspondent, AP Broadcast Services.

format are key to running a successful Oldies radio station, panelists agreed.

"Everyone on the air has to believe in the product," said Chuck Brinkman of KLUV(FM) in Dallas, a "big, fat 100,000 watt station." Dallas is a competitive market for KLUV, Brinkman said, as it is a young market with a lot of country heritage. Oldies work in a young market, he said, and it is possible to find young disk jockeys who are passionate about the music. The station must be positioned well, Brinkman said, and he tests his songs every year or so.

Bruce Nelson, program director for KNUZ(AM) Houston, said he has all the problems any AM programmer has today, with the additional burden of FM stations "breathing down our neck." The station has been programming oldies for about six years, Nelson said.

KNUZ programs NBC's Talknet at night, which works well with upper demos, said Nelson. As for oldies, the station plays a lot of music, and is "more 50's-intensive," with black and doo-wop heavy in the mix.

Moderator Phil Hall works at KRTH(AM) Los Angeles, which has separate AM and FM bands. The AM skews towards the 45-plus demo he said, concentrating on music between 1955-65, while FM relies more heavily on the 1960's.

According to Hall, the savior of AM radio comes down to "decent operators," not any magic formula. "It all amounts to commitment," he said. What is happening to oldies stations today, Hall said, is the splintering off of formats. It is the "same thing that happened with Adult Contemporary, which was the same thing that happened with Top 40. We'll probably end up being niched to death like other formats depending on the number of signals available," he said.

All the panelists warned about playing inferior product. "You'll die if you don't play the original versions," Brinkman said, and end up destroying the station's oldies credibility.

CHR

"Are any of you guys calling yourselves Top 40's?," an audience member asked the program directors on a contemporary hit radio (CHR) panel. "That's what listeners call them. If you're not calling them Top 40, why not?" That name really doesn't fit CHR any-



Gerry Lousteau



Greg Rolling



Leo Vela

more, the session's moderator, Leo Vela, vice president, programming, KSJL(AM)-KASQ(FM) San Antonio, Tex., replied. "I think Top 40 means we play the 40 hottest songs in America," he said. But hit radio means something different from that today, even though it is the way many listeners identify the music.

CHR has undergone a great deal of fragmentation, Vela said. "Every CHR radio station in the country seems to have some sort of lean," such as toward dance, urban and several other forms of music. The trick is to find which niche in your market has not yet been filled and to determine if there is a demand for that particular flavor of CHR.

The danger is that you could fail by trying "to fill a hole that's not there," said Gerry Lousteau, program director for KCPX-FM Salt Lake City. He suggested that a station do a lot of research before introducing any type of CHR programming. Call-outs and other forms of research are important, said Greg Rolling of KKYK-FM Little Rock, Ark., but to get the best feel of the market "you really have to hit the streets and hit the secretaries in the office pool and try to deal with as many people as you can to get street-wise."

Research is the single most important element for those planning to change from one format into CHR, Lousteau said. But for those that have already established themselves as CHR's in their markets, he suggested that fun and crazy promotions, many of which can be done on a small budget, are the way to hold an audience.

Spanish

Those attending the Spanish format room got a taste of the format's variety, with representatives of Spanish CHR, Spanish adult contemporary, Spanish news/talk and Spanish dance, among others, attending. What tied this group together was the language, and the problems they all face as Spanish-language broadcasters.

Panelists for the program management session were Jose Luis Munoz, station manager, KGBT(AM) Harlingen, Tex., and vice president, Tichenor Spanish Media; Sal Valdez, network manager, Cadena Radio Centro, Dallas, and Hank Gonzales, Fuller-Jeffries Broadcasting, Sacramento, Calif. Among the issues Spanish-language broadcasters need to resolve, the panelists said, is the lack of widespread use of what Valdez called "BROSPA," or broadcast Spanish. Hispanic communities in the U.S. are made up of varied groups of immigrants with distinct dialects and heritages. The only way to appeal to all of them, said Valdez, is to be nonregional or international.

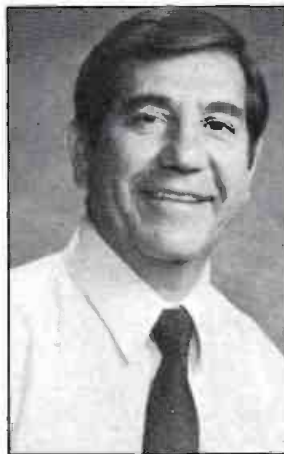
Appealing to all of the various groups is important, most operators present agreed, but, as Gonzales said, it is important to exploit one of radio's strengths as well: the ability to regionalize. "Format your station so that you serve the community, and by serving the community, you reap the profits," he said.

One of the more troubling issues for Spanish-language broadcasters is the lack of knowledge the English-speaking advertising agencies, clients, trade press and media buyers have of their product. There was a general consensus in the forum that the broadcasters need to organize themselves in some way, and speak with a unified voice, determining standard format names with descriptions, and educating their English-language colleagues about their work.

The second-generation Hispanic is also being targeted by Spanish-language broadcasters. Although many are college-educated, upscale, well-assimilated citizens of the English-speaking community in this country, they tend to keep strong ties to their heritage. Because this audience prefers to obtain news and programming in English, stations are experimenting with bilingual programming.



Sal Valdez



Hank Gonzales



Jose Luis Munoz

AC

The traditional adult contemporary (AC) format is in a comeback phase, according to a panel of program directors. The main reason for the resurgence is that the music is getting better, they said. The range of current music that would appeal to an adult audience is getting bigger.

"If you think back 10 years, AC stations were forced to play the records that were around getting some chart action but were not disco songs. You were left with what some people termed, 'the format that killed AM radio,'" said Don Kelley, program director for WMMX(FM) Baltimore. But now, said Rob Edwards, vice president, programming, KBIG(FM) Los Angeles, "I think there is a lot of product available with '80's music and with all these groups coming back from the '60's."

Edwards said that business is good because AC stations are a good place to introduce new music. AC stations don't see themselves as the main outlet for new music, but "we like to move a song along on the chart," Edwards said.

That raised the question of whether syndicated countdown shows, standard fare on CHR stations, belong on AC. Kelley said that WMMX used to run Dick Clark's countdown show, but dropped it when the contract ran out because its range of music extended beyond the rock & roll image the station was trying to develop. "It might be appropriate if you have a hard time getting weekend talent," Kelley said.

KBIG does air a countdown every week, however, and as long as the music is good, it does not matter what type of music is played, said Edwards.

Like CHR, AC is fragmenting. The format ranges from a softer end of the spectrum, which is akin to easy listening, to a warmer AC that fills a niche between soft AC and CHR. Both Edwards and Kelley said their stations tend toward the warmer side. But the goal of the format is to provide a blend of several eras of music.

Many of the stations entering the AC format are switching from easy listening. That was the route KBIG took when it found that its easy listening audience was beginning to age. It made the decision to switch to a younger and more aggressive format, Edwards said. Because the station was an "aggressive EZ," the transition was easy, he said. Several of the station's old music titles were transferred to the new format.

A big ratings booster that Kelley was able to recommend was evening shows featuring love songs. WMMX currently airs love songs nightly, 10 p.m. to midnight. "Time at night is not spent listening at night. That's when you're competing with television. I just wanted to do something that would call a little attention to the evenings," he said.

Classical

Two different philosophies on the programming and presentation of classical music on a commercial station were discussed. There is a "nouveau" group of stations that are pre-

senting the format in a style closer to the way all other formats operate to keep ratings up, said Warren Bodow, president and general manager of WQXR-AM-FM New York.

Bodow, who identified himself as a more traditional classical broadcaster, said that about 40 commercial classical stations are now on the air in the U.S. "Of the 40, I'm sure that most of them, honest to God, are making a profit these days," he said. The nouveau approach has "proved successful. But so has the traditional approach, which says that our main function is to serve those people for whom classical music is a very important part in their lives," Bodow said. Those people are typically a well-educated, wealthy group of people, and generally there are enough advertisers in a major market willing to reach that group and support a

classical station, he said.

Offering suggestions from the other approach was Peter Newman, program director for KING-FM Seattle. "Up until fairly recently, classical music broadcasters haven't felt the need to consider themselves competitive," he said. But with some stations switching formats under new owners or being shifted to co-owned AM stations, classical executives must start using more competitive techniques in all phases of their operations, administration, sales, engineering, programming and promotion.

In promotion, for example, he suggested sponsoring summer concerts and television advertising. Salespeople could be more flexible in the types of ads they accept, which may seem "out of format."

The programming departments must begin

**Society
BANK**

**Society National Bank
Communications Lending Division**

**CONGRATULATES
Broadcasting Partners'
WVAZ-FM, Chicago**

**RECIPIENT OF
THE MARCONI RADIO AWARD
STATION OF THE YEAR
(BLACK/URBAN CATEGORY)**

dayparting certain types of music at the times they are most likely to attract an audience, which is a common technique on other formats, but has been "disdained" by traditional stations. Bodow said that wxxx programs a blend of all different types of music from the Middle Ages to the 20th Century at all times. However, the station relies most heavily on music from the Baroque, Classical (first Viennese school) and Romantic eras. It programs mostly instrumental pieces, but tries to add some opera and other forms of vocal music. The fans of that kind of music are a small group, but are especially loyal fans, he said.

Urban

More emphasis must be placed on the programming perspective, entertainment value and marketing elements of the urban format as the 1990's approach. "The role of the program director in urban in particular, and radio in general, has evolved to a status younger program directors are not prepared to handle," according to Don Kelly, Don Kelly Consultants. In the 1960's, Kelly said, the program director did his air shift and "made the sizzle happen." In the '70's, the role took



Clifton (l) and Kelly

on more off-air responsibilities as research was emphasized more.

In the 1990's, said Kelly, the program director will be more the marketer of his station, needing to learn to position and market his station to protect it from CHR and urban AC. "Marketing is the key to the '90's," Kelly said.

Jerry Clifton, of New World Communications, said the next decade will be more competitive, and "entertainment value will be the important feature." Today, he said, it is fairly easy to enter a market and become number one with an urban format.

Both panelists agreed that the best place to advertise an urban format is on the air. Focus must be placed on what benefits listeners want from the station, Kelly said, and consistency between on-air and off-air advertising is crucial.

If an urban station is placed in a market, Clifton said, "people know about it in days. Word of mouth gets out there. The bottom line for me is marketing on radio and at street level."

The program director has the most important job at a radio station, said Clifton, and an urban format program director should not be looked at differently than any other. "The

overall answer is developing people to be good at motivation, managing and to have long-term goals," Clifton said. The program director must be a corporate management type and a guru-programming type to be most effective at what he does.

Both Clifton and Kelly also agreed that Arbitron's retrieval of black diaries is "horrible. I think they should be arrested for selling defective equipment," Kelly said. [An Arbitron spokesman later denied to BROADCASTING that there is a problem, saying a hologram postcard is sent to black households during survey week as a reminder to return diaries in those markets designated as ethnic controls.]

Regarding rap music, Kelly said that radio is not in the business of selling records, and that the group of people buying rap are not salable as listeners to radio stations. Rap can be useful, Kelly said, and he uses it to selectively target the youth audience in the evening, but makes money from 18-plus, and 25-plus.

Urban format radio is now what Top 40 was when it started, said Clifton. It is black-talent-intensive, but listened to by many whites, he said, adding: "I don't think this is a racial thing. It's a format of contemporary music done more by black artists."

Categorizing radio stations is not productive, Kelly said. "I believe divisions in radio are going to put us in a situation where we can't make money."

"I think we blew it when we stopped calling it Top 40," said Clifton. "Whites like black music, and always have. This is the best music there is."

News/Talk

In the news/talk format room, the advice was simple: Give your audience what it wants.

"I am convinced that almost nobody in radio has any idea what radio sounds like," said Holland Cooke, with all-news WTOP(AM) Washington. He thinks radio broadcasters need to listen "less to each other" and more to the public. "What we are doing is boring listeners to death, talking about things we care about—not what they care about."

For example, Cooke's station devotes considerable air time to traffic reports. It has more staffers working on traffic reports than any other area because that is what the public wants, he said.

Ed Walsh, with news/talk WOR(AM) New York, attributes his station's strength to its "personalities." He admitted WOR has problems with its demographics: "We'll never win the 25-54 race." But he refuses to "screw around with our core listenership." Walsh also feels that if a station does a "good job programming," the dollars will follow.

Asked what impact the TV talk programs have had on radio, Cooke said it was positive for the medium because it "creates more information." Walsh said it "makes us more popular."

Dan Bennett, with talk radio KLIF(FM) Dallas, feels it is important to provide the basic things people listen for—"time and weather"—and also to "cross-promote" every show. He has his air personalities do promos every day.

Bennett also insists that his personalities

use call letters after every call. He tells them to reintroduce what you are talking about and whom you are talking to. "You are not programming to the caller, you are programming to the audience." And when it comes to obnoxious callers, he tells KLIF's talk show hosts that the "mute button is your friend."

Country

Ten years ago some radio stations with a country music format were afraid to use the word "country" in their promotions, but the increasing popularity of country music has changed all that, according to format forum



L-r: NAB's Kathy McCorkle introduces panelists country

panelist Alan Gibbs of WTL-AM-FM Lansing, Mich.

"The typical country station has a wider variety than before," said moderator Larry Daniels, of KNIX-FM Phoenix. Young artists, he said, are singing more traditional songs. The prime prospects for a country station are listeners 25-54, said Barry Mardit, www-FM Detroit. "Bring your salespeople to a Randy Travis concert," suggested Gibbs. "It's a great stereotype buster."

Mardit said that he gives as much benefit of the doubt to new product as he can, but that he has been unsuccessful in breaking K.D. Lang. He prefers to "put money" on those songs and artists that happen quickly. "We like to think we listen to music through our listeners' ears," said Mardit. "We're judged on not how many people we can bring to the store, but how long we can keep them there. Is it worth it, he asked, to play an artist like Lang in order to have new product?"

The country format is still a medium that believes in song-for-song, Mardit said, and you can't make the artist a scapegoat. "I like to think that listeners listen for individual songs." He compared the influx of new artists into country radio to a baseball team. "A good team has a balance of veterans and new players," he said.

Gibbs said he was not paying much attention to country radio's supposed reluctance to develop new artists. In the past year, he said, there have been many additions to playlists.

Mardit said a good country music radio station acts as an "extension of people's lives." Station programmers and marketers need to be in tune with what their audience is thinking, he said, and suggested that stations act to "capture the moment," or inte-

grate programing efforts into activities relevant to their particular community.

Soft AC

Today's 41-year-old grew up listening to Motown and The Beatles, and is therefore willing to accept some changes in the traditional soft AC format, according to Bob Laurence of Noble Broadcasting. He is "accepting more 'boom-boom,' wants a brighter tempo, and might even tolerate a few current hits," said Laurence, one of the panelists at the Soft AC Format Forum. The format has become increasingly fragmented, and



Larry Daniels, Barry Mardit and Alan Gibbs during format session.

more competitive, Laurence said, because "more of us understand marketing."

Chris Kampmeier of Transtar said two types of AC are starting to surface that are different from the younger, 25-34 CHR-sounding AC stations. One is an oldies-based format, playing three to four songs from the 60's an hour, four to five from the 70's and the rest from the 80's. This format plays one to two current hits an hour, and has an overall "relaxing environment," Kampmeier said.

The second type places much less of an emphasis on the 60's, "one an hour, maybe," and is more 80's-based. This format gives a higher profile to current hits, but is still "relaxing. It seems most upper demo AC's are starting to fall into those two categories," said Kampmeier. The prime prospects for soft blend now are 32-48 or 50, Laurence said. The target used to be 35-44, but they are moving to oldies stations.

"It's getting more expensive to market a soft AC station," said Laurence. Television is cost-prohibitive, while telemarketing "has been very successful for us." Database marketing is also a necessity, he said. "For our major clients who can afford it, television is almost the sole recommendation," said Kampmeier.

Both panelists agreed that a common theme running through music testing is the audience's desire to know and love every record they hear. Consistency of format is also crucial to success, they said. "I'm real nervous when any client station tries to make a radical adjustment to try and develop something in the evenings that is not consistent with the format," said Kampmeier.

"It's a narrowcast world," said Laurence. "[The audience] ought to know exactly what they're going to get when they come to your

radio station. If you do something in [the evening] daypart, and they hear you, they may think you've changed. It's a dangerous thing to do."

Jhani Kaye of KOST(FM) Los Angeles was the forum moderator.

Religious

"I think we all feel our programing is serving a definite need in the market. The big problem is how do we promote our stations," commented one religious broadcaster. His view seemed to represent the general feeling of attendees at the religious format session.

One participant said religious stations have to promote themselves just like urban, CHR or any other format, "in order to survive." Moreover, he felt there is a great need for more exchange of information among religious broadcasters.

"Community service is key" to promoting your station, said Wayne Pederson of KTIS-AM-FM St. Paul, and moderator for the session. "It costs little and it gets you out. You build good relationships for the station that money can't buy."

One station's experience with promotion has been especially successful. WEXY(AM) in Wilton Manors, Fla., sponsors gospel programs in the park. "We had well over 1,000 people." Plus other media covered the event, reported Juno M. Beattie, president and general manager.

It was also suggested that religious stations should advertise more, especially to their targeted audience. Send mailings to churches, to people already oriented to Christ, recommended Pederson.

One broadcaster described a promotion conducted by a rock station where he used to work. The station saluted a "clergyman of the week." It would send an altar bouquet to recognize the clergyman and would often get a mention in the church bulletin.

Religious stations don't always have the budget for billboards or television ads. But promotions do not have to be costly or intricate. For example, WFRN(FM) Elkhart, Ind., always has a booth at the local county fairs. The fairs are a major event in the communities the station covers, and "we are there," said Doug Smith, WFRN program director.

AOR

Album-oriented rock radio is healthy but undergoing changes as it faces competition from outside formats. This was the general consensus reached at Radio '89's AOR format forum.

According to Ron Nenni, program director, KOME(FM) San Jose, Calif., three AOR formats exist: classic, mainstream and current-based. "We must make sure we maximize 18- to 34-year-olds by dayparting," Nenni said, and the format must go after the 18- to 24-year-old male after 6 p.m.

"Competition is coming," said Mike Hughes, program director, WFBQ(FM) Indianapolis, which is presently combating CHR at night. "It's time to talk to your general manager and corporate people to determine goals. What's in between the records will

make the difference," he said.

AOR has a tendency to be too creative and cerebral, said Nenni, and listeners have to be grabbed "by the throat. We have to beat CHR to the punch by putting songs on first." KOME is becoming more involved in direct marketing and off-air activities to help AOR maintain an edge, Nenni said.

Panel moderator Denise Oliver, programming director for Unistar, posed a variety of questions regarding the state of today's AOR format. In response to the potential threat of rock 40, Hughes termed it still too new to recognize as a format unto itself, but acknowledged it is coming on as a real threat.

Rock 40 is a "whole mainstream AOR has created," Hughes said. "We knew it was coming, but didn't want to admit it. They're going to be on the street, and at concerts, and it is time for mainstream AOR to remember what built us." Nenni agreed, saying that AOR needs to maintain street awareness, going to clubs, record stores and other venues "to catch the trend first."

Both program directors agreed that oldies radio will always be around, but will weaken over time. It will not be as strong over the next five years, Nenni said, and is not currently dominant in most markets.



Denise Oliver of Unistar

WFBQ recently went to a more current sound at night, Hughes said, but remains "extremely classic" during the day. Nenni said his station maintains mainstream mornings, and agreed that nights must be on "the cutting edge."

Both panelists also agreed that promotions were crucial to the format mix. "We're there to sell ads, whether we want to admit it or not," said Hughes. It might also be time to think about becoming involved in cross-promotional activities, e.g. CBS and K mart, Hughes explained, but to do so "creatively."

Radio consultants serve as "national barometers," said Nenni, and are useful for funneling information and providing guidelines. "We use them to bounce off ideas," said Hughes. In terms of music, however, "you must know your own market," Nenni said.

Both panelists explained that the national charts can also be used to gather information about programing, but "it's a tool, not a rule," said Nenni.

The future of shock radio is impossible to



Mike Hughes



Tom Ehrman Sr.



Walter Powers



Joel Salkowitz

guess, said Hughes, but "we've got to push the line, that's what built AOR." He admitted, however, that he didn't know where that line was. "Shock value without entertainment value doesn't last," said Nenni, but "depending on the competition and the mood of the market, as far as you can take it is the way to go."

As for the future of AOR, "we've got to put ourselves under a microscope, but not overreact," said Hughes.

Easy Listening

The past, present and future of Easy Listening was the subject of a format forum. Moderator Tom Ehrman, KBEE(AM)-KOOK-FM Modesto, Calif., said the theme of the panel should be overcoming the fear of Easy Listening, which he said is wrongly characterized as elevator music, senior citizen music and restroom radio.

"We're big believers in it," said Walter Powers, of Bonneville Broadcasting System in Northbrook, Ill., which provides programming for the format to stations. Easy Listening reaches the upper end of the 25-54 demo, he said, and a larger audience is on the way as more and more people grow older. A well-crafted instrumental Easy format has the best advantage for growth, Powers said, and "good days are ahead" as new listeners and technology arrive.

Fred Heller, KOSI(FM) Denver, believes "Easy will be the big format of the '90's," but it needs to continue evolving.

Ehrman chose Easy Listening "because it's a straight, honest way of doing business," he said. His audience is 25-plus, with most making more than \$20,000 a year and possessing some college education. One of the advantages of the format is that "we

never have to apologize" for it, he said, as it is consistently quality programming.

He pointed out that national ratings were not as strong as they should be this year, and one reason is that upscale people don't want to be bothered filling out diaries.

"We own 45-54," said Powers, but for the future, testing must be done on 35-44's to see what their preferences are. Bonneville does a lot of research, Powers said, and is currently trying to find a better number for the format than one vocal every 15 minutes. "When we tinker with it, we get into trouble." Powers also said that traditional vocal artists, such as Johnny Mathis and Andy Williams, are not as popular today, and the search is on for more contemporary singers who fit into the Easy format.

Ehrman described what he sees as a problem stemming from the playing of commercials designed for other formats that don't necessarily fit into the Easy Listening style. This situation varies, however, from market to market, he explained, and there is no generic advertising answer.

Some members of the audience voiced the opinion that the format was in more trouble than the optimistic mood of the panelists might suggest. Powers said the audience would not automatically be coming to Easy Listening, but that the opportunity to attract a larger audience through aggressive promotion was on the horizon. Baby boomers are coming our way, he said.

New age and jazz are not the panaceas many may think, Heller said, as Easy Listening needs a "discernible melody." The key benefit of the format is its tie to the concept of "relaxing," said Powers. He also stated that soft AC is a threat to Easy Listening, but programmers should not overreact to its effects. "Until we believe in our own format, and stop apologizing, we won't move forward," Heller said. Those who don't believe that the format will stay strong are wrong, said Ehrman. "As long as there are people who have gray hair," he said, "Easy Listening will be here."

Dance Music

Ten years ago, dance music was the most popular in the country, known popularly as "disco." But as that word has taken on a negative connotation over the years, "dance" music has continued to be played on certain CHR stations trying to attract a certain demographic group. According to the panelists discussing the dance format, that music is currently targeted toward His-

panics and women, age 18-34.

"New York City may be the only place in America where 'disco' is not a dirty word," said Joel Salkowitz, program director of WOHT(FM) New York, who moderated the session. "If you go into Brooklyn and go around where they shot 'Saturday Night Fever,' those people love that music. They're still wearing the white suits and black suits and that's the lifestyle there."

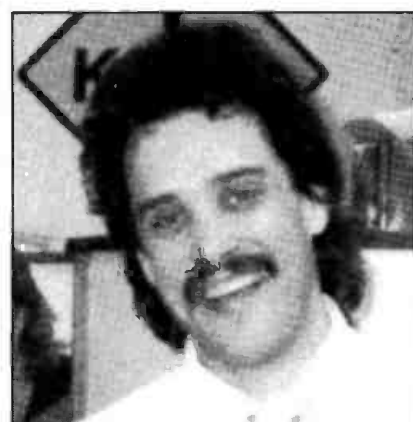
But in other parts of the country, the dance format is different. Steve Smith, program director for KKHT(FM) Houston, said that their programming is aimed at a mix of Hispanic and white listeners, while in San Jose, where earlier he had programmed a dance station, more urban music was needed to maintain listenership.

Although there are a number of ways to research how one market differs from another, Smith said, "in this format, it's very important to be on top of what's happening on the streets. We spend a lot of time on the streets and in the clubs observing what people eat and what they do when they do go out on the town."

Larry Martino, program director for KGGI(FM) Riverside, Calif., suggested that in a competitive CHR market, a dance station can try to appeal to a listener's sense of localism. KGGI calls itself "the Inland Empire" referring to the region outside Los Angeles where the station is located. It is able to compete effectively with several CHR signals from Los Angeles by being locally oriented. The station is aimed at the people who live outside Los Angeles, but who work there and identify with it. "They drive the two hour drive to Los Angeles every day. Our signal gets into Los Angeles and the fight is to make sure that they're listening to us all the way," Martino said.



Larry Martino



Ron Nenni

Programming

Network programming chiefs face Viewers for Quality TV

Grassroots group is urged to voice its support for shows before they are canceled, and to contact advertisers

Viewers for Quality Television, a small but growing grassroots watchdog organization of broadcast television, assembled in Los Angeles to question the three major broadcast networks' entertainment presidents on how viewers can take more of an active role in maintaining higher programming standards.

While the three programming chiefs lauded VQT members for helping raise awareness and recognition of quality programming, they all also served sober reminders that commercial television is still driven to programming decisions based on ratings and competitive pressures of the marketplace.

When VQT Director Dorothy Swanson questioned the programming mavens about the "feasibility" of setting aside a "ratings-free, quality hour" of prime time programming, CBS Entertainment President Kim LeMasters jokingly responded that he would donate Tuesday nights at 9 p.m., referring to CBS's new *Wolf* series, which is facing such programming staples as ABC's *Roseanne* and NBC's *In the Heat of the Night*. On a more serious note, he added that such a move would be a "blue sky" approach to an overly aggressive broadcast market.

NBC Entertainment President Brandon



L-r: Robert Iger, Kim LeMasters and Brandon Tartikoff

Tartikoff suggested that the Fox Broadcasting Co. would only fill the hour with advertiser-sponsored programming, and nothing would further prevent various basic cable services from exploiting the situation.

"The problem with the concept is that it suggests we're not trying to do it [a quality hour] anywhere else," Tartikoff said. "Or that if we did it in that one time period, the onus would be off us, and then we would be able to run some cop shows. All we might accomplish is to vastly increase the ratings on independent stations."

ABC Entertainment President Bob Iger set the tone for the approximately 180-member conference by saying the networks would "all be better served from the response heard from your group to indicate its support for various quality programs" by sending letters to advertisers who have been pressured "by the attempts at coercion by certain special interest groups that are trying to superimpose their own realms of power as a particular hamper on creativity."

In regards to judging what is quality pro-

Syndication Marketplace

Color Movies II, Republic Pictures Domestic Television's film package comprising eight colorized features, including "Fighting Seabees," with John Wayne; "It's A Wonderful Life," with Jimmy Stewart; "One Touch of Venus," with Ava Gardner, and "Champion," with Kirk Douglas, has been picked up by another 10 markets. The package has increased its clearance level to 36% of the country. *Color Movies II*, which is being offered on a barter basis, is available for two airings per station in five-week windows. Republic retains 11½ minutes of the national advertising time, while stations will retain 12½ minutes of local ad time.

The studio also announced that *Republic Premiere One*, a feature package of 12 films, has been picked up by 11 additional stations, including WPWR-TV Chicago, KWGN-TV Denver, WTTV-TV Indianapolis, WVTM-TV Milwaukee and KSTU-TV Salt Lake City. *Premiere One* features such made-for-TV movies as *Liberace*, *Fulfillment* (starring Cheryl Ladd), *Family Sins* (with Jill Eikenberry) and *Jesse* (with Lee Remick), and is being offered for the beginning of 1990 with an initial barter window of two runs over four weeks. Following the barter plays, each station will receive a cash back-end license term of three runs over three years. Individual titles will be available between 1990 and 1995.

GGP Sports has cleared *John Madden's Super Bowl Special* in 141 markets for airing Jan. 26-28, 1990, before the National Football League's Super Bowl XXIV in New Orleans. GGP has signed a lineup of CBS affiliates, including WCBS-TV New York, KCBS-TV Los Angeles, WCAU-TV Philadelphia, KPIX-TV San Francisco, WJBK-TV Detroit, WJW-TV Cleveland and WAGA-TV Atlanta. Clear-

ances currently represent 84% coverage nationwide, including nine of the top 10 markets. The 60-minute sports special is produced by GGP Sports in association with John Madden's GoalLine Productions. The show is available on a barter basis (six minutes national, six minutes local), and marks the fifth year that GGP Sports has agreed to carry the Madden preview.

Scott Shannon, flamboyant disk jockey of Los Angeles's KLOZ-FM "Pirate Radio," has entered syndication market with *Smash Hits* distributed by **Orbis Communications**. Shannon, host and co-executive producer, will feature look at today's hottest music and personalities. Launching this new series will be "Ultimate Superband Sweepstakes," where viewer will be selected as winner of rock 'n' roll package including autographed musical instruments from Paul McCartney, Elton John, Jon Bon Jovi and Phil Collins. Winner will be announced in early October. Weekly half-hour show is cleared in 105 markets, representing 85% U.S. coverage. Stations clearing show include NBC-owned stations in Los Angeles, Chicago and New York, WGBS-TV Philadelphia, W8Z-TV Boston and WJLA-TV Washington.

Red Hot & Cool, a half-hour weekly music series hosted by Nancy Wilson, is now being offered by **JM Entertainment** on an advertiser-supported basis for airing beginning in January, 1990. Guests will include Dizzy Gillespie, Mel Torme, Anita Baker, Lou Rawls, Chick Corea and George Benson. The program is produced by Bill Davis for SI Communications Inc.

programming and what is not, CBS's LeMasters pointed out that NBC scored a 21 rating in a recent Wednesday airing (8 p.m. ET) of *Unsolved Mysteries*, translating into 32 million viewers. "From this day, I have not yet seen *Unsolved Mysteries* receive an endorsement from your organization. It has certainly received the endorsement of the American public," LeMasters said.

LeMasters added that while *Frank's Place* had "impassioned" support from many viewers and had reached "cult status," he had to make a tough personal decision in canceling the show because it "never really broke out into the mainstream of commercial television."

NBC's Tartikoff held the network line, saying that big three programmers have ex-

hibited more patience regarding quality programming by usually committing to a show for over two years. He emphasized: "The degree of patience network programmers have exhibited in programs, sticking with them and not losing their belief in them after six or seven broadcasts, is nothing new to this industry. All three networks have done it...*Cagney & Lacey* [CBS], *Moonlighting* and *China Beach* [ABC], and NBC with *Hill Street Blues*, *Cheers* and *St. Elsewhere*. Sometimes when you do it you end up with a ratings success that will last a long time."

At one point, Tartikoff admitted that he's a "ratings-monger," but is still aware of minority public support for a marginally rated show. "The greatest outpouring of sentiment and passion usually

comes after a show is canceled, and I would love it as a ratings-monger and programmer, to be aware of that kind of support at the time I am making a decision...sometimes it's hard to put Humpty Dumpty back together again."

After the meeting, Tartikoff said NBC would not follow CBS's trimester pilot development plan (developing four or five series pilots on a specific four-month basis), terming the possible game plan as "not in the best current interest" of the network.

"We are looking at the whole pilot process," he said. "And we are looking at how to make use of that fund and program more original product for the summer." Tartikoff did not elaborate on what those future summer plans may be. —MF

Broadcasters reconsider voluntary programming code

NAB is studying possibility of resurrecting some type of 'guidelines'; Representative Tauke says that without self-regulation broadcasters are 'inviting' regulation

The menacing threat of government content regulation has broadcasters reevaluating the need for a voluntary program code. The FCC's new chairman, Alfred Sikes, has already made it clear he will back broadcasters if they choose to pursue that course (BROADCASTING, Sept. 25). Based on BROADCASTING interviews last week with industry leaders, it appears the climate may be right for such action.

Sikes repeated his call for self-regulation last week at an International Radio and Television Society luncheon in New York (see story, page 59). Voluntary standards, the chairman said, "give peer group members a way to measure their prospective actions and encourages responsible conduct."

Already the National Association of Broadcasters, whose Radio and Television Codes were dropped following a Justice Department antitrust suit in 1982, is examining the possibility of resurrecting some type of "guidelines."

"We are trying to see if we should have guidelines," said Thomas Goodgame, president of Westinghouse Broadcasting's television group and chairman of NAB's TV board. He said broadcasters are "concerned," especially because they feel the public is "painting us with the same brush" as cable and "we don't like it." He noted that Group W has its own programming standards on obscenity, sex and drugs. He indicated NAB might take a look at that language as a starting point for industry guidelines.

"I grew up with the code and from an operator's point of view I liked it," said Ward Huey, president of the broadcast division for A.H. Belo Corp., and chairman of the Television Operators Caucus. Huey also thinks many broadcasters would feel more "comfortable" if some type of qualitative standards were reinstituted.

The Association of Independent Television Stations has embraced the idea of an

industry code. INTV President Preston Padden was quick to congratulate Sikes in his call for self-regulation (BROADCASTING, Sept. 25). He wrote the chairman stating his suggestion is "right on the money."

NAB's hesitancy is in large part based on legal concerns. Broadcasters would need an exemption from antitrust laws to devise a code, and as Padden pointed out in a letter to Sikes last month, Congress must grant "truly 'bullet-proof' legal immunity." INTV has even submitted language to the Hill that deals with the immunity question. Sikes has indicated that he is prepared to work with the industry and the Justice Department to "ensure that broadcasters have the freedom to develop sound, voluntary, programming standards" (BROADCASTING, Sept. 18).

Both the House and Senate have adopted legislation that would remove antitrust barriers for three years to enable broadcast, cable, and program production interests to meet and devise a voluntary code on violent television programming. The Senate version, however, also calls for a code on sexually explicit material and programs dealing with illicit drug use.

But the two chambers have yet to reconcile those differences (BROADCASTING, Sept. 25). A conference committee has not been convened. House Judiciary Committee Chairman Jack Brooks (D-Tex.) wants to limit the exemption to cover only violent programming. But Senator Jesse Helms (R-N.C.) reportedly will not budge and intends to see the sex and drugs provisions become law.

There is yet another bill (H.R. 5419) in the House, introduced by Representative Tom Tauke (R-Iowa) and Al Swift (D-Wash.), that advocates self-regulation. It waives the antitrust laws to permit the creation of a TV code.

Tauke told BROADCASTING he was "glad" to hear that NAB may be warming up to the idea of a code. He noted that the association has "remained neutral" on the subject.

The Iowa congressman pointed out that his proposal does not mandate a code; it merely permits the industry to "talk." He thinks that without self-regulation, broadcasters are "inviting" congressional regulation. Tauke feels his approach would alle-

viate the Hill's concerns. Moreover, he said the exemption would apply to any entertainment medium.

"Some of my colleagues see this as part of a deregulatory agenda," said Tauke, but he insists that it is the only constitutional solution to the problem. Tauke's bill is pending before the Commerce Committee, and no hearings have been scheduled, nor does he anticipate any immediate action this year. Although Tauke's proposal would be voluntary, the bill does permit the FCC to take a station's compliance with the code into account at renewal time.

Swift's support for the immunity measure is not entirely in line with Tauke's. He thinks there is still a "need for regulation," and that self-regulation is not the only answer. But he told BROADCASTING he believes restoration of a code still "serves a number of purposes."

As for legislating an antitrust exemption, Swift feels it could become a "dicey issue." The numerous trade issues before Congress are fostering a certain "sensitiv-

Nixon not pleased

Former President Richard M. Nixon wrote letters earlier this year to ABC objecting to the production of *The Final Days*, an AT&T Presents program scheduled for broadcast last Friday, Sept. 29. The letters reportedly said that Nixon objected to not having the opportunity to approve the actor chosen to portray him, and claimed that the made-for-TV movie was "a violation of his privacy and an infringement of his right to use his name and image to promote his own writings and statements about foreign policy and other issues." Capital Cities/ABC said in a statement that "we were contacted by President Nixon's attorney and our general counsel responded to his letters. We did not modify the program, we are satisfied with its fairness and accuracy and believe this production will speak for itself."

ity" to antitrust laws, he said. "I don't know if that makes the climate better or worse" for the bill, he said.

An aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) indicated that reviving an industry code would "not be a problem" for Dingell. And Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) shares an interest in the concept, according to Larry Irving, senior counsel to the subcommittee. But the industry has changed since the NAB's code was dissolved, said Irving. And Markey has qualms about the effectiveness of a broadcaster code when 50% of the country is watching cable.

"There is no doubt that many broadcasters see self-regulation as a good thing," said one industry source, adding that the Tauke bill "may be the way to go." But the television networks already have their own programming standards and appear divided on the subject. CBS and NBC have shown some interest in the idea; Capital Cities/ABC, on the other hand, appears more wary of the approach. Still as one network lobbyist pointed out, "we prefer voluntary industry action to government intervention."

CBS Vice President Martin Franks told BROADCASTING that the network's affiliates, at a Washington meeting last month, seemed receptive to the idea. But he said they are also frustrated. They feel the affiliates do not get enough recognition for the role they play "as yet another watchdog on the network."

Franks said they feel Congress is unaware that stations will yank a network program or movie they find inappropriate. For example, the CBS affiliate in Salt Lake City chose not to air the movie "Dirty Dancing," Franks said.

NAB's old television code dealt with program and advertising standards. It was the limits on advertising time for network and independent stations that were the subject of the court challenge and led to the eventual demise of the code. Because of the legal uncertainties created by the initial decision in the Justice Department suit, NAB dropped both the radio and TV codes.

The program standards applied to violence, anti-social behavior and crime, and self-destructive behavior such as drug addiction and gambling. Stations were advised to take "special precautions" to avoid "demeaning or ridiculing members of the audience who suffered from physical or mental afflictions or deformities."

Material dealing with sex was not to be exploitive or irresponsible. Subscribers of the code were not to broadcast any programming "which they determined to be obscene, profane or indecent." There were also sections discouraging the use of subliminal messages. Treatment of news and public events were covered and broadcasters were reminded of their responsibilities to uphold the fairness doctrine and the equal time rule.

The advertising standards, among other things, addressed clutter: beer and wine ads were "acceptable only when presented in the best of good taste" and discretion. And it required commercials to avoid any representation of on-camera drinking. —KM

Aiming for audience



L-r: Wussler, Haimovitz, Kellner, Koplovitz and Sias

Panel at Cable Academy offers predictions on future viewing

Strategy for "Competing for Today's Television Audiences" was the topic of the National Academy of Cable Programming's fourth annual Fall Forum Luncheon last week in New York. Moderator Robert Wussler, president and chief executive officer of Comsat Video Enterprises, directed questions toward a panel of Jules Haimovitz, president and chief executive officer, Aaron Spelling Productions; Jamie Kellner, president and chief operating officer, Fox Television; Kay Koplovitz, president and chief executive officer, USA Network, and John B. Sias, president, ABC Television Network Group.

The panelists agreed that the changes taking place in the television industry today are evolutionary, not revolutionary. "The viewer is privileged to get more options," said Sias, who intends to battle what he sees as the continuation of fragmented viewing and the sliding of network shares.

On Sept. 18, Kellner said, the four networks—ABC, CBS, NBC and Fox—received an 88% share of the audience, and he does not expect to see continuing erosion. If there has been any type of revolution, he said, it has been seen in advertisers' willingness to spend television money outside of NBC and CBS. Koplovitz said that in the next few years she expects the proportion of revenue for broadcast and cable television to more closely approximate the true share of viewership.

Haimovitz explained that the three-network share decline does not change the business "in essence," it simply makes it harder for advertisers to figure out how to make their dollars more effective. As for the future of advertiser-sponsored programming, Haimovitz said that as you get a split in the audience, with no dominant force emerging, it may be best for advertisers to make deals with the networks to produce programs. The future of advertiser-sponsored programming is more likely to be in movies-of-the-week and specials than series, Sias said.

The next 20-25 years, Haimovitz said, may see the realization of the video jukebox concept, which will allow viewers to dial their choice of programs over phone lines.

The networks will not curl up and go away, said Kellner, but will instead hold on to a larger audience share than any other source. Fox will continue, he said, to use the cable industry to aim toward parity with the networks, and intends to move to five nights of programming at the beginning of the 1990-91 season.

When you want to reach a large number of people quickly, and in an attractive environment, Sias said, the networks, including Fox, are still the place to go. The networks will emphasize smarter marketing of programs in the future, he said, for "if we don't get the audience early [in the season], we won't get them." —RG

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Atlantic Cable Show to demonstrate that 'cable cares'

HDTV, profits, programing to be addressed at annual convention

Attendance at the Atlantic Cable Show '89, being held this week in Atlantic City's Convention Hall, is expected to top last year's figure of 3,700 cable professionals. As of Sept. 27, pre-registration stood at 1,445, excluding exhibitors, and 1,255 exhibitors from 202 companies.

The theme of this year's show, co-sponsored by the Maryland, Delaware, District of Columbia, New Jersey, New York and Pennsylvania Cable TV Associations, is "Cable Cares," and the four-day event features panel discussions on a wide variety of programing and technical issues.

Monday, Oct. 2, features an all-day "Cable Management Conference '89," sponsored by the Cable Television Administration and Marketing Society's Boston, New York City, Philadelphia and Baltimore-Washington local chapters. Titled "Tomorrow's Bright Promise Begins Today," panels include "Cable Programing—At What Price?" and "Cable Operators, What Do The 'Outsiders' Really Think About You?" The various co-sponsoring cable associations will also hold annual meetings on Monday and Tuesday.

The show officially opens Tuesday morning with a keynote address from Bill

Daniels, chairman of the board of Daniels and Associates. The first session will be "Cable Cares About The Community," to be moderated by Joel A. Goldblatt, vice president, New Jersey Cable Television Association. Tuesday's second session is "Cable Cares About High-Definition Television (technical)," moderated by Paul Heimbach, Home Box Office's vice president of engineering.

A CATA Open Forum will also take place Tuesday, entitled "Cable Cares About Profits—Too Much? Not Enough?" Stephen R. Effros, president, Community Antenna Television Association, will serve as moderator. Tuesday's final session, "Cable Cares About Signal Leakage And CLI Measurements (technical)," will be moderated by Brian James, director of engineering, National Cable Television Association.

Wednesday opens with a breakfast, co-sponsored by New York and Philadelphia Women In Cable, saluting the top women mentors in the industry. Paul Beeman, vice president, engineering, Viacom Networks, will moderate Wednesday's "BCT/E Category II Review Course (technical), Video and Audio Signals and Systems." Running concurrently is "Cable Cares About Its Employees," moderated by David Veldheer, human resource consultant, and "Cable

Cares About Telcos," moderated by James O. Robbins, president, Cox Cable Communications.

Also on Wednesday's agenda is "Cable Cares About Strong Legal Advocacy," moderated by Paul Glist, attorney at Cole, Raywid & Braverman. "Cable Cares About Quality Programing" will be moderated by Brian L. Roberts, executive vice president, Comcast Corp. Wednesday's final session, "Hot Topic: Syndex," will be moderated by Robert Miron, NCTA chairman.

Turner Cable Network Sales will sponsor its second "Goodwill Games Fun Run" on Wednesday morning, a 3.1-mile race held along Atlantic City's boardwalk. All attendees are eligible to participate in the race, which is designed to promote the series of "Run for Goodwill" races that are part of TCNS's Goodwill Games system-level promotion campaign.

"Cable Cares About New Technologies, Fiber Optics & High-Definition Television," to be held Thursday morning, will be moderated by Robert Thomson, vice president, government relations, Tele-Communications Inc. Exhibits will be open 11:30 a.m. to 6:30 p.m. on Tuesday, 10 a.m. to 5 p.m. on Wednesday, and 9:30 a.m. to noon on Thursday. —RG

Mixed reactions from broadcasters in Rochester

While keeping a watchful eye on ATC's cable channel programed with syndicated and off-network fare, affiliates don't think it's making much of an impression; independents are more concerned

American Television & Communications launched its own "independent broadcast station style" cable program service in Rochester, N.Y., Sept. 21, a move that is causing great concern among broadcast organizations (BROADCASTING, Sept. 25), and adds an explosive element to the debate over must carry, channel repositioning and compulsory license. Both the Association of Independent Television Stations and the National Association of Broadcasters have written Capitol Hill expressing their concern over the matter.

To date, the network affiliates in the market have not been all that concerned, however, about ATC's activities. Arnold Klinsky, vice president and general manager of NBC affiliate WHEC-TV Rochester, said now that the service (called WGRC) is off the ground, "the impression is underwhelming." He feels the programing,

once it is placed alongside that of the other four local commercial broadcasters, three distant signals and many cable net-

works, is simply more of the same: "Once you see it, the reality sets in," he said. And he didn't think WGRC's sales staff would hurt the local broadcasters very much. WGRC's local ad sales may cannibalize other advertising on the cable system, he said, since similar small ratings will be involved.

Tom Kenney, vice president and general manager, WROC-TV Rochester (CBS), said WGRC "certainly has changed the relationship between local broadcasters and the cable system," as well as between broadcasters and syndicators. But he doesn't believe WGRC will succeed, at least on ratings terms usually defined for broadcast stations.

To place Rochester in context, Kenney said Cox Cable in San Diego tried the same thing 20 years ago and "never had much success with it." He also pointed out that although Rochester is over 60% cable-penetrated, that represents more than just the ATC system. ATC counts about 160,000 subscribers, and there are 367,000 homes in the ADI, so within the ADI, ATC actually reaches only 44% of the homes, Kenney said. To receive ratings, WGRC would

WGRC's weekday lineup

6 a.m.	I Dream of Jeannie
6:30	Bewitched
7	Yogi Bear
7:30	Flintstones
8	Smurfs
8:30	Gumby
9	I Dream of Jeannie
9:30	Bewitched
10	Big Valley
11	The Last Word
11:30	Talk About
Noon	Divorce Court
12:30	The Judge
1	Quincy
2	Best of Love Connection
2:30	Jackpot
3	Smurfs
3:30	Woody Woodpecker
4	Funhouse
4:30	Mama's Family
5	Knight Rider
6	A Team
7	Hunter
8	Movie
10	Airwolf
11	Love Connection
11:30	Rockford Files
12:30	After Hours

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need to reach 71,000 homes in net weekly circulation against its actual base of 160,000, said Kenney. In the July book, only two cable services reached that figure, HBO and WTBS(TV) Atlanta, he said. Those numbers make WGRC "more analogous to an LPTV station," he said.

Independent stations, however, and their trade association, have been the most vocal about the Rochester situation and the potential for others across the country. Bert Ellis, president of Act III Broadcasting, which owns WUHF(TV) Rochester (ch. 31), said he's concerned "about the long-term implications" of ATC's activities.

ATC has sent an eight-point letter to Capitol Hill about Rochester, which includes its stated intention not to move WUHF from its position on ch. 7 on the cable system. "This is totally false," ATC wrote to several members of Congress and the FCC about allegations it planned to shift the channel. "We have no intention of moving the independent from ch. 7," it said.

But Ellis took no assurance from that, saying ATC knows it would not be politically expedient to move the station now. That could change in the future, he said, especially if WGRC becomes competitive and there is no must-carry or channel repositioning agreement between the two industries.

But even if a must-carry accord were reached, Ellis said broadcasters are concerned about the Rochester situation. Cable "has a monopoly to use another revenue stream to subsidize this effort to put us out of business," he said, drawing parallels to cable's arguments against telco entry.

Cable, he said, can use both its dual

revenue stream and revenue from other markets to program channels and knock the weakest broadcast station off the air. He believes the cable system paid market prices for the programming, but that's not the point, Ellis said. ATC can afford to have WGRC as a loss leader, said Ellis, whereas a broadcast station can't buy programming and operate under the same scenario.

ATC, in its letter to Washington policymakers, disputed many of the claims made against it by broadcasters. It said Warner Bros., now a sister company to ATC, sold programs to the cable system only after other broadcasters in the market passed on them. In addition, it said WGRC has also purchased programming from MCA, Viacom, Fox and Orion. Indeed, from 5 to 11 p.m. WGRC carries three hours from MCA, one from Televentures and a two-hour movie slot, principally from Warner Bros.

ATC acknowledged that WGRC are the call letters of an FM station in Lewisburg, Pa., but it said it did not think viewers would confuse the two. It said cable operators are subject to public interest obligations, including the FCC's political broadcasting rules and local obligations on access channels and funding.

The company also said claims that WGRC violates the FCC's crossownership rules were frivolous and that although ATC has two revenue streams, its reach is limited to its cable subscribers. To charges that ATC would cross-promote, ATC said it long admired how broadcasters successfully cross-promoted and it welcomed local broadcasters to pro-

mote their services on other cable channels. And it said it had no intention of programming its converter boxes to automatically select WGRC when turned on. In addition, it said only 2% of its converters were capable of that function.

ATC said it took its cue from the FCC in the syndex proceeding. "Broadcasters were the chief advocates of the syndex rules and it is ironic that we are now attacked for doing exactly what the FCC had in mind when it adopted the rules," ATC wrote. "It is clearly in the public interest for syndicated programming to be limited solely to the use of independent television stations." ATC said it is simply trying to give cable subscribers more programming choices at no additional cost.

WGRC is being run out of a separate facility and now has a full- and part-time staff of 17, including its own local sales staff. John Orr, its general manager, and Dennis Czechanski, program director, are both broadcasting veterans.

Czechanski said the service is excited about the venture, pointing to several shows that have never appeared in the market, including *Hunter* (Televentures), *The A Team* (MCA) and many of the 8 p.m. movies. Next year, the high-profile off-network comedies *ALF* and *Perfect Strangers* will appear. WGRC is also carrying several first-run properties, including Worldvision's *After Hours*, which he said was performing well. Czechanski said WGRC will add news inserts to the lineup in mid-October.

-MS

Counterpoint

In a letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) two weeks ago, National Association of Broadcasters President Eddie Fritts complained about American Television & Communications' programming of an independent station-like cable channel in Rochester, N.Y. (BROADCASTING, Sept. 25) and called on Congress to consider common carrier regulation of cable. National Cable Television Association President James P. Mooney responded last week in a letter to the same man.

"Going to the nub of his complaint, Mr. Fritts seems to be claiming for the broadcast industry a kind of patent of local television involving entertainment and news," Mooney said in his Sept. 25 letter to the subcommittee chairman. "In our view this is a novel claim without any support in the Communications Act, and, indeed, unsupportable under the First Amendment."

Mooney said broadcasters have for years urged cable to acquire its own programming. "Now, however, it appears that they simply are against any competition whatsoever in the field of locally originated television."

Cable is "dismayed" by the broadcasters' attempt to portray cable operators as "poachers intruding on broadcasters' imagined license to exercise a kind of oligopoly over local television, competing only amongst themselves," he said. "Broadcasters may have a decent claim to must-carry rules, but not to monopoly over local television."

Mooney, who noted NCTA's continued willingness to agree to new must-carry rules, also answered Fritts's concern about the "complete discretion" that cable operators have in determining the cable channel position of the local broadcast signals they carry. "We are not opposed in principle to a legislative solution to the 'channel shifting' issue, but in our view...broadcasters are overreaching," he said. "Their solution would discriminate unfairly against cable networks, and also would weaken the constitutional argument for the entire must-carry regime, possibly leading to the rules being struck down [by the courts] once again."

But Mooney failed to respond to Fritts's complaint about cable's insistence on limiting must-carry status to broadcast stations that meet a minimum viewership threshold.

INTV asks ESPN, baseball to drop contract restrictions

The Association of Independent Television Stations, representing a group of television stations with local rights to Major League Baseball games, asked MLB and ESPN last week to voluntarily drop restrictions in MLB's four-year (1990-93) national rights contract with ESPN that prohibit local rights holders from broadcasting games on Wednesday and Sunday nights.

In a Sept. 26 letter to MLB Commissioner Francis T. Vincent and ESPN President and Chief Executive Officer Roger Werner, INTV President Preston Padden argued that the restrictions have to go. "MLB has attempted to 'sell' the ESPN package as an expansion in consumer choices. But by depriving local stations of the ability to telecast baseball on Wednesday and Sunday nights—the two nights each week with the highest HUT levels—fans will experience a diminution in the supply of baseball," he said. "More to the point, you will be restricting access to [MLB] only to those who have access to cable, and/or can afford cable rates which average over \$25 a month."

"We are eager to pursue any lawful avenue to resolve this matter in the interests of baseball and its fans," Padden said.

The letter is the upshot of a meeting of local rights holders in Washington to develop a strategy for eliminating the Wednes-

day-Sunday restrictions in particular, and to stem the migration of sports from broadcasting to cable in general (BROADCASTING, Sept. 18).

Senator Arlen Specter (R-Pa.) and Albert Gore (D-Tenn.) attended the meetings and expressed support for legislation limiting cable's ability to acquire sports rights.

Specter then promised to goad the Senate Antitrust Subcommittee, of which he is a member, to hold hearings on cable and sports.

He apparently made good on the promise. Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio), who has been critical of cable in his own right, announced last week that the subcommittee would hold a hearing Nov. 1 to determine "whether consumers are being hurt by the shift of sports programming to cable television."

Echoing some of INTV's rhetoric, Metz-

enbaum said in a prepared statement: "Sports fans are caught in a squeeze play between the sports leagues which get special treatment under the federal antitrust laws and the cable industry which is an unregulated monopoly."

In the House, the Telecommunications Subcommittee plans a hearing on the subject Oct. 26, according to senior counsel Larry Irving.

"In this game there has been no erosion" of games on local broadcast TV, said Bryan Burns, director of broadcasting, Major League Baseball. Pointing to a rise in local over-the-air games from 1,485 in 1985 to 1,653 in 1989, he said that "there is no reason to alter the contract" with ESPN or CBS. Burns called other numbers to evidence. The "worst case scenario" for any MLB team, each of them playing 162 games, would leave each team with 130 game dates available to local television.

That is 162 minus ESPN's 25 Wednesday night games (equaling 137); minus a maximum of four games for any team if CBS picks that team for its Saturday afternoon schedule (equaling 133), and minus a maximum of three games if ESPN picks the team for Sunday night.

Emphasizing that there is no Sunday night exclusivity in the ESPN contract except for the markets of the teams playing on ESPN—and noting that national network exclusivity "is nothing new"—Burns insisted that "this is a scheduling issue, not an exclusivity issue."

Said ESPN Senior Vice President Ed Durso: "We will continue to provide the facts to INTV regarding the ESPN-Major League Baseball agreement. The facts cannot be ignored, and they demonstrate quite clearly that there will be no diminution in local telecast opportunities for each of the major league clubs." —PDL, HAJ

Journalism

Broadcasting in the eye of the hurricane

Stations in path of Hugo sustain heavy damage, scramble to cover storm aftermath

When on Sept. 21 and 22, Hurricane Hugo cut a swath through South Carolina and, then, North Carolina, leaving in its wake several dead and billions of dollars in damage, television and radio stations were among the victims of destruction so extensive that, nearly one week later, some remained off the air.

Many were unreachable by telephone as they operated from jury-rigged studios near antenna sites or accompanied insurance adjusters through flooded and/or roofless studios. But the broadcasters also afforded a measure of calm at the center of the chaos before, during and after Hugo struck, often risking life and limb in efforts to maintain radio and video operations for the sake of informing a displaced and endangered public.

First and worst hit on the mainland was Charleston, S.C. Early in the evening of Thursday, Sept. 21, Hugo entered the continent through the 300-year-old city's harbor, then cruised in a northwesterly direction across the state, the eye traveling at 35 mph—about two times as fast as it had moved across the Atlantic Ocean. In Charleston, 135-mph winds and heavy rains inflicted heavy damage upon several television stations, blowing the roof off of studios at ABC affiliate WCBD-TV Charleston and flooding NBC affiliate WCIV-TV there, apparently beyond repair. Many TV and radio stations were at least temporarily knocked off the air by power outages or toppled transmitter towers, and as late as last Tuesday, Sept. 26, WSSX(FM) remained off the air because of water damage to its transmitter.

WCBD-TV may have gotten more than it

bargained for on the positive side when last June it hired a new chief engineer, Mike Opauski, who coincidentally had served in the same position with KGBT-TV Harlingen, Tex., where Hurricane Gilbert had taught lessons in 1988. That experience, which "was not nearly as bad" as what he would experience in Charleston, said Opauski, led him to assess preparations for such a disaster many weeks before Hugo was sighted and named.

By 6:30 p.m. Sept. 21, six station engineers and a half-dozen news and programming staff were ready to close up WCBD's downtown studio, taking a rented C-band satellite downlink and enough camera, lighting and editing equipment to set up operations at its tower site 18 miles north of town. Unfortunately, the move took them into one of the worst parts of the storm. For two and a half hours, five people fought to keep two sets of steel doors closed at the antenna site building as Hugo gusted at 135-140 mph. But during that time, the crew maintained ABC network programming until 10 p.m., when the studio lost power, and then originated its own signal until rain swamped its diesel generator at around 11:45 p.m., stealing away the last source of electrical power.

In the end, the station saved only a small percentage of its equipment. After Hugo removed the studio roof, collapsed a cinder block wall and dumped rain inside the building, the station lost facilities valued at perhaps \$150,000, perhaps more, estimated Opauski, including microwave equipment atop the tower and a fixed C-band antenna that had been "torn to pieces." Although a Ku-band antenna had survived intact, a backup C-band antenna suffered only partial damage—a two-inch screw in its mount had been severed in half.

Yet, said Opauski, "our primary interest

wasn't saving equipment, but to be able to operate and keep the public informed as long as we could stay on the air." And get back on the air, as the station did at 6:31 a.m. Friday, in time to air the live feed of *Good Morning, America*.

Charleston CBS affiliate WCSC-TV combined equipment, on-air talent and other resources with CBS Radio affiliate WZKG(AM)-WXTC-FM Charleston to simulcast nonstop news and information without commercials or entertainment or network programming for four consecutive days, beginning about 10:30 a.m. Sept. 22. It was a strategy designed to reach "hundreds of thousands" of residents with battery-powered radios and TV's who had lost electrical power in their homes, as well as those who had not been so hard hit.

As its ABC counterpart had done the night before, WCSC-TV took its news team—some of whom had weathered the hurricane inside automobiles—to the site of its 2,000-foot tower to broadcast its own coverage of the emergency situation in the storm's aftermath. "Other than prime time [programming] and *The Pat Sajak Show*," station President Harold Crump said last Tuesday (Sept. 26), "the entire broadcast day will continue to be devoted to local live television, providing emergency information and damage coverage for our area." All local avals, he said, were being used for "local live emergency updates."

As of Sept. 27, two of 11 TV stations and two of seven FM stations in the South Carolina Educational Commission network remained off the air. In Sumter, S.C., where damage was also heavy, said SCEC engineering vice president Charlton Bowers, a TV and FM were still without power. And in Charleston, where the network's 400-foot microwave hub tower went down, a TV and FM and four instructional micro-

wave services were without signals to deliver. Replacement of the tower and return of services was not expected in fewer than three weeks. And, said Bowers, a TV transmitter site there also remained under three feet of water. Judging by debris piled against a fence atop a 10-foot dike surrounding the building, he said, "we believe the waves were going over the roof." The total damage there: \$750,000 to \$1 million.

Charleston casualties also included Fox affiliate WTAT-TV, which lost a tower to the wind and said it would be off the air for at least two to three weeks. And so badly flooded were the studios at Charleston's NBC affiliate WCIV-TV that by early last week, the station was preparing to move up to the present its longer range plans to build a new studio. "I hope," said John Barry, regional director, NBC affiliate relations, "they build it on higher ground."

Some of the portable uplinks used to cover Charleston's preparations for the hurricane had departed before Hugo's arrival—in hindsight a wise move, perhaps, since apparently no news team managed to wrench from the darkness, winds and blinding rain any video that captured the force of Hugo in action that first night.

Skirting just northwest of Columbia, S.C., Hugo still packed 80- to 90-mph gusts when it reached the next heavily populated area, Charlotte, N.C.

The heavy winds toppled several transmitter towers when they ripped across North Carolina's southern border in the wee hours of Sept. 22. A spokeswoman for WLTK(FM) Statesville, N.C., said the station had lost a tower but remained on the air throughout the storm. And at ABC affiliate WSOC-TV Charlotte, a 364-foot microwave tower was blown onto the studio roof, leading to "severe" rain damage that managed, however, not to reach studio equipment, said Merle Thomas, director of engineering. Although the tower held an ENG receiver and the station transmitter link for co-owned WSOC-AM-FM, those radio stations remained on telephone backup, and all three stations together lost no more than 30 seconds of air time, he said.

While WBT(AM) Charlotte's single nondirectional daytime tower survived the storm, the station lost its two directional nighttime towers. According to station spokesman Russ Ford, the station was off the air briefly when the wind "turned around" a studio transmitter link at the height of the storm.

Satellite antennas were ripped up from their cement anchors, some turned inside out like umbrellas. Charlotte-based Raycom Inc., syndicator of college sports programming, lost one of four satellite dishes atop its two-story monitoring facility, said distribution manager Rick Willenzik. One other remained intact, although it had been blown from its mount, and the two others had been rocked so violently in their mounts that the roof under them had been made to leak. According to Willenzik, damage to dozens of satellite dishes owned by individuals and sports bars in the area had led his antenna installer to predict high numbers of backorders and delays in delivery. —PDL

Technology

Everything that's up to date is in Kansas City

Equipment exhibits, papers and sessions at annual SBE will focus on radio-TV's hot gear

A strong program of both radio and TV sessions is planned for the annual Society of Broadcast Engineers (SBE) National Convention. Between 3,000 and 4,000 people are expected for the four-day event which starts this Thursday (Oct. 6) at the Kansas City Convention Center in Kansas City, Mo. Sessions are scheduled on all the major broadcast engineering issues, including high-definition television, fiber optics, digital tape equipment and new technologies for technical improvement of AM and FM radio signals.

The convention's equipment exhibition will be "down a little bit" from last year's event, according to the exhibition's organizer, Eddie Barker of Eddie Barker & Associates, Dallas. There were 193 companies covering 35,000 square feet at the Curragan Hall in Denver last year, compared to 144 companies over 26,000 square feet expected for this year's event. A few more companies are expected to sign contracts just before the beginning of the show, he said.

"We took a bit of a hit because in Denver we had some unhappy exhibitors," Barker said. The most common complaint was that attendance at the exhibition last year was too light for many companies to justify the expense of setting up a booth. Some have suggested in the past that the problem could be solved by merging the SBE exhibition with another established fall convention. During last year's SBE convention, there were some who wanted to explore merging SBE with the National Association of Broadcasters annual radio convention. More recently, there has been a suggestion to merge SBE with the Radio-Television News Directors exhibition ("Closed Circuit," Sept. 25).

In the meantime, there will be some news at this year's SBE convention exhibition. Among the more significant stories will be the competition among radio transmitter manufacturers to sell a new line of low-power FM transmitters. Following a recent FCC action, several Class A FM stations prepare to double their power from 3 kw to 6 kw. At Radio '89 in New Orleans, Harris Corp. introduced a 7 kw FM transmitter, HT 7FM, which is now available at \$36,000. To counter, Continental Electronics, Dallas, is expected to show a 6 kw transmitter of its own for the first time at SBE.

The first order of business in the techni-

cal sessions will be an examination of what broadcast engineers can expect from the future, especially with the installation of a new chairman and commissioners at the FCC. That subject from the broadcaster's point of view will be taken up by Michael Rau, NAB vice president, science and technology. At the end of the session, Rau will moderate a roundtable discussion featuring SBE President Jack McKain, corporate vice president, Sunbelt Broadcasting, Albuquerque, N.M., and Washington engineering consultant Wally Johnson. It is expected that many of the futuristic topics will be revisited on Thursday afternoon during an FCC roundtable featuring commission staffers Keith Larson, Robert Greenberg and John Sadler.

SBE attendees will get an update on the state of development of the various proposed HDTV transmission technologies on Friday morning from Ben Crutchfield of the Advanced Television Test Center (ATTC), Alexandria, Va., during a Friday morning session. ATTC Chief Scientist Charles Rhodes has been tentatively scheduled to follow Crutchfield to report on how and when those systems will be tested, starting next year.

Issues closely related to HDTV in many minds, fiber optic video delivery and whether the telephone companies should be allowed to provide it, will be discussed throughout the convention. Steve Bonica, vice president, engineering, NBC, will deliver a paper entitled "Competing With Cable and the Phone Company," during the Friday HDTV session. The same question from the telephone companies' side will be discussed in the Thursday opening session by Tony Farry of Bell Atlantic. His presentation has been dubbed "Telco: Friend or Foe?" A general review of video fiber optic technology and the opportunities it will provide broadcasters will be led by F. David Harris of Purdue University on Saturday afternoon.

During the convention, four separate radio engineering sessions will be held. Two Friday sessions will focus on new technologies for radio. Highlights of those sessions will be a status report on FMX technology from Tom Keller of Broadcast Technology Partners, an update on the progress of the National Radio Systems Committee in developing ways to improve FM transmission, by John Bissett of Delta Electronics, and a talk on new uses of semiconductors in solid-state radio transmitters by Bob Weirather of Harris Corp., Quincy, Ill. —RMS

Asking tough questions about HDTV

The nitty-gritty details broadcasters will have to face during the evolution into high-definition television were among the main topics discussed during the Institute of Electrical and Electronic Engineers 39th Annual Broadcast Symposium. Most of the engineers at the two-day (Sept. 21-22) event held in Washington were concerned with the long-range questions of spectrum availability and avoiding interference. But at a smaller, separate meeting of an IEEE subgroup, the Committee on Communications and Information Policy (CCIP), the more immediate concern of international standardization of production system parameters was discussed.

The CCIP invited James McKinney, chairman of the Advanced Television Systems Committee (ATSC), to discuss the two groups' differences over the emphasis that is being placed on certain HDTV systems parameters. IEEE was one of five organizations that founded ATSC in the early 1980's. "You're a founding father. We consider you our parent," McKinney said.

But during the CCIP meeting, the two organizations had a family spat over whether emphasis should be placed on setting a progressive-scan HDTV standard now rather than the proposed interlace standards. CCIP, arguing in favor of considering a progressive system, provided the results of a survey sent in early September to the major U.S. TV program producers. Of the seven companies that responded, each answered "No" to the question "Should the U.S. position support establishment of a permanent HDTV production standard that

is interlaced?" Six out of the seven said they did not wish to invest in an interlace HDTV system as an interim step to a progressive system. (ABC, CBS, NBC, HBO, Walt Disney Studios, Warner Brothers, Paramount, Columbia Pictures, 20th Century Fox and Universal were contacted. CCIP did not reveal which companies returned the survey.)

"If progressive is what is desired by the United States producers, why aren't they using 257-line progressive cameras today, something easily within today's technology, instead of 525-line interlace?" McKinney asked. He answered his own question: "The reason they're not doing it is that they don't want the loss of [light] sensitivity. There is a significant trade-off between the two." ATSC's position is that an interlace HDTV production system must have headroom, including provisions for evolution into progressive scanning, McKinney said, but the camera technology is still 10 years away from providing adequate light sensitivity.

There are 35 separate parameters that make up the proposed HDTV video systems, McKinney said, and interlaced scanning is only one of them. "Why did you choose to ask only the question about progressive versus interlaced scanning? Why didn't you do something that would truly help the debate? What do producers want in the total number of lines? What do the producers want in the form of field rate? There are issues that are not resolved that you could have asked about," McKinney said. In current international negotiations, he said that interlace versus progressive

scanning is not one of the more controversial subjects.

"This is the controversial one," said Alan McAdams of Cornell University, a CCIP member who helped organize the survey. "I did not mean to imply that there is no set of trade-offs. But people were asked [in the survey] if they wanted the interlace, and the obvious choice is progressive."

After this month most of those 35 parameters are expected to be agreed upon. The CCIP meeting was held on the eve of meetings of the International Radio Consultative Committee's (CCIR) Study Group 11 in Geneva, Oct. 9-25, to discuss the possible world agreement on certain HDTV parameters. Earlier in the week, ATSC's executive committee sent a letter to the State Department recommending HDTV colorimetry and transfer characteristics to be supported for world agreement. McKinney said that the group's recommendation is a compromise between parameters found in the SMPTE 240M (1,125/60) standard and the Eureka (1,250/50) proposal. He said that he expects the Europeans will accept the compromise. Last week, the State Department incorporated the ATSC proposals into its official position that it will take to the Study Group 11 meeting.

With colorimetry, transfer and several other parameters decided, the scanning parameters (field rate, active lines, progressive versus interlace) will be the only numbers not to have been settled. This month's meeting will not be the place to push for agreement on those parameters, McKinney said. "We do not believe now is the right time to establish a [world] system."—RMS

Law & Regulation

Children's TV bill set for vote

Senate Commerce Committee to vote on legislation this week; NAB joins with ACT in supporting S. 707

The Senate Commerce Committee is slated to vote on children's television legislation Thursday (Oct. 5). And if all goes as the National Association of Broadcasters hopes it will, the committee will adopt S. 707, a bill the industry says it can live with, rather than S. 1215, another initiative considered to be far more onerous in its requirements (BROADCASTING, July 17).

There is a strong likelihood the committee might consider a measure that incorporates elements of both bills. But last week it was unclear what would happen. NAB says it will fight any amendments to S. 707.

The committee has a full agenda. In addition to the children's legislation, it may take up an FCC authorization bill, a mea-

sure dealing with negative political advertising (the Clean Campaign Act) and a proposal affecting the lowest unit rate broadcasters charge for political ads. The latter would make political ads nonpreemptible and give candidates fixed spots at low-unit rates.

NAB has problems with this approach and will likely ask its Senate supporters to propose amendments. The association has no position on the clean campaign bill.

Last week NAB was working to sustain support for S. 707, which would limit the amount of advertising in children's programming and codify broadcasters' obligation to serve the educational and informational needs of children. At license renewal time the FCC would have to take into consideration whether a licensee has served those needs through a station's "overall programming."

The other measure (S. 1215), offered by Senator Tim Wirth (D-Colo.), would require a station to provide educational and informational programming "specifically" designed for children as a condition of a station's license renewal. It would prohibit so-called program-length commercials and place more stringent limits on advertising during weekend programming.

President Eddie Fritts, in a letter to Commerce Committee members, urged their support for S. 707. Fritts said NAB realizes that not all members endorse the measure and that alternatives have been proposed. "NAB has carefully examined these bills and drafts, and we must oppose them," he wrote. He said the proposals would "destroy any hope of moving legislation forward by consensus."

Fritts emphasized that S. 707 is the product of a compromise reached in the 100th

Congress between broadcasters, Action for Children's Television and key House members. An identical bill (H.R. 1677) is pending in the House, where lawmakers are waiting to see how the Senate treats the issue.

NAB underscored that ACT is still backing the legislation. "Because of our past differences, it is significant, indeed unprec-

edented, for NAB and ACT to join together on a children's television bill," argued Fritts. NAB and ACT have "put aside our differences and support S. 707. We hope that Congress will do the same," he added.

A key player in this debate is Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who finds elements of both bills attractive. He was said to be

working last week for a solution to the matter. Subcommittee staff would not say where Inouye was headed.

NAB's chief lobbyist, Jim May, said the association did not know which legislative vehicle would be marked up by the committee. But he said the NAB does not see any "broad-based support for any changes to S. 707."

-KM

Sikes calls for added responsibility from broadcasters

"Freedom's enemy is irresponsibility," according to FCC Chairman Alfred C. Sikes. Speaking before the International Radio and Television Society last week in New York, Sikes said that while critics of American programming are numerous, the perception that Americans have no programming standards is "fundamentally false. Our standard is quite simple: constitutionally protected free speech. The result is a standard grounded on robustness and diversity."

Sikes said he supported the need for "more searching, thoughtful and better crafted fare," and that he has been a strong supporter of public broadcasting while in both the private and public sectors. "Freedom carries with it responsibilities," he said, "and I believe we all should share the responsibility for a program service that is not dependent significantly on advertiser support."

Rather than criticize mass programming, Sikes explained that he prefers to recognize services that provide "valuable niche programming—such as C-SPAN, Discovery or the Arts & Entertainment channel—and to defend public support of public TV."

We should all take "some measure of pride," Sikes said, "in the fact that internationally we enjoy a substantial success in the exchange of entertainment products. I am certain that the changes in democracy and free enterprise reflect, in part, the concepts of individual freedom and personal choice our programs embody," said Sikes. "If we added up the value of the ideas we exchange on an international basis," he said, "the same way we tally the commercial products and services exchanged, we would enjoy a large surplus."

Sikes said he has assured members of Congress that the FCC will enforce the fairness doctrine if it is the law, but that he himself has "not hesitated" to state his opposition to it. "The framers of our Constitution viewed the First Amendment expansively—when it came to political speech," he said. He therefore believes that they would have rejected any doctrine "allowing government officials to determine what constitutes 'fairness' in public discourse."

Today, Sikes said, Congress, the FCC and the Justice Department face difficult questions "regarding the broadcasting of indecent material and, of course, in the first instance, what material is obscene, what is indecent and what is merely offensive." As recent congressional and FCC actions indicate, said Sikes, some limits are warranted. "At the same time, I un-



Sikes

derstand that Supreme Court decisions protect indecent material, unless there is a clear public interest in controlling its dissemination." Sikes plans a "full and fair inquiry" into which specific public interests need to be safeguarded, and how rules might be "precisely tailored in that regard."

Broadcast media are challenged today on a number of points, said Sikes. Some groups wish to dictate standards on children's television, others on violence, while others want to outlaw indecency. Legislation has been passed in each of these areas, Sikes said, involving some level of government interference. "It is important that we understand that broadcasting's indiscriminate reach and its extraordinary impact makes it especially vulnerable," said Sikes.

Broadcasters, collectively and individually, the chairman added, should address these serious concerns. "Freedom is a precious commodity worthy of all our efforts to preserve."

-HAJ

PERSPECTIVE ON THE NEWS

At the FCC: The problem of lingering farewells

The manner in which the revolving door through which people pass from the private to the public sector and then back into the private world has come into question, as it works at the FCC, in connection with the departure from the agency of Commissioner Patricia Diaz Dennis. Her final day was Sept. 30, some six weeks after her announcement that she had accepted a partnership with the law firm of Jones, Day, Reavis & Pogue in Washington, with responsibility for developing a communications law practice. She and commission officials say she had adhered to the law and commission policy. Still, the six-week span between announcement and departure raised the eyebrows of some former commission officials, including commissioners.

Commission policy permits agency officials to remain on the job after taking outside employment providing they recuse themselves from any matter affecting their future employer. The policy apparently sets no limit; as stated, it would have permitted Dennis to remain at the commission for six months, never mind six weeks, so long as she recused herself from matters affecting the law firm or its clients. And she did. The Office of Government Ethics, which is responsible for the FCC rule prohibiting commissioners and staff from accepting free

lunches, has no policy governing the question.

A check of former commissioners did not produce a clear consensus on whether six weeks was too long between announcement and departure. One, speaking not for attribution, called the delay "strange." Former Commissioner Robert E. Lee called it "odd.... It's not a clean way of doing it [leaving]." And the unscientific survey indicated that commissioners generally do not remain on the government payroll for as long as six weeks after announcing a new commitment. (However, former Commissioner Henry Rivera announced his resignation, effective Sept. 15, 1985, about one month earlier, at the start of the commission's August hiatus.) But some, such as former Chairmen Richard E. Wiley and Mark Fowler, saw nothing untoward in the six-week layover. "I don't see it as any big deal," said Wiley.

There was a time when it would have been considered a very big deal at the commission. Throughout the 1950's and the 1960's, the agency followed what was referred to as the "Plotkin rule," after the then-assistant general counsel, Harry Plotkin, who formulated it. It required anyone obtaining outside employment to clean out his desk and leave the commission on the

same day.

Henry Geller, who as FCC general counsel in the 1960's enforced the policy, said it guarded against the possibility of divided loyalties—to the commission and the new employer. "A lot of information passes over a commissioner's or a top staffer's desk," he said, "and there is the appearance of unfairness. And appearances are important."

Plotkin, now retired from the firm of Arent Fox Kintner Plotkin & Kahn, said of the timetable Dennis followed in leaving the commission, "It's unforgivable."

The Plotkin Rule appears to have fallen into disuse with the arrival of the Nixon administration and the FCC chairmanship of Dean Burch in 1969. At least Wiley, who was Burch's general counsel, does not recall such a policy. Wiley himself left the commission, as chairman, in mid-October 1977, about two weeks after announcing his intention to join the Kirkland, Ellis law firm. He said he would have left the commission earlier—his term had expired on June 30—but for a request from the Carter White House that he stay on to permit a smooth transition to the chairmanship of Charles D. Ferris.

The commission's current, and outgoing, general counsel, Diane Killory, who advised Dennis on the policy she followed, rejects the Geller-Plotkin position. She said the procedure Dennis followed—announcing her new employment and then recusing herself from matters affecting the Jones Day firm and its clients—is superior in that it encourages employees to disclose a new commitment promptly and thereby enable interested parties to examine the departing employees' activities for possible conflicts. Other critics of the Plotkin Rule say it could lead employees to delay an announcement of new employment to avoid the necessity of instant departure. But Geller said that would not be acting in "good faith."

Dennis gave two reasons for the six-week delay in leaving the commission. One was that she wanted to clean up a backlog of work. Another was that she did not want to leave the commission—which had been operating with only three commissioners, two less than a full complement, for more than a year—without a quorum. But Dennis took one of the six weeks for a vacation with her family in Bermuda. And her presence to provide a three-commissioner quorum actually disappeared on the day she announced her new employment plans—Aug. 21—when Sherrie Marshall was sworn in as the commission's fourth commissioner.

That aside, Dennis contends the current policy is ethically sound, but that she was prepared to follow the policy whatever it was. "It didn't matter to me one iota."

Clearly, the drives for assuring oneself economic security while adhering to reasonable ethical standards are not always easily resolved. Commissioners over the years have followed different routes to that resolution.

Several, like Rosel Hyde (1946-1969), Lee (1953-1981) and Anne Jones (1979-1983), said they did not begin job hunting until after leaving the commission. (Lee, who became a director of U.S. Satellite

Broadcasting Co. about two weeks after his departure, said there was "an unwritten rule—no deal until after leaving.") In more recent times, that policy was followed by former chairmen Mark Fowler, who landed a job within three months of his departure from the commission, in April 1987, and Dennis Patrick, who has not yet announced his future plans, two months after his resignation became effective.

But commissioners, like most people, are not comfortable leaving one job before securing another. And no one insists that they do—only that they refrain from acting in matters affecting parties with whom they are discussing possible employment.

That, however, can lead to problems. Former Commissioner Henry Rivera began considering leaving the commission in February 1985. By the time he and his present employer, Dow, Lohnes & Albertson, had reached an agreement, in August, he had papered the commission's files with notices announcing his recusal in matters affecting the growing list of law firms with which he had been negotiating. Former Commissioner Stephen Sharp, who left the commission on June 30, 1985, avoided that problem when he began looking for a law job by negotiating only with firms that did not practice before the commission. About seven weeks after leaving the agency, Sharp joined Skadden, Arps, Slate, Meagher & Flom, known principally for its skill in aiding or resisting corporate takeovers. (He has since left the firm to become an entrepreneur in the manufacture and marketing of a new type of mouthwash.)

One of the more unusual exits from the commission was Ferris's. President Carter's defeat at the hands of Ronald Reagan in 1980 left Ferris a lame duck chairman. But after almost 25 years in government, most of it as a high-ranking Senate aide, Ferris was eligible to retire with a pension on April 10, 1981. An agreement with the White House enabled Ferris to remain until then—when he joined the Washington office of the Boston firm that became known as Mintz, Levin, Cohen, Ferris, Glovsky & Popeo. Word that he would become a partner in that firm had leaked late in March.

So while the revolving door is nothing new in American life, the rate at which it spins is open to question. —LZ, HAJ

Gone but not forgotten

Narragansett Broadcasting Co. of California says it fired a "shock jock" at KSJO-FM San Jose, Calif., four months before the FCC targeted it in August as one of three stations that "may have violated" a federal statute barring broadcast of indecency (BROADCASTING, Aug. 28). Narragansett, in a response that its president, Gregory P. Barber, sent to the commission last week, said Perry Stone was suspended on March 14 and fired a week later, because of his "unwillingness to accept direction in matters of program taste and judgment."

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Changing Hands

WTPI(FM) Indianapolis □ Sold by Somerset Group to Pinnacle Broadcasting Corp. for \$12 million. **Seller** is headed by Robert McKinney, and also owns WNUS(FM) Belpre, Ohio, and WLTP(AM) Parkersburg, W.Va. **Buyer** is headed by Michael Maurer, and also owns WZTR(FM) Milwaukee. WTPI is on 107.9 mhz with 22 kw and antenna 885 feet above average terrain.

WSIX-AM-FM Nashville □ Sold by Hicks Broadcasting Partners of Tennessee to Capstar Communications Inc. for \$16 million. **Seller** is headed by R. Steven Hicks, who also owns KLV(AM)-KYKR(FM) Beaumont and WTAW(AM)-KTSR(FM) Bryan, both Texas. **Buyer** is headed by Hicks. Robert F.X. Sillerman is contributing equity and will hold minority ownership in new group. Group is also buying stations in South Carolina and Mississippi. WSIX(AM) is on 980 khz with 5 kw-U. WSIX-FM is on 97.9 mhz with 100 kw and antenna at 1,140 feet above average terrain. *Americom Radio Brokers.*

KMPZ(FM) Memphis □ Sold by Dittman Group Inc. to Diamond Broadcasting of Tennessee for \$6 million. **Seller** is headed by Bernard Dittman, who also owns WABB-AM-FM Mobile and WAPI-AM-FM Birmingham, both Alabama. **Buyer** is headed by Daniel Lee. Diamond also owns WSBC(AM)-WXRT-FM Chicago and KOMA(AM)-KRXO-FM Oklahoma City. KMPZ is on 98.1 mhz with 96 kw and antenna 1,000 feet above average terrain. *Broker: Americom Radio Brokers.*

KNAT(TV) Albuquerque, N.M. □ Sold by Trinity

Broadcasting of Arizona Inc. to All American TV Inc. for \$2.5 million. **Seller** is headed by Paul Crouch, and also owns KPAZ-TV Phoenix; KTBN-TV Santa Ana, Calif.; WHFT(TV) Miami; WCLJ(TV) Bloomington and WKOI(TV) Richmond, both Indiana; WTBV(TV) Poughkeepsie, N.Y.; WLXI-TV Greensboro, N.C.; WDLI(TV) Canton, Ohio; KTBQ-TV Oklahoma City; KDTX-TV Dallas; KGHO(AM) Hoquiam, KGHO-FM Hoquiam-Aberdeen and KTBW-TV Tacoma, all Washington. **Buyer** is headed by Cruz S. Arguinizoni. All American TV Inc. is licensee of WWOT-TV Lasalle, Ill.; WTJP-TV Gadsden, Ala.; KDOR-TV Bartlesville, Okla., and KTAJ-TV St. Joseph, Mo. It is also permittee of several limited partner TV facilities, and has several limited partner TV applications pending at commission. KNAT is on ch. 23 with 1191 kw visual and 119 kw aural and antenna 4,130 feet above average terrain.

WGCM(AM)-WTXI(FM) Gulfport, Miss. □ Sold by Holt Communications Corp. to EJM Broadcasting (partnership) for \$1,625,000. **Seller** is headed by Arthur H. Holt, and is also licensee of WBOF(AM)-WTXK(FM) Pensacola, Fla.; WOAD(AM)-WJMI(FM) Jackson, Miss.; KEVO-FM Espanola and KMXQ(FM) Socorro, both New Mexico; WKAP(AM) Allentown, WBNE(FM) Benton and WZZO(FM) Bethlehem, all Pennsylvania; and WUSQ-AM-FM Winchester, Va. **Buyer** is headed by Edmond J. Muniz, who is 33% stockholder of WLTS-FM Slidell, and owns WYAT(AM) New Orleans, both Louisiana. WGCM is on 1240 khz with 1 kw-U.

WTXI is on 102.3 mhz with 3 kw and antenna 88 feet above average terrain.

WBNJ(FM) Cape May Court House, N.J. □ Sold by Canruss Inc. to Gateway Broadcasting Corp. for \$1,470,000. **Seller** is headed by Candida Diaz de McBride, and has no other broadcast interests. **Buyer** is headed by Joseph M. Isabel. Gateway Broadcasting Corp. is parent of Community Service Broadcasting Corp., licensee of WCSS(AM) Amsterdam, N.Y. WBNJ is on 105.5 mhz with 3 kw and antenna 294 feet above average terrain.

WMTX(AM) Biloxi and WXLs-FM Gulfport, both Mississippi □ Sold by Contemporary Communications Corp. to KZ Communications Inc. for \$1,231,800. **Seller** is headed by Lawrence E. Steelman and has no other broadcast interests. **Buyer** is headed by Billy H. Thomas and Jerry E. Morris, who have interest in KDEZ-FM Jonesboro and KZKZ AM-FM Greenwood, both Arkansas. WMTX is on 1490 khz with 1 kw. WXLs is on 107.1 mhz with 1.6 kw and antenna 400 feet above average terrain.

KRIA(AM) Terrell Hills, Tex. □ Sold by Media Corporation of America to Adams Radio of San Antonio Inc. for \$750,000. **Seller** is headed by Paul Van Hook and has no other broadcast interests. **Buyer** is owned by Stephen Adams. Radio division is headed by Matt Mills. Adams is licensee of KOOL-AM-FM Phoenix; KHHI(FM) Boulder, Colo.; WHOI(TV) Peoria, and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, Mass.; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; KEZK(FM) St. Louis, WWAY(TV) Wilmington, N.C.; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KOUL(AM)-KZOK(FM) Seattle, Wash.; WTRF-TV Wheeling, W.Va.; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. KRIA is on 930 khz with 5 kw-D and 1 kw-N. *Broker: Norman Fisher & Associates.*

KRSL(AM)-KCAY(FM) Russell, Kan. □ Sold by Russell Broadcasting Ltd. to Central Radio Inc. for \$404,000. **Seller** is headed by Fred Thompson, and has no other broadcast interests. **Buyer** is headed by V. Wayne Grabbe, who is general manager and has no other broadcast interests. KRSL is on 990 khz with 250 w-D. KCAY is on 95.9 mhz with 1.35 kw and antenna 487 feet above average terrain.

WQBR(AM) Atlantic Beach, Fla. □ Sold by Conception Investments Inc. to King of Hearts LP for \$285,000. **Seller** is headed by Roger Robertson and Mark Cowart, who have no other broadcast interests. **Buyer** is headed by Paul D. Horn, vice president, Wright Investors, Massachusetts-based investment company, and Fred E. Diulus, who is radio personality on station. They have no other broadcast interests. WQBR is on 1600 khz; 5 kw-D.

WKLV(AM)-WBBC(FM) Blackstone, Va. □ Sold by Blackstone Communications Inc. to Midwest General Telecommunications Inc. for \$250,000. **Seller** is headed by Michael Rau, who is VP, science and technology at NAB and has no other broadcast interests. **Buyer** is headed by R. Hamisi Ingram and Jack Trowell, who also own WBXT(AM) Canton, Ohio. WKLV is on 1490 khz with 1 kw. WBBC is on 93.5 mhz with 1.8 kw and antenna 370 feet above average terrain.

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WJEB-TV Jacksonville, Fla. □ Sold by Jacksonville Educators Broadcasting Inc. to Community Educational Television Inc. for \$250,000. **Seller** is headed by Claude Rhea and has no other broadcast interests. **Buyer** is headed by Maurice Cadwalder. Community Educational Television Inc. is licensee of noncommercial educational television stations: KITU-TV Beaumont, KLUW-TV Harlingen and, KETH-TV Houston,

all Texas. CET is also permittee of noncommercial educational KRCM(FM) Barstow, Calif. WJEB-TV is on ch. 59 with 5000 kw visual and 500 kw aural, and antenna 895 feet above average terrain.

KACY(AM)-KOPD-FM Payette, Idaho □ Sold by Blue Mountain Broadcasting Co. to newly formed Miller-Kohl Broadcasting Inc. for \$149,000. **Seller** is headed by John Runkle,

who has no other broadcast interests. **Buyer** is headed by James R. Miller and Stephen P. Kohl, who have no other broadcast interests. KACY is on 1450 khz with 1 kw-D and 250 w-N. KOPD is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Hadden & Associates.**

For other proposed and approved sales see "For the Record," page 66.

Where Things Stand

Solid box denotes items that have changed since last month.

AM-FM Allocations

■ At request of National Association of Broadcasters, FCC Chairman Alfred Sikes agreed to call en banc hearing to examine AM improvement issues. No date for meeting has been set. Issues expected to be on agenda, however, will include band expansion to 1705 khz, elimination of RF interference from broadcast and non-broadcast sources, and proposed certification mark to promote wide-band AM radios.

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

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

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

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

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written Capitol Hill suggesting it is time for Congress to reregulate cable as common carrier. NAB and Association of Independent Television Stations are up in arms over Time-Warner's decision to operate local cable channel as TV station (BROADCASTING, Sept. 25). NAB wants subject addressed at Senate Communications Subcommittee hearings on cable this month and in November.

In June, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26).

Senate Antitrust Subcommittee is scheduled to hold Nov. 1 hearing on carriage of sports programs carried on cable versus broadcasting.

Bills have surfaced in Senate and House

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Cable Regulation

■ National Association of Broadcasters has

that would reregulate cable and permit telephone industry to compete in distributing video services.

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

Meanwhile, group of mayors and elected officials gathered in New York in July issued resolution calling for restoration of city authority to regulate cable. Led by New York Mayor Ed Koch and Tucson Mayor Tom Volgy, group heard from Senator Howard Metzenbaum (D-Ohio), who says legislation reregulating cable could pass if mayors actively lobby.

Metzenbaum, who chairs Senate Antitrust Subcommittee, convened hearing in April in which broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April. One would restore city authority to regulate rates while other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

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

Children's Television

■ Bill that would limit amount of advertising in children's television is pending in House

and is expected to pass. House is waiting to see what happens in Senate, where similar legislation is subject of Commerce Committee vote Oct. 5.

Bill passed House Energy and Commerce Committee in April. In Senate, companion measure (S. 707) was focus of Communications Subcommittee hearing July 13, along with bill offered by Senator Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Wirth's legislation would require broadcasters to provide programming "specifically designed" for children as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee, and by full Senate Aug. 4.

Comparative Licensing

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

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

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

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. Proposal has garnered little support.

Compulsory License

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

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

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

Crossownership

■ **Telco-cable**—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But since then composition of FCC has changed radically—it lost one commissioner and gained new chairman and two new commissioners. As result, issue will get fresh review.

FCC's new chairman, Alfred Sikes, says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

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

Another barrier to Bell Regional Operating Companies' crossownership is modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable. Legislation has been introduced in the House and Senate that would allow such entry, but no action is anticipated in present Congress.

■ **Duopoly, one-to-a-market**—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec.

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12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

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

Direct Broadcast Satellites

■ Replies to Tempo Satellite Inc. petition to reconsider August 1989 direct broadcast satellite (DBS) grants were due late last week. Tempo has asked FCC to allow it to go ahead with DBS business plans, conditional upon resolution of petitions to deny its application. Those petitions charge that an antitrust conviction of Tempo parent company Tele-Communications Inc. disqualifies Tempo. FCC reserved, but did not grant, 11 pairs of DBS channels for Tempo when, on Aug. 2, it granted 11 pairs of channels to each of four other new DBS applicants. Commission also approved use of that high-power spectrum for services other than direct-to-home TV. Acting on latest (fifth) round of applications, FCC adopted policy of allocating to each applicant and permittee channels at two orbital slots—one in east, from which services can reach all 50 states, and one in west, from which only western half of continental U.S. (half-conus) can be reached. DBS operators will be allowed to offer full or half-conus services and to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. (USSB) and Dominion Video Satellite, and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of which had previously been assigned 32 channels.

Within weeks after grants, group broadcaster Nationwide Communications became first nonapplicant to commit "substantial investment" to DBS plan—that of Hubbard Broadcasting's USSB.

Permittees believe "true" high-power (200 watt) Ku-band DBS birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

High-Definition TV

■ Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), was to have held meeting last Thursday (Sept. 28) of transmission system proponents to set testing schedule (see "Top of the Week"). Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Final system recommendation is expected to be sent to FCC in fall 1991.

Countries at CCIR Study Group 11 meetings this month in Geneva are expected to agree on colorimetry and transfer characteristics for HDTV production systems, as world community works toward world "common image" system in which all parameters of system are agreed upon except for field rate. After this month's meetings, last obstacle to common image standard would be world agreement on active scanning lines.

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

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

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to

backyard dish owners.

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

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite and on whether satellite carriers in marketing of signals discriminate against noncable-affiliated distributors.

Indecency

■ Under direction of new chairman, Alfred Sikes, FCC stepped up enforcement of law against broadcast indecency Aug. 24, initiating actions against three radio stations for airing programming heavy with sexual innuendo. At same time, it asked federal appeals court, which is reviewing constitutionality of indecency law, for chance to build record in support of around-the-clock ban on indecency.

Letters were sent out to three stations for airing material that FCC found "may violate" indecency law. Stations—KSJO(FM) San Jose, Calif.; WFBQ(FM) Indianapolis, and WLUP(AM) Chicago. KSJO responded by Sept. 25 deadline. Other two stations received extensions until Oct. 10.

FCC's prompt action may reflect concerns of Congress. At confirmation hearing for Sikes and fellow FCC nominees—Sherrie Marshall and Andrew Barrett—member of Senate Commerce Committee made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7).

Sikes has called on broadcasters to reestablish voluntary industry programming code. National Association of Broadcasters is looking into idea (BROADCASTING, Sept. 25).

House has approved TV violence bill. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) and bill's sponsors are committed to keeping measure free from issues other than violence. It is unknown if Senate

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will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

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

U.S. Court of Appeals in Washington had

affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. Meanwhile, opponents of 24-hour ban were encouraged by Supreme Court decision overturning, on First Amendment grounds, statute imposing same kind of around-the-clock ban on so-called "dial-a-porn" telephone messages.

International

New European transfrontier broadcast law

FOR SALE

RADIO STATIONS

Mountain West	Number one FM with AM, Exc. facilities. Mtn. West. \$2.65 Million.
Midwest	Small market combo. Possible C-3 upgrade. \$340,000 terms.
Texas	South Texas Powerhouse FM. \$1.35 Million (6 x CF).
Midwest	Medium market Class B with AM. \$1.1 million.
Michigan	Resort area FM, Exc. real estate. \$850,000.
South	Top 100 suburban combo. \$3.0 million.
Southeast	Number three FM in Top 100 Southeast market. Excellent facilities and positive cash flow. \$3.0 million.
Wisconsin	High growth area. Top 150 market, FM upgrade. \$2.5 million cash.
North Dakota	AM/FM 100,000 watt Class C FM. Eight x trailing cash flow.
Rocky Mountains	Small market group. \$7.0 million. Seller may consider separate sale of facilities.
Midwest	Top 20 market. Class B FM. Turn around. Asking \$6.0 million.
Michigan	Class A FM and two full-time AM's serving a rural county area with a population base in excess of 135,000 people. Stations are complete turnarounds, however asking price is near the cost to actually build stations. Real estate included. A real opportunity for hands-on experienced first-time buyer! \$750,000. Terms available for the "right" buyer.

CABLE TELEVISION

Rural Indiana single headend cable television system serving 1450 basic subscribers and passing 2700 homes. Expansion potential to pass another 200 homes with an estimated 10 miles of cable plant. Seller asking \$2,500,000 cash which translates to a 12.5 x cash flow multiple.



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has been sidetracked by opposition from six of 12 members of European Community. EC's Council of Ministers must resolve disputes by early fall or new law will die. Regulatory plan would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

British Satellite Broadcasting, which postponed launch of service by six months until next spring due to delays in availability of home receiver gear, has been granted additional two channels by UK government, bringing program package to five. And French pay TV service Canal Plus has emerged winner in government allocation of channels on France's direct broadcast satellite TDF-1, with interests in three of five transponders.

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

Phone company US West won joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—were also advising two of four bidding groups.

Mergers and Acquisitions

■ Time Inc. changed its name to Time Warner Inc. in July upon acquiring 100 million shares of Warner Communications in its \$70-per-share tender offer. Time Warner owns 59.3% of Warner on way to absorbing whole company. Close of Time's tender followed Delaware courtroom defeat of Paramount Communications, which had sought to block merger so it could acquire Time. Time Warner is largest media company in world. In September, company carried out planned merger of cable operations of Warner and Time Warner. On Aug. 23, Time Warner and Warner announced that respective boards had approved cash-free mixture of securities composing Time Warner's payment for balance of Warner it does not own: two types of preferred stock of Time Warner along with distribution of Warner-held stock of broadcasting group BHC Communications. Warner shareholder Chris-Craft Industries is appealing decision of Delaware court that Chris-Craft's approval is not necessary for completion of Warner acquisition; hearing on that case will take place later this month.

Qintex Australia Ltd. last month reached agreement to purchase MGM/UA Communications for total of \$1.9 billion, including assumption of debt. Deal supersedes agreement announced in March in which Qintex affiliate was going to purchase MGM/UA's film and TV distribution arms, film production operations and United Artists film library for \$1.1 billion. In new deal, Qintex, which owns 43% of Hollywood producer Qintex Enter-

tainment, will acquire all of MGM/UA. Television production operations and TV programming library were previously going to be sold to Kirk Kerkorian, MGM/UA majority shareholder. New agreement and higher price followed surprise bid by News Corp.—already owner of 20th Century Fox—which had been outbid in auction for MGM/UA in March. Qintex is seeking increased investments from equity partners and potential lenders for new deal.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share. On Aug. 23, Centel Cable shareholders approved company's merger with parent Centel in transaction leading to closing of individual sales. Sales to ATC, Warner and C-TEC have been completed; balance of sales is expected in fourth quarter.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co., and put systems up for sale again in hopes of better offers. Sale price was said to be \$1.58 billion, including value of minority tax certificate, less than 10% higher than January price.

QVC Network will acquire rival cable home shopping service CVN Companies, according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive \$19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than \$440 million. Merger requires shareholder approvals, which companies expect no earlier than this month. QVC said it plans to "blend" two programming services into one in 1990, after which it will launch second home shopping program.

Must Carry

Independent television and cable industry are at impasse on must carry. On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and National Cable Television Association on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Fritts and NCTA President James P. Mooney

have been trying to hammer out deal on must-carry language that they would then take to Congress. Basis of negotiations is interindustry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

Network Rules

FCC's financial interest and syndication rules are becoming hot item in Washington. Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while Motion Picture Association of America formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or at FCC is anticipated.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

■ Senate's September markup of 1992 public broadcasting appropriation included \$260 million for Corporation for Public Broadcasting and \$80.5 million for satellite replacement project—higher than House figures of \$242.06 million plus \$72.5 million for satellite. CPB had asked Congress for full \$265 million authorized for fiscal 1992; administration had recommended capping CPB at 1991 figure of \$242 million and also asked end of satellite replacement funding. House had left out \$20 million that Senate approved for Star Schools program that includes satellite-delivered instructional TV.

CPB board in September re-elected Ken-

neth Towery chairman and elected new vice chairman, Daniel Brenner.

CPB said its "summit meetings" with PBS and NAPT—intended to unify plan to streamline national public TV programming processes—will continue this week but must come to close soon, because CPB must report to Congress next January on national program funding efficiency. CPB so far has taken issue with elements of NAPT plan to centralize authority over approximately 25% of national programming funds, including most of current CPB Program Fund, at PBS.

Syndex

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

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

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

United Video, carrier of superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Representative Bill Richardson (D-N.M.) has introduced legislation that would delay implementation date of FCC's syndex rule for one year (BROADCASTING, July 3).

TV Marti

■ Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in startup funds for proposed service, and in April, House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility. Senate appropriation was slated for full committee markup Wednesday, Sept. 27.

Administration plans for TV Marti may have suffered serious setback with Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intended to operate TV Marti. It was said to be only one on which operation would not interfere with service by Cuban or American stations.

Meanwhile, Cuban officials are threatening unspecified reprisals if U.S. proceeds with TV Marti project.

For the Record

As compiled by BROADCASTING from Sept. 20 through Sept. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

■ KNBZ(FM) Wasilla, AK (BALH890907GE; 99.7 mhz; 51 kw; ant. -187 ft.)—Seeks assignment of license from Alaska Metro Broadcasting Corp. to Rocky Spear for \$200,000. Seller is headed by Stephen Brooks and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 7.

■ KRVZ(AM)-KQAZ-FM Springfield, AZ (AM: BAL890907EB; 1400 khz; 1 kw-U; FM: BAPLH890907EC; 101.7 mhz; 3 kw; ant. -97 ft.)—Seeks assignment of li-

cense from KRVZ Inc. to William and Michaelaetta Gardner for \$143,750. Seller is headed by Joseph Jindra and has no other broadcast interests. Buyers have no other broadcast interests. Filed Sept. 7.

■ New FM Trumann, AR (BTCH890829HE; 106.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Kelley W. Webb and James H. Roberts to John J. Shields (father) and John W. Shields (son) for \$2,500. Sellers have no other broadcast interests. Buyers also own KXRQ(AM) Trumann, AR. Both also have interest in KDRS(AM)-KLQZ (FM) Paragould, AR. Filed Aug. 29.

■ KOGO(AM)-KBBY(FM) Ventura, CA (AM: BAL890908EA; 1590 khz; 5 kw-U; FM: BALH890908EB; 95.1 mhz; 28 kw; ant. 79 ft.)—Seeks assignment of license from Ventura Broadcast Associates to Buena Ventura Inc. for \$6,700,000 ("Changing Hands," Sept. 18). Seller is headed by William Silverman. Encore is licensee of KZOU-AM-FM Little Rock, AR; KVKI-AM-FM Shreveport, LA; KBFM-FM Edinburg, TX, and KHFI-FM Austin, TX. Applications for assignment of licenses of Edinburg and Shreveport stations are pending before commission. Filed Sept. 8.

■ WLVI(AM) Manchester, CT (BAL890911EA; 1230 khz; 1.00 kw)—Seeks assignment of license from Sage Broadcasting to Elilo Broadcasting Inc. for \$519,600 ("In Brief," Sept. 11). Seller is headed by Jerry Poch. Sage is also selling 60% of WLVI(AM) Manchester, CT and 100% of KMNS(AM)-KSEZ(FM) Sioux City, IA. Sage owns WNAQ(AM) Naugatuck, CT; WFHN(FM) Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WCDL(AM)-WSGD-FM Carbondale, PA; WACO-AM-FM, Waco, TX, and WRFB(FM) Stowe, VT. Seller is also selling WTAX(AM)-WDBR(FM) Springfield, IL (see below). Buyer is headed by Carlos Lopez, and has no other broadcast interests. Filed Sept. 11.

■ WQBR(AM) Atlantic Beach, FL (AM: BAL890905EH; 1600 khz; 5 kw-D)—Seeks assignment of license from

Conceptron Investments Inc. to King of Hearts LP for \$285,000. Seller is headed by Roger Robertson and Mark Cowart, who have no other broadcast interests. Buyer is headed by Paul D. Horn and Fred E. Diulus, who have no other broadcast interests. Filed Sept. 5.

■ WJEB(TV) Jacksonville, FL (BTCET890912KE; ch. 59; 5000 kw-V; ant. 895 ft.)—Seeks assignment of license from Jacksonville Educators Broadcasting Inc. to Community Educational Television Inc. for \$250,000. Seller is headed by Claude Rhea and has no other broadcast interests. Buyer is headed by Maurice Cadwalder. Community Educational Television Inc. is licensee of noncommercial educational television stations: KITU-TV Beaumont, KLUI-TV Harlingen, and KETH-TV Houston, all Texas. CET is also permittee of noncommercial educational KRCM(FM) Barstow, CA. Filed Sept. 12.

■ WDCQ(AM) Pine Island Center, FL (BAL890912EC; 1200 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Jerry J. Collins, receiver, to WDCQ Inc. for no financial consideration. Buyer is headed by Jerry Collins, and also owns KPUI(AM) Carmel Valley, CA. Filed Sept. 12.

■ WIBB(AM) Macon and WFXM-FM Forsyth, both Georgia (AM: BAL890908HB; 1280 khz; 5 kw-D; FM: BAPLH890908HC; 100.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Davis Broadcasting Inc. to Woodfin and Associates for \$1,650,000 ("Changing Hands," Sept. 18). Seller is headed by Gregory Davis, and also owns WNTA(AM)-WFXA-FM Augusta and WOKS(AM)-WFXE(FM) Columbus, GA. Buyer is headed by B. Ken Woodfin and Milton Hirsch. They also head WGSY-FM Phoenix City, AL and WGNE(AM)-WFSY-FM Panama City, FL. Filed Sept. 8.

■ WLMX-AM-FM Rossville, GA (AM: BAL890901GH; 980 khz; 900 w-D; FM: BAPLH890901GI; 105.5 mhz; 3 kw; ant. 270 ft.)—Seeks assignment of license from Chattanooga Radio LP to Baum Broadcast Group Inc. for \$6,800,000 ("Changing Hands," Sept. 11). Sellers are made up of Zitelman Group, headed by Rick Zitelman. Major limited partners are Paul Fink, who is also general manager of stations, and investment partnership managed by Media Capital Inc., whose principals are Tom Buono, Michael Hesser and Zitelman. Media Capital has interests in WWQM-AM-FM Madison, WI; WLSY-AM-FM Louisville, KY; WYQ(FM) Charleston, SC; WAKS(AM)-WNND(FM) Raleigh, NC, and KNCB(AM)-KSLY(FM) San Luis Obispo, CA. Buyer is headed by Theodore Baum, who also owns WOMB-AM-FM Wheeling, WV. Filed Sept. 1.

■ KLNI(AM) Pearl City, HI (BAL890911EB; 1380 khz; 5 kw-U)—Seeks assignment of license from Henry A. Younge Jr. to Hawaii Public Radio for \$525,000. Sold by Henry A. Younge Jr. to Scott G. Mahalik for \$550,000. Seller has no other broadcast interests. Buyer is owned by Scott Mahalik, who also owns 5% of Kancohe Radio Inc. which holds license for KANY(FM) Kancohe, HI. Filed Sept. 11.

■ KACY(AM)-KQPD-FM Payette, ID (AM: BAL890912ED; 1450 khz; 1 kw-D; 250 w-N; FM: BALH890912EE; 100.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Blue Mountain Broadcasting Co. to Miller-Kohl Broadcasting Inc. for \$149,000. Seller is headed by John Runkle, who has no other broadcast interests. Buyer is headed by James R. Miller and Stephen P. Kohl, who have no other broadcast interests. Filed Sept. 12.

■ WYLL-FM Des Plaines, IL (BALH890905HK; 106.7 mhz; 50 kw; ant. 91 ft.)—Seeks assignment of license from New Age Broadcasting Inc. to Greater Chicago Radio Inc. for \$9,250,000 ("Changing Hands," Sept. 11). Seller is headed by Vernon Merritt, and has no other broadcast interests. Buyer is subsidiary of Salem Communications. Salem owns KGER(AM) Long Beach, KDAR(FM) Oxnard, KAVC(FM) Rosamond, KLFE(AM) San Bernardino and KPRZ(AM) San Marcos, all California; KHAA(FM) Port Sulphur, LA; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; KCFO(AM) Tulsa, OK; KPQD-AM-FM Portland, OR, and KGNW(AM) Burien-Seattle, WA. Filed Sept. 5.

■ WTAX(AM)-WDBR(FM) Springfield, IL (AM: BAL890906GQ; 1240 khz; 1 kw-D; 250 w-N; FM: BALH890906GR; 103.7 mhz; 50 kw; ant. 320 ft.)—Seeks assignment of license from Sage Broadcasting Corp. to Lake Shore Communications Corp. for \$4,000,000 ("Changing Hands," Sept. 18). Seller is headed by Jerry

Beautiful FL resort. Class A with C-3 pending — \$2,500,000
GEORGE REED 904/730-2522

Mid Atlantic Class B FM, college town, cash flow — \$2,250,000
ED SHAFFER 404/998-1100

SE combo with C/F. Upgrade applied for — \$850,000; terms
ERNIE PEARCE 404/998-1100

State capital/Univ. mkt of over 500K — \$3,250,000; terms
BILL LYTLE 816/932-5314

Famous CA resort: Fulltime AM Asking \$650,000
JIM MERGEN 818/893-3199

SW combo, Class C, Univ. & Mil. Mkt. of 125K+ — \$1,500,000
BILL WHITLEY 214/788-2525

FL combo, C2 granted, exl. mkt. rev. & growth - \$3,000,000; terms
MITT YOUNTS 703/243-2310

FM with C/F in hot Florida ARB market — \$1,500,000
ED SHAFFER 404/998-1100

Major mkt. Class C combo Asking \$7,750,000 cash
BILL LYTLE 816/932-5314

Southeast coastal Class C FM Asking \$3,500,000
ED SHAFFER 404/998-1100

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Poch and is also selling WLVH(AM) Manchester, CT (see below). Buyer is headed by Thomas L. Bookey and Drew M. Horowitz. Bookey also owns WYNE(AM) Kimberly, and WROE(FM) Neenahmash, WI. These applications presently have license renewal applications pending. Filed Sept. 6.

■ KOFO(AM) Ottawa, KS (BTC89091IEC: 1220 kHz: 250 w-D, 40.1 w-N)—Seeks assignment of license from Bradley A. Howard to Reusch Well Service Inc. for \$20,000. Seller has no other broadcast interests. Buyer is headed by Robert G. Reusch, and has no other broadcast interests. Filed Sept. 11.

■ KRSL(AM)-KCAY(FM) Russell, KS (AM: BAL890901EE: 990 kHz: 250 w-D; FM: BALH890901EF: 95.9 mhz: 1.35 kw; ant. 487 ft.)—Seeks assignment of license from Russell Broadcasting Ltd. to Central Radio Inc. for \$404,000. Seller is headed by Fred Thompson, and has no other broadcast interests. Buyer is headed by V. Wayne Grabbe, and has no other broadcast interests. Filed Sept. 1.

■ WMBB-AM-FM West Branch, MI (AM: BAL890907ED: 1060 kHz: 1 kw-D; FM: BALH890907EE: 105.5 mhz: 3 kw; ant. 312 ft.)—Seeks assignment of license from Ashuelot Broadcasting Inc. to Jack E. Kauffman and Robert S. Marshall for \$228,000. Seller is headed by Gene and Darlen Flowers (husband and wife), who have no other broadcast interests. Buyer is headed by Kauffman and Marshall. Kauffman has 50% ownership of WGLR(AM)-WAXL-FM Lancaster, WI. Filed Sept. 7.

■ KDWB-AM-FM St. Paul, MN (BAL890831EB: 630 kHz: 5 kw-D, 500 w-N; FM: BAPLH890831EC: 101.3 mhz: 100 kw; ant. 820 ft.)—Seeks assignment of license from Legacy Broadcasting Inc. to Midcontinent Radio Inc. for \$17,950,000 ("Changing Hands," July 10). Seller is headed by Carl Hirsch, and is licensee of WLLZ(FM) Detroit, MI; KILT-AM-FM Houston, and WCPIT(AM) Alexandria and WCCR-FM Woodbridge, both Virginia. Buyer is headed by Joseph Floyd and N.L. Bentsen. It is licensee of KXLK(FM) Haysville and KFHM(AM) Wichita, both Kansas; KDLO-TV Florence, KCLO-TV Rapid City, KPLO-FM-TV Reliance, KELO-AM-FM-TV Sioux Falls and KDLO-FM Watertown, all South Dakota, and WTOS(AM) and WZEE(FM) Madison, WI. Filed Aug. 31.

■ WMTX(AM) Biloxi and WXL5-FM Gulfport, both Mississippi (AM: BTC890901HV: 1490 kHz: 1 kw; FM: BTCH890901HW: 107.1 mhz: 1.6 kw; ant. 400 ft.)—Seeks assignment of license from Contemporary Communications Corp. to KZ Communications Inc. for \$1,231,800. Seller is headed by Lawrence E. Steelman, and has no other broadcast interests. Buyer is headed by Billy H. Thomas and Jerry E. Morris, who have interest in KDEZ-FM Jonesboro, AR and KZKZ AM-FM Greenwood, AR. Filed Sept. 1.

■ WGCM(AM)-WTKI(FM) Gulfport, MS (AM: BAL890901GF: 1240 kHz: 1 kw-U; FM: BALH890901GG: 102.3 mhz: 3 kw; ant. 88 ft.)—Seeks assignment of license from Holt Communications Corp. to EJM Broadcasting (partnership) for \$1,625,000. Seller is headed by Arthur H. Holt, and is also licensee of WBOP(AM) and WTKX(FM) Pensacola, FL.; WOAD(AM)-WJMI(FM) Jackson, MS; KEVQ-FM Espanola and KMXQ(FM) Socorro, both New Mexico; WKAP(AM) Allentown, WBNE(FM) Benton and WZZQ(FM) Bethlehem, all Pennsylvania; and WUSQ-AM-FM Winchester, VA. Buyer is headed by Edmond J. Muniz, who is 33% stockholder of WLTS-FM Slidell, and owns WYAT(AM) New Orleans, both Louisiana. Filed Sept. 1.

■ WXXV-TV Gulfport, MS (BALCT890907KG: ch. 25: 2500 kw-V; ant. 1,700 ft.)—Seeks assignment of license from Four-O Inc., (debtor in possession) dba Gulf Coast Television to AM South Bank for \$2,436,355.56 (station is in bankruptcy proceeding). Seller is headed by Lewis Hopper, who has interest in WLNJ(FM) Jackson, MS. Filed Sept. 7.

■ KLGS(FM) Versailles, MO (BTCH890905HU: 95.1 mhz: 3 kw; ant. 100 ft.)—Seeks assignment of license from Kenneth W. Rains Sr. to Roger L. McDowell for \$10,000. Seller has no other broadcast interests. Buyer is owned by Roger L. McDowell and James D. Fisher. McDowell is currently general manager of KLGS(FM) Versailles. Fisher is currently president, treasurer and 50% voting stockholder of licensee of KLGS, and is program director and operation manager. They have no other broadcast interests. Filed Sept. 5.

■ WBNJ(FM) Cape May Court House, NJ (BALH890906GL: 105.5 mhz: 3 kw; ant. 294 ft.)—Seeks assignment of license from Canruss Inc. to Gateway Broadcasting Corp. for \$1,470,000. Seller is headed by Candida Diaz de McBride, and has no other broadcast interests. Buyer is headed by Joseph M. Isabel. Gateway Broadcasting Corp. is parent of Community Service Broadcasting Corp., licensee of WCSS(AM) Amsterdam NY. Filed Sept. 6.

■ KNAT(TV) Albuquerque, NM (BALCT890906KE: ch. 23: 1191 kw-V; ant. 4,130 ft.)—Seeks assignment of license from Trinity Broadcasting of Arizona Inc. to All American TV Inc. for \$2,500,000. Seller is headed by Paul Crouch, and also owns KPAZ-TV Phoenix, AZ; KTBN-TV Santa Ana, CA; WHFT(TV) Miami, FL; WCLJ(TV) Bloomington and WKOH(TV) Richmond, both Indiana; WTBV(TV) Poughkeepsie, NY; WLXI-TV Greensboro, NC; WDLI(TV) Canton, OH; KTBQ-TV Oklahoma City, OK; KDTX-TV Dallas, TX; KGHO(AM) Hoquiam, KGHO-FM Hoquiam-Aberdeen and KTBW-TV Tacoma, all Washington. Buyer is headed by Cruz S. Arguinzoni. All American TV Inc. is licensee of WWTQ-TV La Salle, IL; WTJP-TV Gadsden, AL; KDOR-TV Bartlesville, OK, and KTAJ-TV St. Joseph, MO. In addition, it is also permittee of several limited partner TV facilities, and has several limited partner TV applications pending at commission. Filed Sept. 6.

■ WOFM-FM Moyock, NC (BTCH890824HA: 92.1 mhz: 1.7 kw; ant. 420 ft.)—Seeks assignment of license from Joseph J. Kennedy, Michael Kromirs, James R. Reese and James F. Hunt to John Broomfield for \$3,075,000. Sellers have no other broadcast interests. Buyer is headed by Broomfield, who is currently vice president of Ragan Henry Broadcast Group Inc. Filed Aug. 24.

■ WBTE(AM)-WDJB(FM) Windsor, NC (AM: BTC890821EG: 990 kHz: 1 kw-D; FM: BALH890821EF: 97.7 mhz: 3 kw; ant. 300 ft.)—Seeks assignment of license from Bernem E. Stevens (deceased) to Jean M. Stevens. Bernem E. Stevens was sole stockholder in Bertie County Broadcasting Co., licensee of WBTE(AM)-WDJB(FM) Windsor, NC. Mr. Stevens died November 1, 1987. His widow, Jean M. Stevens, was executrix of estate, and Mrs. Stevens inherited her husband's stock in licensee company. She is selling stations to L.E. Willis (see below). Filed Aug. 21.

■ WBTE(AM) Windsor, NC (BAL890908EF: 990 kHz: 1 kw-D)—Seeks assignment of license from Bertie County Broadcasting Co. to Willis Broadcasting Corp. for \$190,000. Purchase includes WDJB(FM) Windsor, NC. Seller is owned by Jean Stevens, who has no other broadcast interests. Buyer is headed by L.E. Willis Sr., 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, AR; 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 WFSU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuild FM, WVRS, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WPTH(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, and Good Faith Broadcasting Inc., licensee of WGTM(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Willis is spinning off WBTE(AM) (see below). Filed Sept. 8.

■ WBTE(AM) Windsor, NC (BAL890908EG: 990 kHz: 1 kw-D)—Seeks assignment of license from Willis Broadcasting Corporation to 99 Broadcasting Corp. for \$150,000. Seller is headed by L.E. Willis (see above). Buyer is headed by Eric C. Reynolds and his father, Charles M. Reynolds. Both also head WTJZ(AM) Newport News, VA, and WARR(AM) Warrenton, NC. Filed Sept. 8.

■ WNRE(AM)-WLRO(FM) Circleville, OH (AM: BTC890906HY: 1540 kHz: 1 kw-D; FM: BTCH890906HZ: 107.1 mhz: 3 kw; ant. 58 ft.)—Seeks assignment of license from Nelson R. Embrey II and Honor L. Whitcam (brother and sister) to M.M. Group Inc. for \$200,001. Sellers have no other broadcast interests. Buyer is headed by Robert G. Casagrande and Mark S. Litton, who are sole officers, directors and stockholders of Clear River Communications Inc., licensee of WQTL(FM) Ottawa, OH. Filed Sept. 6.

■ WSOM(AM)-WQXK(FM) Salem, OH (AM: BAL890907GW: 600 kHz: 500 w-D; FM: BAPLH890907GX: 105.1 mhz: 88 kw; ant. 400 ft.)—Seeks assignment of license from The Lincoln Group Ltd.

to Legend Communications of Ohio for \$5,500,000 ("Changing Hands," Sept. 11). Seller is headed by Albert Wertheimer and also owns WHAM(AM)-WVOR(FM) Rochester and WBUF(FM) Buffalo, all New York. Buyer is headed by W. Lawrence Patrick, and also owns WBYO(FM) Boyertown, OH. Filed Sept. 7.

■ WWPAA(AM) Williamsport and WYRS-FM Jersey Shore, both Pennsylvania (AM: BAL890908GY: 1340 kHz: 1 kw-D, 250 w-N; FM: BALH890908GZ: 97.7 mhz: 3 kw; ant. 300 ft.)—Seeks assignment of license from Summit Enterprises Inc., debtor in possession, to S&P Broadcasting LP for \$490,000 ("Changing Hands," Sept. 18). Seller is headed by William Ott, who has no other broadcast interests. Buyer is headed by John A. Piccirillo. Filed Sept. 8.

■ WAIM(AM)-WCKN(FM) Anderson, SC (AM: BAL890901EC: 1230 kHz: 1 kw-U; FM: BALH890901ED: 101.1 mhz: 100 kw; ant. 994 ft.)—Carolina Broadcasting Inc. to ABS Greenville Partners for \$6,000,000 ("Changing Hands," Sept. 11). Seller is headed by John C. Ellenberg and Blake Shewmaker, who have no other broadcast interests. Buyer is headed by Kenneth A. Brown and Jon Sinton. ABS also owns WKHK(FM) Richmond, VA, and WRQN(FM) Toledo, OH. Filed Sept. 1.

■ WWDW(AM) Sumter, SC (BAL890901EB: 1290 kHz: 1 kw-U)—Seeks assignment of license from Gamecock City Broadcasting Inc. to Morris College for no financial consideration. Gamecock City Broadcasting Inc., corporation organized and existing under laws of state of South Carolina, and licensee of WWDW(AM) Sumter, SC, for and in consideration of acknowledgement of gift valued at \$125,000 assigned, granted, donated, and contributed by gift, and by these present does assign, grant, donate, and contribute by gift unto Morris College, Sumter, S.C., educational institution organized and existing under laws of state of South Carolina. Seller is headed by John D. Marshall, who also heads WFIG(FM) Sumter, SC. Buyer is headed by Rev. S.C. Cureton, and has no other broadcast interests. Filed Sept. 1.

■ WHZZ(FM) Huntingdon, TN (BTCH890906GP: 100.9 mhz: 3 kw; ant. 300 ft.)—Seeks assignment of license from Robert Hudson to William A. Cason for assumption of debt totaling about \$200,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 6.

■ WJUT(AM) Jellico, TN (BTC890905EC: 1540 kHz: 1 kw-D)—Seeks assignment of license from Forrest D. Coleman and John E. Coleman (brothers) to Roger Martin and Bobby J. Compton for \$10,000. Sellers have no other broadcast interests. Buyer is headed by Roger Martin, Bobby J. Compton and John E. Coleman, who have no other broadcast interests. Filed Sept. 5.

■ KFAN Fredericksburg, TX (BTCH890908HD: 101.1 mhz: 100 kw; HAAT: ant. 643 ft.)—Seeks assignment of license from stockholders of Gillespie Broadcasting Co. to Waldron Partners for \$6,000,000 ("Changing Hands," Sept. 11). Gillespie Broadcasting to Waldron Broadcasting Inc. for \$6 million. Seller is headed by Norbert Fritz, who also owns KNAF(AM) Fredericksburg, TX. Buyer is headed by H. Patrick Swygert, and is also purchasing KVKI-AM-FM Shreveport, LA, and KBFM-FM Edinburg, TX. Filed Sept. 8.

■ KGLF Freeport, TX (BALH890828HL: 103.3 mhz: 100 kw; HAAT: ant. 453 ft.)—Seeks assignment of license from Roy E. Henderson to Bancora Broadcasting Corp. for \$2,000,000. ("Changing Hands," Aug. 28). Seller is headed by Roy Henderson, who has no other broadcast interests. Buyer is headed by Ragan Henry, who through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond; WWIN-AM-FM Baltimore and WXTN(FM) Marlow Heights, both MD; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOI(FM) Conroe, TX; WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both VA. He also has interest in WHYY-FM Philadelphia, PA; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. 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. Filed Aug. 28.

■ KRJA(AM) Terrell Hills, TX (BAL890907EA: 930 kHz: 5 kw-D, 1 kw-N)—Seeks assignment of license from Media Corporation of America to Adams Radio of San Antonio Inc. for \$750,000. Seller is headed by Paul Van Hook and has no other broadcast interests. Buyer is owned by Stephen Adams. Radio division is headed by Matt Mills. Adams is licensee of KOOL-AM-FM Phoenix; KHHI(FM) Boulder, Colo.; WHOI(TV) Peoria and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, MA; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; KEZK(FM) St. Louis, MO; WWAY(TV) Wilmington, NC; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM) and

KZOK(FM) Seattle, WA; WTRF-TV Wheeling, WV; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. (All 100% owned.) Note: Group has bought KSTZ(FM) Ste. Genevieve, MO, and WBRE-TV Wilkes-Barre, PA and sold WKLL(AM) Wood River, IL, and KEZK(FM) St. Louis, MO, subject to FCC approval. Filed Sept. 7.

■ KDAB-FM Ogden, UT (BALH890901HM; 101.1 mhz; 25 kw; HAAT: ant. 3,740 ft.)—Seeks assignment of license from Albmar Utah LP to Devine Media Inc. for \$1,838,750. Seller is headed by Skip Findley and also owns WKYS(FM) Washington, D.C. Buyer is headed by Christopher F. Devine, Frederick R. Phelan, and C. Robert Allen III. Principals of Devine Media Inc. are principals in KXBR Inc., licensee of KXBR-FM Greenfield, MO; KKBK Inc., licensee of KKBK-FM Los Alamos, NM; and KBER Inc., licensee of KBER-FM Salt Lake City, UT. Due to overlap between KDAB and KBER licensee of KBER-FM intends to divest itself of KBER-FM prior to closing on KDAB. Filed Sept. 1.

■ WKL(VAM)-WBBC(FM) Blackstone, VA (BAL890907HN; 1490 khz; 1 kw; FM: BALH890907HO; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Seeks assignment of license from Blackstone Communications Inc. to Midwest General Telecommunications Inc. for \$250,000. Seller is headed by Michael Rau, and has no other broadcast interests. Buyer is headed by R. Hamisi Ingram and Jack Trowell, who also own WBXT(AM) Canton, OH. Filed Sept. 7.

■ WPVA(AM) Colonial Heights, VA (BAL890831EA; 1290 khz; 5 kw-D)—Seeks assignment of license from ABS Communications Inc. to Central Virginia Radio Inc. for \$130,000. Seller is headed by Kenneth A. Brown, and also owns WRQN(FM) Bowling Green, OH. Buyer is headed by Kenneth R. Noble, who has no other broadcast interests. Filed Aug. 31.

■ WBLB-AM Pulaski, VA (BAL890908EE; 1340 khz; 1 kw-U)—Seeks assignment of license from B&B Media Inc. to Nipper Auto Parts Inc. for \$125,000. Seller is headed by Robert Thomas and has no other broadcast interests. Buyer is headed by Larry W. Nipper, who has no other broadcast interests. Filed Sept. 8.

■ KUTI(AM) Selah and KXDD Yakima, both Washington (AM: BAL890913EC; 980 khz; 5 kw-D, 500 w-N; FM: BAPLH890913ED; 104.1 mhz; 61 kw; ant. 840 ft.)—Seeks assignment of license from KUTI/KXDD LP, debtor in possession, to I-82 Acquisition Corp., subsidiary of Contemporary Media Corp., for assumption of debt estimated to be \$2,000,000. Transaction also includes KTCR(AM) Kennewick and KOTY(FM) Richland, both Washington. Seller is headed by Victor Ives, and has no other broadcast interests. Buyer is headed by Edwin F. Guth III, W.D. Siegenthaler and Brian F. McColl. Contemporary Media Corp. is licensee of KCIX-FM Garden City, and KSGR(AM) Nampa, ID. Edwin F. Guth III and W.D. Siegenthaler, parties hereto, are sole stockholders of Contemporary Media Corp. Guth owns 91.3% of issued and outstanding stock and Siegenthaler owns 8.7% of issued and outstanding stock. Filed Sept. 13.

■ WCUB(AM) Two Rivers and WLTU(FM) Manitowoc, WI (AM: BTC890908EC; 980 khz; 5 kw-U; FM: BTCH890908EC; 92.1 mhz; 1.69 kw; ant. 500 ft.)—Seeks assignment of license from John E. Severson to Lee Davis Jr. for transfer of stock. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 8.

Actions

■ WURL(AM) Moody, AL (BAL890721EA; 760 khz; 1 kw-D)—Granted app. of assignment of license from Pearson Broadcasting Group Inc. to Bill Davidson Evangelistic Association, for \$175,000. Seller is owned by Robert and Myra Pearson (husband and wife), who have no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 13.

■ KFRE(AM)-KNAX-FM Fresno, CA (AM: BAL890719EA; 940 khz; 50 kw-U; FM: BALH890719EB; 97.9 mhz; 48 kw; ant. 290 ft.)—Granted app. of assignment of license from Fresno Radio Associates to EBE Communications Ltd. Assignment includes KNAX-FM Fresno, CA. Termination agreement provides that F/S Fresno, 50% joint venture in Fresno Radio Associates, will cancel its interest in joint venture in consideration of cash payment of \$200, repayment of amounts owed to F/S Fresno by Fresno Radio Associates and cancellation of various agreements of parties. Simultaneous with consummation of F/S Fresno's withdrawal from Fresno Radio Associates, Fresno Radio Associates will assign licenses of KFRE(AM) and KNAX(FM) Fresno, CA, and associated auxiliary licenses to EBE Communication LP. There is no written agreement setting forth terms of this assignment. It is essentially structural reorganization analogous to merger, whereby assets and licenses of Fresno Radio Associates will be contributed to EBE Communications LP by Chester

Radio Associates LP, sole remaining venturer of Fresno Radio Associates, following withdrawal of F/S Fresno Inc. in return for limited partnership interest in EBE LP equal to appraised fair market value of assets contributed after payment of liabilities, or \$1,407,859. EBE Communications Ltd. ("EBE") is licensee of WZKG(AM)-WXTG-FM Charleston, SC, and proposed assignee of stations WQMX-AM-FM Winston Salem, NC. Commission granted consent to assignment of WQMX-AM-FM to Ralph C. Guild on June 9, 1989. Action Sept. 7.

■ KCBQ-AM-FM San Diego, CA (AM: BAL890724EJ; 1170 khz; 50 kw-D, 1.5 kw-N; FM: BALH890724EJ; 105.3 mhz; 29 kw; ant. 620 ft.)—Granted app. of assignment of license from Eric/Chandler Ltd. Inc. to Adams Radio of San Diego Inc. for \$23,500,000 ("Changing Hands," July 10). Seller is headed by Thomas Miserendino and Bob Geddes. It is also purchasing KMYX-FM Ojai, CA. Buyer is headed by Stephen Adams and Matt Mills. Adams Radio has interest in WLAV-AM-FM Grand Rapids, MI; WBZN-AM-FM Racine, WI; KISS(AM) San Antonio, TX; KOOL-AM-FM Phoenix, AZ; KQUL(AM)-KZOK-FM Seattle, WA; Adams TV is licensee of WLX-TV Onondaga, MI; WWLP(TV) Springfield, MA; KAUZ-TV Wichita Falls and KOSA-TV Odessa, both Texas; WTRF-TV Wheeling, WV; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin; WHOI-TV Peoria, IL; WWAY(TV) Wilmington, NC; WGTU-TV Traverse City, and WGTQ-TV Sault Ste. Marie, both Michigan. Action Sept. 11.

■ WSTC(AM)-WJAZ-FM Stamford, CT (AM: BAL890725HS; 1400 khz; 1 kw-U; FM: BALH890725HT; 96.7 mhz; 3 kw; ant. 461 ft.)—Granted app. of assignment of license from Chase Broadcasting of Stamford Inc. to Forrest Broadcasting Co. Inc. for \$9,000,000 ("Changing Hands," July 3). Seller is subsidiary of Chase Enterprises Inc. and is headed by Roger Freedman. Chase Enterprises owns WTIC-AM-FM Hartford, CT and KGLD(AM)-KWK(FM) St. Louis. Buyer is headed by Robert A. Forrest and Scott Brody. They also own WAVY(FM) Atlantic City, NJ. Action Sept. 13.

■ KRZN(AM) Englewood, CO (BAL890801EA; 1150 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Sudbrink Broadcasting of Arkansas to RMF Broadcasting Co. of Denver for \$490,000. Seller is headed by Robert Sudbrink and owns WXTL(AM) Jacksonville Beach, FL; WAWA-TV Rome, GA, and WCEE(TV) Mount Vernon, IL. Buyer is owned by William J. McEntee, Vic Rumore and Robert J. Frederick. Rumore is general manager of stations WLAC-AM-FM Nashville, TN. Action Sept. 15.

■ WDEL(AM)-WSTW(FM) Wilmington, DE (AM: BTC890725GH; 1150 khz; 5 kw-U, DA-2; FM: BTCH890725GI; 93.7 mhz; 50 kw; ant. 490 ft.)—Seeks assignment of license from John F. Steinman Residuary Trust to Steinman Stations Inc. for no financial consideration. Steinman has no other broadcast interests. Action Sept. 12.

■ WRXJ(AM)-WCRJ-FM Jacksonville, FL (AM: BAL890622ED; 930 khz; 5 kw-U; FM: BALH890622HH; 107.3 mhz; 100 kw; ant. 350 ft.)—Granted app. of assignment of license from WRXJ Inc. to Nine Chiefs Inc. for \$8,600,000 ("Changing Hands," June 26). Seller is headed by Jay Hoker, who also owns WMLX(AM) Florence, KY, WDFX-FM Detroit, KCFX(FM) Harrisonville, MO, and WOFX(FM) Fairfield, OH. Buyer is headed by Ragan Henry (see above). Action Sept. 13.

■ WWEF(AM) Miami, FL (BTC890623ED; 670 khz; 50 kw-D, 2.5 kw-N)—Granted app. of assignment of license from ICBG of Miami Inc. to Emilio and Emma M. Milian for \$39,200. Seller is New York-based group owner of three AM's and six FM's and is headed by Pierre Sutton. Buyers have no other broadcast interests. Action Sept. 15.

■ WILN(FM) Panama City, FL (BTCH890725GN; 106.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Tallahassee Broadcasting Co. to James E. and Bertie Broadus (husband and wife) for \$600,000. Seller is headed by B.F. Timm and owns one FM. Buyer has application pending for Class A FM CP in Cedar Key, FL. Action Sept. 13.

■ WAMT(AM) Titusville, FL (BAL890627EA; 1060 khz; 10 kw-D, 5 kw-N)—Granted app. of assignment of license from Sage Broadcasting Co. to Florida American Broadcasting Inc. for \$420,000. Seller is Stamford, Conn.-based group owner of seven AM's and eight FM's and is headed by Leonard J. Fassler. Buyer is owned by Angel F. Bocanegra, who has 60% interest in WYSN-TV San Juan, PR. Action Sept. 14.

■ WTAU-TV Albany, GA (BAPCT890706KE; ch. 19; 5000 kw-V; ant. 1135 ft.)—Granted app. of assignment of license from Albany Television Co. to RoPa Communications Inc. for \$30,000. Seller is owned by Durie Colman and Bobby Vinson, who have no other broadcast interests. Buyer is owned by Ron Foster, who has no other broadcast

interests. Action Sept. 14.

■ WKKO(AM) Fort Valley, GA (BAL890718EF; 1150 khz; 1 kw-D)—Granted app. of assignment of license from Valmedia Inc. to S&M Broadcasters Inc. for \$550,000. Seller is headed by Dollie D. Horton, who has no other broadcast interests. Buyer is owned by Lamar Studstill, who is also purchasing new FM from Valmedia in Fort Valley, GA. Action Sept. 15.

■ WQRF(TV) Rockford, IL (BALCT890714KG; ch. 39; 525 kw-V; ant. 570 ft.)—Granted app. of assignment of license from Family Group Ltd. to Petracom Inc. for \$2 million. Seller is headed by Ian Wheeler, and also owns two AM's, three FM's and five TV's. Buyer is owned by Henry Ash. Assignee has following broadcast interests: 1.4% LP interest in Family Group Ltd., licensee of WVFT-TV Roanoke, VA; 1.5% LP interest in Family Radio Ltd., licensee of WAIL(AM)-WKWF Key West, FL; 30% stock in Sandy Isle Broadcasting Inc., licensee of WVG(AM) St. Thomas, VI; 1.6% LP interest in Family Group Ltd. III, licensee of WGBA-TV Green Bay, WI; WLAX-TV La Crosse, WI, and permittee of WEUX-TV Eau Claire, WI; 1.4% LP interest in CICF Ltd., which is general partner of Family Group Ltd. II, permittee of WFGX-TV Ft. Walton Beach, FL. Action Sept. 12.

■ WKCB-FM Hindman, KY (BALH890726HA; 107.1 mhz; 770 w; ant. 650 ft.)—Granted app. of assignment of license from Knott County Broadcasting Corp. to Hindman Broadcasting Corp. for \$100,000. Seller is headed by John Morgan, who has no other broadcast interests. Buyer is owned by Randy Thompson and Walter E. May. May is also president, director and sole stockholder of East Kentucky Broadcasting Corp., licensee of WPKE(AM)-WDHR-FM Pikeville, KY. In addition, May holds 102 shares of preferred nonvoting stock in Ladon Broadcasting Co., applicant for new FM on channel 294A at Reidland, KY. Action Sept. 15.

■ WNOE-AM-FM New Orleans, LA (AM: BAL890803HD; 1060 khz; 50 kw-D, 5 kw-N; FM: BALH890803HE; 101.1 mhz; 100 kw; ant. 440 ft.)—Granted app. of assignment of license from WNOE Inc. to Newmarket Media Corp. for \$7,240,000 ("In Brief," July 31). Seller is headed by James Noe, who has no other broadcast interests. Buyer is headed by Stephen Robertson. Newmarket Media Corp. is licensee of following stations: KXXY-AM-FM Oklahoma City; WSJS(AM)-WTQR(FM) Winston-Salem, NC, and WREC(AM)-WEGR(FM) Memphis, TN. Action Sept. 18.

■ KVLA(AM) Vidalia, LA (BTC890726EJ; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Kenneth C. Hill to Robert Cupit for \$1,000. Seller is not-for-profit corporation headed by Kenneth C. Hill, president. It also owns WHCB(FM) Bristol, TN. Hill owns interest on KVLA(AM) Vidalia, LA. Buyer is headed by Cupit, who is currently general manager of KVLA(AM) Vidalia, LA, and his wife Lou Ann is sales manager. Robert Cupit is filing application for CP for new FM station at Vidalia, LA for channel 284A. Action Sept. 12.

■ WHRC-TV Norwell, MA (BTCCT890627KF; ch. 46; 5.89 kw-V; ant. 246 ft.)—Granted app. of assignment of license from The Alan and Lina L. Lidow revocable trust to Nikita G. Maggos. Transferor owns 63.5% of issued and outstanding shares of licensee, Massachusetts Channel 46 Corporation. Control is being transferred pursuant to pledge agreement and supplemental agreement between transferee and transferor, both of which documents are dated Oct. 5, 1988. Action Sept. 12.

■ WHFB(FM) Benton Harbor, MI (BAPLH890327GQ; 99.9 mhz; 50 kw; ant. 497 ft.)—Granted app. of assignment of license from WHFB Broadcast Associates L.P. to Independence Broadcasting Michigan L.P. for \$4,564,350 ("Changing Hands," April 10). Purchase includes WHFB(AM) Benton Harbor, MI. Seller is owned by Win-Com Communications Group Inc., Lincolnshire, Ill.-based group owned by Donn E. Winther and G. Woodward Stover III. It also owns WNFL(AM) Green Bay and WKFX(FM) Kaukauna, both Wisconsin. Buyer is owned by Michael J. Topol Sr., Peter Sulick, and Independence Broadcasting Michigan Corp. Independence Broadcasting Michigan Corp. is wholly owned subsidiary of Independence Broadcasting Corp., parent company of KEBC(FM) Oklahoma City; KSAL(AM)-KYEZ(FM) Salina, Kan.; KOEL-AM-FM Oelwein, Iowa; KFIZ(AM)-WFON-FM Fond du Lac, and WLIP(AM)-WJZQ(FM) Kenosha, both Wisconsin.

■ WSEL-AM-FM Pontotoc, MS (AM: BAL890501GK; 1440 khz; 1 kw-D; FM: BALH890501GL; 96.7 mhz; 3 kw; ant. 405 ft.)—Granted app. of assignment of license from Northeast Mississippi Broadcasting Co. to Tupelo Communications Inc. for \$327,000. Seller is owned by Jim Powell, who has no other broadcast interests. Buyer is headed by Rod A. Callahan, who has no other broadcast interests. Action Sept. 13.

■ KLEX(AM) Lexington, MO (BAL890628EC; 1570 khz;

250 w-D)—Granted app. of assignment of license from KLEX Inc. to KLEX Broadcasting Inc. for \$49,000. Seller is owned by Ken Meyer, who has following broadcast interests: KFAL(AM)-KKCA(FM) Fulton (80%). KBOA(AM)-KTMO(FM) Kennett. KCFM(FM) Lexington (80%) and KTXR(FM) Springfield (92.88%). all Missouri. Buyer is owned by Edward H. Luchman, who has no other broadcast interests. Action Sept. 15.

■ KPTL(AM) Carson City, NV (BTC890725EE: 1300 khz; 5 kw-D, 500 w-N)—Granted app. of assignment of license from John A. Schoen to Mary E. Swope and Gerald P. Feutz for \$163,175. Seller has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 11.

■ WRHD(AM)-WRCN-FM Riverhead, NY (AM: BTC890710HP: 1570 khz; 1 kw-D; FM: BTCH890710HQ: 103.9 mhz; 3 kw; ant. 466 ft.)—Granted app. of license from Richard I. Adrian to East Shore Acquisition Corp. Price was not given, but sources estimate value at \$5,200,000. Seller has no other broadcast interests. Buyer is owned by Gary Starr, former station manager, who has no other broadcast interests. Action Sept. 13.

■ WGMF(AM) Watkins Glen and WNGZ(FM) Montour Falls, both New York (AM: BAL890725EB: 1500 khz; 1 kw-D; FM: BALH890725EG: 104.9 mhz; 3 kw; ant. 480 ft.)—Granted app. of assignment of license from Twin Tiers Communications Corp. to Northeastern Broadcasting Inc. for \$400,000 ("Changing Hands," Aug. 7). Seller is headed by Thomas and Marian Haight (husband and wife), who have no other broadcast interests. Buyer is headed by Edward Valenta, who runs vacuum business in Endwell, NY, and E. Guy Nichols, account executive at WEN-E(AM) Endicott, NY. Action July 25.

■ WCKB(AM) Dunn, NC (BTC890726EK: 780 khz; 1 kw-D)—Granted app. of assignment of license from Robie S. Butler and Alice Baggett to Charles Fowler for \$216,000. Seller has no other broadcast interests. Buyer is owned by Charles L. Fowler, who is 10% stockholder and director of North Carolina Central Broadcasters Inc., licensee of WCKB(AM) Dunn, NC. Fowler is also employed by WCKB as announcer and salesperson. Action Sept. 15.

■ WSSG(AM) Goldsboro, NC (BAL890724EB: 1300 khz; 1 kw-D)—Granted app. of assignment of license from R. Broadcasting Stations Inc. to Freedom Baptist Church for \$150,000. Seller is owned by Roland and Linda Reed, who have no other broadcast interests. Buyer is headed by T.D. Worthington, who has no other broadcast interests. Action Sept. 9.

WAKR(AM) Akron, OH (BTC890619EA: 1590 khz; 5 kw-U)—Granted app. of assignment of license from Summit Broadcasting Corp. to B&B Radio Inc. for \$13 million. Seller is Atlanta-based group owner headed by James Wesley Jr. owning seven AM's and nine FM's. Buyer is owned by Ragan Henry (see above). Purchase includes WONE(FM) Akron, OH. Action Sept. 12.

■ WGFT(AM) Youngstown, OH (BAL890623EB: 1500 khz; 500 w-D; 250 w-N)—Granted app. of assignment of license from WGFT Inc. to Guilford Communications Inc. for \$280,000 ("Changing Hands," July 10). Seller is headed by Timothy and Kathleen DeCapua, who have no other broadcast interests. Buyer is owned by Charles R. Faris, who has no other broadcast interests. Action Sept. 12.

■ KADS(AM) Elk City, OK (BAL890725EA: 1240 khz; 1 kw-D, 250 w-N)—Granted app. of assignment of license from Walton-Peniger Broadcasting to Investor Inc. for \$75,000. Seller is headed by John Walton, who also owns KBUY-AM-FM Ruidoso, NM. KKCS-AM-FM Colorado Springs. KDJW-AM-FM Amarillo, TX. Buyer is headed by W. Steve Baker, Investor Inc. was proposed assignee of KACO(AM) Bellville, TX. Application was granted but never consummated. Action Sept. 11.

■ WTAT(TV) Charleston, SC (BALCT890407KJ: ch. 24; 5,000 kw-V; ant. 1,630 ft.)—Granted app. of assignment of license from Charleston Television Ltd. to ACTV of Charleston SC Inc. for \$5,000,000. Seller is owned by ACT III Broadcasting, Atlanta-based group of seven TV's headed by U. Bertram Ellis. Buyer is owned by American Communications, 80%; and Charleston Television Ltd., 20%. ACTV has interest in KOOG-TV Ogden, UT, and WTGS-TV Hardeeville, SC. Action Sept. 14.

■ WGTN(AM) Georgetown, SC (BAL890728EA: 1400 khz; 1 kw-U)—Granted app. of assignment of license from Beach Broadcasting of South Carolina to Fogel Media Inc. for \$170,000. Seller is headed by Stuart Freeman and Robert Simpkins. They also own WYTL(AM)-WPFR(FM) Terre Haute, IN, and WPGO(FM) Charlotte, NC. They also have interest in WWBD(AM)-WWLT(FM) Bamberg, SC. Buyer is owned by Harry Fogel, who has no other broadcast interests. Action Sept. 11.

■ WTN(AM) Hartsville, SC (BAL890728EC: 1490 khz; 1

kw)—Granted app. of assignment of license from from C&O Broadcasting Inc. to Hardison Broadcasting Co. for \$50,000. Seller is headed by Sheryl Carr and Melissa Outlaw (sisters). They have no other broadcast interests. Buyer is headed by Jerry T. Hardison, who has no other broadcast interests. Action Sept. 15.

■ WIRJ(AM) Humboldt, TN (BAL890727EB: 740 khz; 250 w-D, 50 w-N)—Granted app. of assignment of license from Warmath Communications Inc. to R.S. Little Corp. for \$100,000. Seller is headed by John Warmath, and has no other broadcast interests. Buyer is owned by Robert S. Little Jr. and Robert S. Little Sr., who have no other broadcast interests. Action Sept. 11.

■ WKGN(AM) Knoxville, TN (BAL890620ED: 1340 khz; 1 kw)—Granted app. of assignment of license from Telstar Communications Inc. to WBC of Tennessee Inc. for \$162,000. Seller is headed by Artie Sartin, who has no other broadcast interests. Buyer is owned by Terrell L. Williams and Kevin Dean Littleton. Littleton is son of Sam and Mildred Middleton, who have interest in WIZO(AM) Franklin, TN. Action Sept. 13.

■ KSEV(AM) Tomball, TX (BTC890727EC: 700 khz; 2.5 kw-D, 1 kw-N)—Granted app. of assignment of license from Jerry Jackson to W. Harold Sellers for \$47,164. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 15.

■ WDCM(FM) Cruz Bay, VI (BAPH890729GO: 92.3 mhz; 50 kw; ant. 363 ft.)—Granted app. of assignment of license from David Condon to St. John FM Inc. for \$30,000. Seller has no other broadcast interests. Buyer is headed by Gerald Smith and Donald Oat, who have no other broadcast interests. Action Sept. 18.

■ KWOR-AM-FM Worland, WY (AM: BTC890724EC: 1340 khz; 1 kw-U; FM: BTCH890724ED: 96.1 mhz; 500 kw; ant. 400 ft.)—Granted app. of assignment of license from Kenneth R. Brown and Tony A. Kehl to Bruce R. Long and Karen K. Long (husband and wife) for \$197,515. Seller is owned by Brown and Kehl. Kehl has interest in KBMN(AM) Bozeman, MT. Buyers also own KTHE(AM) Thermopolis, WY. Action Sept. 11.

New Stations

FM's

■ White City, FL (BPH890906MM)—William F. Peel Jr. seeks 104.7 mhz; 3 kw; ant.: 328 ft. Address: 5221 Kenwood Ave. Chevy Chase, MD 20815. Principal has no other broadcast interests. Filed Sept. 6.

■ Clarksville, IN (BPH890905MS)—Sandra Metts-Snowden seeks 93.1 mhz; 3 kw. Address: 515 Altgate Rd., Louisville, KY 40206. Principal has no other broadcast interests. Filed Sept. 5.

■ Clarksville, IN (BPH890905MR)—Minority Venture Broadcasting seeks 93.1 mhz; 3 kw; ant.: 328 ft. Address: 1775 Wilart Ave., Louisville, KY 40210. Principal is headed by Anthony D. Fields, and has no other broadcast interests. Filed Sept. 5.

Actions

AM's

■ Tucson Estates, AZ (BP870929AQ)—Granted app. of Tucson Radio for 1110 khz. Address: 5081 Queens Wood Road, Burke, VA 22015. Principal is headed by Stephen E. Brisker. Action Sept. 13.

■ Claremont, VA (BP870601AE)—Granted app. of Ultimate High Fidelity for 670 khz. Address: 1822 Jefferson Pl., NW, Washington 20036. Principal is headed by Elizabeth M. Biby, and has no other broadcast interests. Action Sept. 19.

FM's

■ Trinity, AL (BPH861215MH)—Dismissed app. of Morgan Broadcasting Inc. for 92.5 mhz; 3 kw H&V; ant.: 328 ft. Address: 1137 10th Place South, Birmingham, AL 35256. Principal is headed by Claude Cleveland and Jack Legrand. They have no other broadcast interests. Action Sept. 7.

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■ **Trinity, AL (BPH861215ML)**—Dismissed app. of Moulton Broadcasting Co. for 92.5 mhz; 3 kw H&V; ant.: 328 ft. Address: P.O. Box 307, Moulton, AL 35650. Principal is headed by Alton R. Wallace, and has no other broadcast interests. Action Sept. 7.

■ **Beverly Hills, FL (BPH871119ME)**—Granted app. of Heart of Citrus Inc. for 97.1 mhz; 2.55 kw H&V; ant.: 354 ft. Address: P.O. Box 880, Beverly Hills, FL 32665. Principal is headed by David S. Arthurs, and has no other broadcast interests. Action Sept. 8.

■ **Preston, ID (BPH881103MA)**—Returned app. of Frontier Computing Inc. for 96.7 mhz; 3 kw. Address: P.O. Box 402, Logan, UT 84321. Principal is headed by Jeffrey B. Jacobsen and Brad K. Hillyard, who have no other broadcast interests. Action Sept. 12.

■ **Pinckneyville, IL (BPH890209MC)**—Returned app. of O.L. Turner for 104.3 mhz; 3 kw; ant.: 328 ft. Address: Rural Route 3, Harrisburg, IL 62946. Principal has no other broadcast interests. Action Sept. 13.

■ **Garden City, IN (BPH890322ME)**—Returned app. of Perdido Broadcasting Corp. for 102.9 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 13490, New Orleans 70185. Principal is headed by Anita Softness, who has no other broadcast interests. Action Sept. 13.

■ **New Hampton, IA (BPH890104MB)**—Granted app. of Mega Media Ltd. for 95.1 mhz; 3 kw; ant.: 328 ft. Address: 207 N. Main St., Charles City, IA 50616. Principal is headed by James B. Hebel, who is 100% owner of KCHA-AM-FM Charles City, IA. Action Sept. 11.

■ **Manhattan, KS (BPH871104MB)**—Granted app. of Little Apple Broadcasting for 104.7 mhz; 50 kw H&V; ant.: 492 ft. Address: P.O. Box 1534, Emporia, KS 66801. Principal is headed by Mike Law, who has no other broadcast interests. Action Sept. 12.

■ **Millerstown, KY (BPED880715MA)**—Granted app. of Donald A. Powell for 90.1 mhz; 100 kw H&V; ant.: 383 ft. Address: 13101 Priceville Rd., Upton, KY. Principal is headed by Powell, who has no other broadcast interests. Action Sept. 7.

■ **Monticello, KY (BPH880112ME)**—Granted app. of Monticello-Wayne County Media Inc. for 93.1 mhz; 1.05 kw H&V; ant.: 551 ft. Address: Rt. 1, Box 243B, Monticello, KY 42633. Principal is headed by Jill A. Mason, and has no other broadcast interests. Action Sept. 7.

■ **Shepherdsville, KY (BPH860317MW)**—Granted app. of Claire Tow for 105.1 mhz; 0.74 kw H&V; ant.: 1,807 ft. Address: 65 Locust Ave., New Canaan, CT 06840. Principal owns 50% of WVJS(AM)-WSTO(FM) Owensboro, KY. Action Sept. 6.

■ **Crystal Falls, MI (BPH890119MH)**—Returned app. of Crystal Radio Co. for 100.7 mhz; 51.29 kw. Address: 1296 Marian Lane, Green Bay, WI 54304. Principal is headed by Lyle Evans, who has no other broadcast interests. Action Sept. 14.

■ **Dewitt, MI (BPH870914MR)**—Granted app. of Mid Michigan FM Inc. for 96.5 mhz; 3 kw H&V; ant.: 328 ft. Address: 2726 Washburn Rd., Lansing, MI 48910. Principal is headed by Helena J. Dubose and has no other broadcast interests. Action Sept. 5.

■ **Jackson, NH (BPH871029MF)**—Granted app. of Jackson Radio Partnership for 99.5 mhz; 1 kw H&V; ant.: 626 ft. Address: Box 1245, North Conway, NH 03860. Principal is headed by Douglas K. Poor, who has no other broadcast interests. Action Aug. 24.

■ **Fargo, ND (BPED880419MD)**—Returned app. of Brightness Ministries Inc. for 88.9 mhz; 100 kw H&V; ant.: 416 ft. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith, who has no other broadcast interests. Action Sept. 8.

■ **New Bern, NC (BPH871008ME)**—Granted app. of Conner Broadcasting for 94.1 mhz; 0.9 kw H&V; ant.: 593 ft. Address: 209 Randomwood Lane, New Bern, NC 28560. Principal is headed by Mik Conner, who has no other broadcast interests. Action Sept. 5.

■ **Masontown, PA (BPED880728MH)**—Granted app. of He's Alive Inc. for 106.9 mhz; 3 kw; ant.: 328 ft. Address: 34 Springs Rd., Grantsville, MD 21536. Principal is headed by James Dwayne Johnson, who has no other broadcast interests. Action Sept. 12.

■ **Northumberland, PA (BPH870827NI)**—Dismissed app. of Charles W. Loughery for 107.3 mhz; .66 kw; ant.: 682 ft. Address: 741 Cybus Way, Southampton, PA 18966. Applicant is engineering technician for New Jersey Broadcasting Authority. He founded and is president of Bux-Mont Educational Radio Association and co-founded and is VP of Penn-Jersey Educational Radio Corp. He is consulting engineer for WNPV(AM) Lansdale, PA, and general partner of Bucks County LPTV, applicant for two LPTV stations in Pennsylvania. Action Aug. 31.

■ **Greenville, SC (BPED851206MA)**—Granted app. of

Tabernacle Baptist Bible College for 91.7 mhz; 3 kw H&V. Address: 3931 White Horse Rd., Greenville, SC 29611. Principal is headed by Harold B. Sightler, who has no other broadcast interests. Action Sept. 6.

■ **Greenville, SC (BPED860811MG)**—Dismissed app. of Family Stations Inc. 91.7; 1.2 kw H&V; ant.: 1,679 ft. Address: 3108 Fulton Ave., Sacramento, CA 95821. Family Stations is nonprofit corporation that owns nine AM's and 42 FM's. Action Sept. 6.

■ **Midland, TX (BPED840731IG)**—Granted app. of Radio Ministries for 90.1 mhz; 3 kw H&V; ant.: 947 ft. Address: P.O. Box 5582, Midland, TX 79704. Principal is headed by John Steele, who has no other broadcast interests. Action Aug. 30.

■ **San Angelo, TX (BPH870922MC)**—Dismissed app. of Southwest Texas FM Partnership for 101.9 mhz; 100 kw; ant.: 980 ft. Address: 602 Koberline, San Angelo, TX 76902. Principal is headed by Douglas A. Thetford and has no other broadcast interests. Action Sept. 11.

■ **Waco, TX (BPH870630MQ)**—Dismissed app. of Richards Communications Inc. for 94.5 mhz; 3 kw H&V; ant.: 328 ft. Address: 41 Northwood Forest, Northport, AL 35476. Principal is Susan Richards and has no other broadcast interests. Action Sept. 7.

■ **Hot Springs, VA (BPH881012ML)**—Granted app. of Koinonia Broadcasting Corp. for 107.1 mhz; 0.16 kw H&V; ant.: 1,407 ft. Address: P.O. Box 929, Hot Springs, VA 24445. Principal is headed by Clay Shelton Jr., and has no other broadcast interests. Action Sept. 7.

■ **Richmond, VA (BPED880825PD)**—Returned app. of Brightness Ministries Inc. for 89.3 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith II and has no other broadcast interests. Action Sept. 13.

■ **Staunton, VA (BPH880831MA)**—Dismissed app. of James A. Pounds for 99.7 mhz; 166 kw; ant.: 721 ft. Address: Box 237, Lexington, VA 24450. Principal has no other broadcast interests. Filed Aug. 8.

TV

■ **Marquette, MI (BPCT870331LY)**—Granted app. of Upper Peninsula Telecasting Corp. for ch. 19; 1,000 kw-V; 100 kw-A; ant.: 3,414 ft. Address: 508 Karen Lane, Green Bay, WI 54301. Principal is headed by Charlyn D. Goodwin, who has no other broadcast interests. Action Sept. 9.

Facilities Changes

Applications

AM's

■ **Glendale, CA KIEV(AM)** 870 khz—Aug. 10 application for Mod of CP (BP860612AC as Mod) to augment daytime standard radiation pattern.

■ **Nashua, NH 900 khz**—Aug. 16 application for CP to make changes in ant. system: change daytime power to 0.91 kw; change TL: 3.7 km N. of Henri A. Borgue Hwy. and Manchester St., intersection. Nashua, NH; 42°47' 12N 71°28' 47W.

■ **Trenton, NJ WBUD(AM)** 1260 khz—Sept. 14 application for CP to increase day power to 5 kw.

■ **Georgetown, TX KGTN(AM)** 1530 khz—Jan. 1 amended to change TL: Doyle Rd. 3.1 km NW of Saint Marys Community on SH-21, Saint Marys Community, TX; 30°04' 33N 97°37' 57W.

FM's

■ **Perry, FL WNFK(FM)** 105.5 mhz—Sept. 6 application for Mod of CP (BPH820129BB as Mod) to change ant.: 183 ft. H&V; change TL: 1 Broadcast Place, Hwy. 27 E.

■ **Carrier Mills, IL WBVN(FM)** 104.5 mhz—Aug. 22 application for Mod of CP to relocate main studio outside to license to: less than 300 ft. W. of boundaries of ITS principal city.

■ **Carthage, IL WCAZ(FM)** 92.1 mhz—Aug. 21 application for CP to change ERP: 25.0 kw H&V; ant.: 328 ft. H&V; TL: 12 mi S. SW of Carthage, IL; change to class: B1 (per docket 88-236).

■ **Normal, IL WGLT(FM)** 89.1 mhz—Aug. 21 application for CP to change ERP: 25.0 kw H&V; ant.: 377 ft. H&V; change TL: Washington St., 1 mile W. of Bloomington, IL; class: B1.

■ **Hays, KS KHAZ(FM)** 99.5 mhz—Aug. 29 application for CP to install DA.

■ **Belle Chasse, LA 102.9 mhz**—Aug. 17 application for Mod of CP (BPH870527MB) to change TL: 3.4 km SE of Belle Chasse, Plaquemines Parish, LA; 29°49' 51N 89°57' 35W.

■ **Annapolis, MD WFSI(FM)** 107.9 mhz—Sept. 1 application for CP to change TL: Mt. Tabor Rd., 1.3 km E. of Davidsonville Rd., 3 km NW of Rutland, change DA pattern.

■ **Frederick, MD WJTM(FM)** 88.1 mhz—application for Mod of CP (BPED790629AE) to change ERP: 4 kw H&V; ant.: 554 ft. H&V; TL: 600 E. of junction of Old Swimming Pool Rd. and S. Schley Ave., Braddock Heights, MD (near top of Braddock Mountain).

■ **St. Cloud, MN KCLD-FM** 104.7 mhz—Aug. 24 application for Mod of CP (BPH870227IK) to change TL: on Town Rd., 1.7 km N. of Popple Creek, MN.

■ **Bolivar, MO KYOO-FM** 106.3 mhz—Aug. 29 application for Mod of CP (BPH88006IH) to change TL: approximately 2.6 km S. of Pleasant Hope, MO.

■ **Kansas City, MO KMBR(FM)** 99.7 mhz—Aug. 22 application for CP to change ant.: 1,010 ft. H&V; TL: 5701 E 22nd St., Kansas City, MO.

■ **Kansas City, MO KLCJ(FM)** 88.5 mhz—Sept. 12 application for Mod of CP (BPED870731MB) to change ERP: 100 kw H&V; ant.: 744 ft. H&V.

■ **Las Vegas KCEP(FM)** 88.1 mhz—Sept. 7 application for CP to change ERP: 10 kw H&V; ant.: 1,079 ft. H&V; change TL: Black Mountain adjacent to Henderson, NV.

■ **Wilson, NC WAHD(FM)** 90.5 mhz—Aug. 30 application for Mod of CP (BPED840229CC) to change ERP: 3.80 kw H&V; ant.: 98 ft. H&V and to change TL: 2351 Gordon and Pulley Rd., Zebulon, NC; 35°47' 48N 78°18' 31W.

■ **Fort Shawnee, OH WFSO-FM** 107.5 mhz—Sept. 1 application for Mod of CP (BPH870430OF as Mod) to change TL: 0.43 km SE of intersection of State Rte. 65 and Hume-Rousculp Rd. Perry Township, Ohio.

■ **London, OH WCKX(FM)** 106.3 mhz—Aug. 30 application for Mod of CP to relocate main studio outside community of license to Columbus, OH.

■ **Greensburg, PA WSSZ(FM)** 107.1 mhz—Aug. 24 application for CP to change ERP: 1.6 kw H&V.

■ **Maricao, PR WAEL(FM)** 96.1 mhz—Aug. 31 application for CP to change ERP: 24.2 kw H&V.

■ **Denver City, TX KDNC(FM)** 107.1 mhz—Aug. 31 application for Mod of CP (BPH850712VV) to change freq: 97.5 mhz; ERP: 50 kw H&V; ant.: 436 ft. H&V; class: C2 (per docket 88-110).

■ **Kingsville, TX KWVS(FM)** 97.7 mhz—Aug. 28 application for CP to install DA pattern.

■ **Terrill, TX KTLR-FM** 107.1 mhz—Sept. 6. This supersedes Public Notice dated Aug. 10 to show application was granted as amended. Petition for clarification or reconsideration filed Sept. 11.

■ **Stowe, VT WRFB(FM)** 101.7 mhz—Aug. 24—application for CP to change ERP: 0.034 kw H&V; ant.: 2,653 ft. H&V; TL: "The Nose," near the top of Mount Mansfield in Mount Mansfield State Park, VT.

■ **Martinsville, VA WROV-FM** 96.3 mhz—Aug. 30 application for Mod of CP (BPH861008ID as Mod) to correct ant. coordinates 37°07' 00N 80°00' 58W.

■ **Sauk City, WI WMLI(FM)** 96.7 mhz—Aug. 29 application for CP to change ERP: 5.1 kw H&V; ant.: 672 ft. H&V; change TL: Simpson Rd. 0.4 km N. of U.S. 12, near Springfield corners, WI.

TV's

■ **Stockton, CA KFTL(TV)** ch. 64—Sept. 5 application for CP to change ERP: 1,950 kw (vis); ant.: 874 m; TL: N. Peak of Mount Diablo, 9 miles SE of Concord, CA; ant: SWR/TM-30 Omni (BT); 37°53' 35N 121°53' 58W.

■ **Grundy, VA WLFG(TV)** ch. 68—Sept. 13 application for Mod of CP to change ERP: 1,140 (vis); ant.: 763 m; change TL: Clinch Mountain, VA; ant: Jampro JSM 32/68-P-120-EP3, (DAXBT); 36°49' 47N 82°04' 45W.

■ **Bellevue, WA KBEH(TV)** ch. 51—Aug. 29 application for Mod of CP (BPCT850215KR) to change ERP: 5,000 kw (vis); ant.: 1,079 ft. TL: atop Columbia Seafirst Center Build., 701 Fifth Ave., Seattle City, WA; ant: Dielectric Communications/TFU 28DAS (DAXBT); 47°36' 17N 122°19' 46W.

Actions

AM's

■ **Birmingham, AL WAPI(AM)** 1070 khz—Sept. 14 application (BMP881114AF) granted for Mod of CP (BP860113AB) to remove top loading and add 10 ft. pole.

■ **Heflin, AL WBSH(AM)** 1020 khz—Sept. 13 application (BMP890407AE) granted for Mod of CP (BP831130AC) to change TL: inside city of Heflin, AL on S. Almon St.; 33°37' 49N 85°35' 37W.

■ **Montecito, CA KJCD(AM)** 880 khz—Sept. 7 application (BMP890213AI) granted for Mod of CP (BP850701AW9)

to change TL: Gibraltar Rd. 0.93 mi NE of city limits. Santa Barbara, CA; and make changes in ant. system: 34 28 15N 119 40 33W.

■ Yuba City, CA KBOY(AM) 1450 kHz—Sept. 18 application (BMP890615AF) granted for Mod of CP to increase night time power to 1 kw.

■ Stockton, CA KJOY(AM) 1280 kHz—Sept. 19 application (BP881202AF) granted for CP to augment standard radiation pattern.

■ Brunswick, GA WMOG(AM) 1490 kHz—Sept. 13 application (BP890622AE) granted for CP to reduce power to 600 w and make changes in ant. system.

■ McDonough, GA WZAL(AM) 1540 kHz—Sept. 13 application (BP890313AE) granted for Mod of CP (BP880727AG) to increase power to 2.5 kw.

■ Terre Haute, IN WBOW(AM) 1230 kHz—Sept. 14 application (BMP870331BX) granted for CP to change freq.: 640 kHz; change power: 0.25 kw; install DA-N and make changes in ant. system.

■ Ypsilanti, MI WSDS(AM) 1480 kHz—Sept. 15 application (BP870817AI) granted for CP to change city of license to Canton, MI; increase power to 750 w and make changes in ant. system.

■ Sun Valley, NV KJOR(AM) 550 kHz—Sept. 15 application (BMP880908AA) granted for Mod of CP (BP850531AH) to change TL: Miraloma Rd., Reno, NV: 39 24 57N 119 42 51W.

■ Portsmouth, NH WCQL(AM) 1380 kHz—Sept. 15 application (BP890713AE) returned for CP to increase day and night power to 5 kw, and make changes in ant. system.

■ Beacon, NY WBNR(AM) 1260 kHz—Sept. 13 application (BMP890113AC) granted for Mod of CP (BP860326AD) to increase height of daytime tower.

■ Canton, NY WNY(AM) 750 kHz—Sept. 19 application (BMP870211AC) granted for Mod of CP (BP840522AD as Mod) to reduce daytime power to 2.5 kw, and change TL: 1.3 mi N. of Hermon, NY: 44 29 06N 75 13 27W.

■ Newark, NY WACK(AM) 1420 kHz—Sept. 13 application (BMP890509AD) granted for Mod of CP (BP860717AF) to augment day and night time standard pattern.

■ Rose Hill, NC WEGG(AM) 710 kHz—Sept. 15 application (BP890615AD) granted for CP to correct coordinates to: 34 51 48N 78 02 16W.

■ Lake Oswego, OR KLV(AM) 1290 kHz—Sept. 18 application (BP890413AI) granted for CP to change antenna system; change TL: 15201 SE Johnson Rd. near Clackamas, OR: 45 24 44N 122 34 37W.

■ Braddock, PA WCXJ(AM) 1550 kHz—Sept. 16 application (BP890815AC) granted for CP to change in ant. system and change TL: 0.5 km ESE from intersection of Braddock Forest Hills Rd. and Wolf Ave., and is 1.6 km and N55 E. from Braddock Borough, Braddock, PA.

■ Greenville, SC WMU(AM) 1260 kHz—Sept. 14 application (BMP890427AE) granted for Mod of CP (BP881109AC) to increase power to 5 kw.

■ Seneca, SC WSNW(AM) 1150 kHz—Sept. 13 application (BP890606AG) granted for CP to reduce ant. height.

■ Sumter, SC WSSC(AM) 1340 kHz—Sept. 13 application (BP890207AB) granted for CP to correct coordinates: 33 55 39N 80 19 28W.

■ Athens, TX KLVQ(AM) 1410 kHz—Sept. 13 application (BP890622AD) granted for CP to change TL: 0.6 km SE of intersection SR 753 and Mill Run Rd., 5.6 km S. of Center of Athens, TX; and make changes in ant. system. 32 09 22N 95 50 31W.

■ Cypress, TX KYND 1520 kHz—Sept. 14 application (BMP890609AE) granted for Mod CP (BP860918AK) to correct coordinates to: 30 00 37N 95 41 40W.

■ El Paso KTSM(AM) 1380 kHz—Sept. 13 application (BP890317AF) granted for CP to make changes in ant. system; and change TL: Copperfield Industrial Center, Copperfield Dr., El Paso: 31 45 26N 106 22 33W 31 45 26N 106 22 33W.

■ Dublin, VA WKNV(AM) 810 kHz—Sept. 18 application (BMP890522AC) granted for Mod of CP (BP870629AI) to reduce power to .60 kw and change from DA to Non-DA.

■ Winchester, VA WTRM(AM) 91.3 mhz—Sept. 6 application (BPED890329IB) returned for CP to change ERP: 8.0 kw H&V; install DA.

■ Walla Walla, WA KSMX(AM) 1320 kHz—Sept. 13 application (BP890817AD) granted for CP to change ant. 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

■ Linden, AL WDAI(FM) 107.1 mhz—Sept. 13 applica-

tion (BPH890526ID) granted for CP to change freq: 98.5 mhz; change ERP: 50 kw H&V; ant.: 492 ft. H&V; TL: on Marcngo County Rte. 53, 3.5 km SW of Uniontown, AL; change class: C2; (per docket 87-451).

■ Montgomery, AL WVAS(FM) 90.7 mhz—Sept. 8 application (BPED881208ID) granted for CP to change ERP: 80 kw H&V; ant.: 347 ft.

■ Reform, AL WTID(FM) 101.7 mhz—Sept. 14 application (BPH881209IE) dismissed for CP to change ERP: 20.6 kw H&V; ant.: 751 ft. H&V; TL: Pickens County, Reform, AL; change class: C2 (per docket 87-324).

■ San Bernardino, CA KOLA(FM) 99.9 mhz—Sept. 13 application (BPH890321IB) granted for CP to change TL: Box Springs Mountains, 8 km SE 101 degrees of post office in downtown Riverside, CA; change ant.: 1.672 ft. H&V; 33 57 59N 117 17 16W.

■ Cornelia, GA WCON-FM 99.3 mhz—Sept. 13 application (BPH890224IC) granted for CP to change ERP: 19 kw H&V; change ant.: 806 ft. H&V; TL: 430 miles W. of New Bridge Rd., 14 km W. of Cornelia, GA; class: C2; per docket 88-99.

■ Kailua-Kona, HI KLUA(FM) 93.5 mhz—Sept. 11 application (BMPH890313ID) granted for Mod of CP (BPH821216AD as Mod) to change ERP: 6.6 kw H&V; ant.: 2.830 ft. H&V; change freq: to 93.7 mhz and change class: C1 (per docket 88-125).

■ Chicago WBBM(FM) 96.3 mhz—Sept. 12 application (BPH890811IC) granted for CP to change ERP: 4.2 kw H&V; ant.: 1,554 ft. H&V; TL: Sears Tower, 233 S. Wacker Dr., Chicago.

■ Roanoke, IL WELR(FM) 95.3 mhz—Sept. 11 application (BMPH890714IB) granted for Mod of CP (BPH840607AD as Mod) to change ant.: 436 ft. H&V; change ant. supporting structure height.

■ Grambling, LA KGMR(FM) 91.3 mhz—Sept. 15 application (BPED870727MB) granted for CP to change FREQ: 91.5 mhz; change ERP: 50 kw H&V; ant.: 492 ft. H&V; TL: 0.7 km W. of State Rte. 149, Grambling, LA: SL/RC: T.B.D.; 32 30 56N 92 43 27W.

■ Point Pleasant, NJ WADB(FM) 95.9 mhz—Sept. 6 application (BPH890327IB) granted for CP to change ant.: 328 ft. H&V; antenna supporting structure height.

■ La Luz, NM KPSSA-FM 92.7 mhz—Sept. 13 application (BPH870820MJ) dismissed for CP to change freq: 103.7 mhz; ERP: 50.2 kw H&V; ant.: 1,338 ft. H&V; change TL: Atop Cat Mtn., 31.44 km from Alamogordo P.O. on bearing of 8.96 degrees (T), Alamogordo, NM: SL/RC: T.B.D.; 32 10 45N 105 53 53W; change class: C1; change station location to Alamogordo, NM.

■ Plainview, NY WPOB(FM) 88.5 mhz—Sept. 11 application (BMPED890511IA) returned for Mod of CP (BPED791231BD) to change TL: 1 Fairchild Ave., Plainview, NY; change ant.: 259 ft. H&V; and replace directional ant.: 40 47 48N 73 27 44W.

■ Syosset, NY WKWZ(FM) 88.5 mhz—Sept. 11 application (BPED890516IC) returned for CP to change ant.: 259 ft. H&V; TL: 1 Fairchild Ave.; replace DA.

■ Klamath Falls, OR KAGO(FM) 99.5 mhz—Sept. 14 application (BPH870302IC) dismissed for CP to change TL: SE Seide of Moore Hill, approximately 1 mile W. of Klamath River, Klamath Falls, OR; change ERP: 100 kw H&V; ant.: 994 ft. H&V; and make changes in ant. system: 42 13 08N 121 48 56W.

■ Portland, OR KBVM(FM) 88.3 mhz—Sept. 5 application (BMPED890214ID) granted for Mod of CP (BPH841114 as Mod) to change ant.: 427.9 m H&V; Install Beam Tilt ant. system.

■ Altoona, PA WPRR(FM) 100.1 mhz—Sept. 14 application (BPH890509IA) granted for CP to change ant.: 311 ft. H&V; change TL: Top Red Hill, 0.25 miles NE of Rte. 36, Logan Township, PA.

■ Wichita Falls, TX KTLT(FM) 106.3 mhz—Sept. 14 application (BPH890919IK) granted for CP to change ERP: 16 kw H&V; change ant.: 898 ft. H&V; change TL: 4500 Seymour Hwy, Wichita Falls, TX; class: C2.

■ Salt Lake City KUFR(FM) 91.7 mhz—Sept. 14 application (BMPED880105IC) granted for Mod of CP (BPE-D8406251B) to change TL: 136 S. E Temple St. (University Club Building), Salt Lake City; ERP: 0.22 kw H&V; change ant.: -354 ft. H&V; change to nondirectional antenna: 40 46 09N 111 53 12W.

■ Staunton, VA WANV(FM) 99.7 mhz—Sept. 14 application (BPH890505LC) granted for CP to change ERP: 3.25 kw H&V; ant.: 1,692 ft. H&V; TL: on Bear Den Mountain 0.3 km NW of Skyline Dr. in Wayne, VA.

TV

■ Minneapolis KVBM-TV ch. 45—Sept. 11 application (BMPCT880805KG) granted for Mod of CP (BPCT840725KH) to change ERP: 5,000 kw (vis); ant.: 626 ft.; TL: E. of Hennepin/Ramsey County Boundary and S. of Lauderdale, W. of RR tracks and W. of Hwy. 280; ant.: Dielectric/TFU-36JDAS (DA)(BT); 44 59 02N 93 12 13W.

Actions

■ Brookville and Johnsonburg, both Indiana; and Punxsutawney and Barnesboro, both Pennsylvania. Ordered Indiana Broadcasters to show cause by Nov. 16 why its license for WQMU-FM should not be modified to specify operation on channel 233A (94.5 mhz) in lieu of channel 276A (103.1 mhz); comments are due Nov. 16, replies Dec. 1. (MM docket 87-433 by Order to Show Cause [DA 89-1112] adopted Aug. 28 by chief, Allocations Branch.)

■ Des Moines, IA. Granted application of Ronald Sorenson for new FM station on channel 298C2 (107.5 mhz) at Des Moines; denied competing applications of Clear Channel Communications Inc., Midwest Radio, Inc., Santee Broadcasting Inc., Asterisk Broadcasting Inc., and High Tower Partnership. (MM docket 88-238 by Initial Decision [FCC 89D-40] issued Sept. 14 by ALJ Walter C. Miller.)

■ Wiggins, MS. Granted application of John F. White for new FM station on channel 250A (97.9 mhz) at Wiggins. (MM docket 87-580, by MO&O [FCC 89R-56] adopted Sept. 8 by Review Board.)

■ Secaucus, NJ. Denied Garden State Broadcasting, Limited Partnership, review of Review Board decision upholding interlocutory ruling by Administrative Law Judge in this proceeding involving renewal application of WWOR(TV) Secaucus and competing applications of Garden State for new station on WWOR's facilities. (MM docket 88-382 by Order [FCC 89-277] adopted Sept. 7 by commission.)

■ Hope Mills, NC. Designated for hearing applications of Winfas of Fayetteville Inc.; Dr. James E. Carson; and John Gilmer Dawson, dba Genesis Communications, for new FM on channel 283A (104.5 mhz) at Hope Mills. (MM docket 89-388 by Order [DA 89-1043] adopted Aug. 25 by chief, Audio Services Division, Mass Media Bureau.)

Allocations

■ York, AL. Effective November 6, amended FM table to substitute channel 285C (104.9 mhz) for channel 257A (99.3 mhz) at York and modification of license of WSLY(FM), York, accordingly. (MM docket 89-318, by R&O [DA 89-1111] adopted August 24 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau) chief, Allocations Branch, by NPRMs adopted on dates shown, proposed amending FM and TV tables to make following allotments; comment dates are November 13 and November 28:

■ Seligman, AZ. Effective November 6, amended FM table by allotting channel 277A (103.3 mhz) to Seligman. Filing window opens November 7, closes December 7. (MM docket 88-449 by R&O [DA 89-1110] adopted August 24 by chief, Allocations Branch, Mass Media Bureau.)

■ Fort Smith and Clarksville, AK. Effective November 6, amended FM table to substitute channel 264C2 (100.7 mhz) for channel 265A (100.5 mhz) at Fort Smith; substituted channel 295A (106.9 mhz) for channel 263A at Clarksville; modified license of KBQQ-FM Fort Smith, accordingly. (MM docket 89-32, by R&O [DA 89-1082] adopted August 28 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ East Porterville, CA. Effective November 3, substituted channel 263B1 (100.5 mhz) for 263A at East Porterville and modified license for KPQR-FM accordingly. (MM docket 89-71 by R&O [DA 89-1084] adopted August 23 by chief, Allocations Branch, Mass Media Bureau.)

■ Ludlow, CA. Effective November 3, allotted channel 289A (105.7 mhz) to Ludlow as its first local broadcast service. Filing window opens November 6, closes December 6. (MM docket 88-451 by R&O [DA 89-1086] adopted August 28 by chief, Allocations Branch.)

■ WRAY, CO. Effective November 3, substituted channel 252C2 (98.3 mhz) for 252A at Wray and modified license for KATR-FM accordingly. (MM docket 88-464 by R&O

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[DA 89-1083] adopted August 28 by chief. Allocations Branch)

■ Chauncey, Dublin, Eastman, Jeffersonville and Lyons, GA. Effective November 3, allotted channel 267C (101.3 mhz) to Chauncey as its first local FM service; substituted channel 224C2 (92.7 mhz) for 224A at Dublin and modified license for WKKZ(FM) accordingly; substituted channel 248A (97.5 mhz) for 221A (92.1 mhz) at Eastman and modified license for WUFF(FM) accordingly; substituted channel 229A (93.7 mhz) for 223A (92.5 mhz) at Jeffersonville; and substituted channel 265A (100.7 mhz) for 223A at Lyons and modified license for WLYU accordingly. Filing window for Chauncey opens November 6, closes December 6. (MM docket 88-460 by R&O [DA 89-1081] adopted August 28 by chief. Allocations Branch.)

■ Baxley, GA. On request of Eddie Ray Upchurch, allotment of UHF TV channel 34+ (MM docket 89-396, adopted August 23. DA 89-1098).

■ Kailua-Kona, HI. On request of Sirius Communications Inc., permittee of KLUA(FM) channel 229C1 (93.7 mhz). Kailua-Kona, substitution of channel 230C (93.9 mhz) for channel 229C1 and modification of CF for KLUA(FM) accordingly (MM docket 89-395, adopted August 23. DA 89-1097).

■ Princeton, IL. On request of WZOE Inc., licensee of WZOE(FM), channel 252A (98.3 mhz) Princeton, substitution of channel 251A (98.1 mhz) for channel 252A and modification of license of WZOE(FM) accordingly (MM docket 89-397, August 23. DA 89-1099).

■ Tell City, IN. Effective November 3, allotted channel 245A (96.9 mhz) to Tell City as its first local broadcast service. Comments due November 6, replies December 6. (MM docket 89-69 by R&O [DA 89-1088] adopted August 28 by chief. Allocations Branch.)

■ Clinton and Varnado, LA. On request of Hoffman Media of Louisiana Inc., proposed amending FM table by substituting channel 224C (92.7 mhz) for channel 224A at Clinton; proposed modifying license of WQCH(FM) Clinton, accordingly; ordered WBOX-FM Varnado, to show cause why it should not modify its license to specify operation on channel 225A (92.9 mhz) instead of channel 224A; comments due November 13, replies November 28. (MM docket 89-392, by NPRM and OSC [DA 89-1091] adopted August 23 by chief. Allocations Branch.)

■ Columbia, LA. At request of Tom Gay, dba Radio Group, proposed substituting channel 276C3 (103.1 mhz) for 276A at Columbia and modifying license for KCTO-FM accordingly. Comments are due November 13, replies November 28. (MM docket 89-399 by NPRM [DA 89-1101] adopted August 24 by chief. Allocations Branch, Mass Media Bureau.)

■ North Mahkato, MN. On request of Minnesota Valley Broadcasting Company, substitution of channel 244C3 (96.7 mhz) for channel 244A and modification of license of KDOG(FM) accordingly (MM docket 89-394, August 23. DA 89-1096).

■ Grenada and Artesia, MS. At request of Chatterbox Inc., licensee of WQXB(FM) at Grenada, and WYS Inc., licensee of WZIX(FM) at Artesia, proposed amending FM table by substituting channel 261C2 (100.1 mhz) for channel 261A at Grenada; and substituting channel 260C2 (99.9 mhz) for channel 261A at Artesia, and modifying its licenses accordingly. Comments are due November 16, replies December 1. (MM docket 89-406 by NPRM [DA 89-1115] adopted August 24 by chief. Allocations Branch.)

■ Lexington, MS. At request of Fanny T. Cothran, proposed amending FM table by substituting channel 273C3 (102.5 mhz) for channel 273A at Lexington, and modifying her construction permit for WDLG accordingly. Comments are due November 16, replies December 1. (MM docket 89-407 by NPRM [DA 89-1116] adopted August 24 by chief. Allocations Branch.)

■ Branson, MO. At request of Turtle Broadcasting Company of Branson, proposed amending FM table by substituting channel 292C3 (106.3 mhz) for channel 292A at Branson, and modifying license of KRZK accordingly. Comments are due November 16, replies December 1. (MM docket 89-408 by NPRM [DA 89-1117] adopted August 28 by chief. Allocations Branch.)

■ Halfway, MO. At request of Melvin Pulley, proposed allotting channel 226A (93.1 mhz) as its first local FM service. Comments due November 13, replies November 28. (MM docket 89-391 by NPRM [DA 89-1080] adopted August 28 by chief. Allocations Branch.)

■ Virginia City, NV. At request of Denise Neubauer, proposed allotting channel 273C3 (102.5 mhz) to Virginia City as its first local FM service. Comments are due November 13, replies November 28. (MM docket 89-402 by NPRM [DA 89-1104] adopted August 24 by chief. Allocations Branch.)

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Sales manager for WJMS 5,000 watts, WIMI 100,000 watts in the middle of Big Snow Country, Ironwood, Michigan. Must be personable, be able to train, inspire, direct and carry large list. Great place to live. Group owner. Call Don Roberts, President, 813-966-2287. EOE.

General manager for new C-1 in beautiful San Angelo, Texas. November 1, 1989. Successful sales track record and proven management skills a must. Send resume and salary requirements to: Jack Bursack, Walmart Plaza, Smyrna, TN 37167. EOE.

HELP WANTED SALES

Hilton Head Island, SC 100,000 watt full service, top 40, expanding sales department. Need three good, experienced account executives. Minimum one year experience. Top-rated station in home county serves 17 counties in two states. Letter, resume, references, sales philosophy, work samples to William B. Sanders, WHTK-FM, PO Drawer 22010, Hilton Head, SC 29925-2010, FAX 803-757-0997. EEO.

Opportunity is waiting for the right person in one of the Midwest's fastest growing suburban markets. We need a retail and promotion oriented sales manager or a veteran salesperson seeking a management position. Call 312-232-6464. EOE.

Radio sales pro wanted. Minimum 3 years experience. Live and work in one of the nicest areas in PA. Position available January 1990. Solid producing list with great benefits. EEO employer. Send resume, sales philosophy, and income needs to Box J-86. EOE.

Mid-Michigan AM/FM stations seeking aggressive sales person. Salary and commission commensurate with abilities and experience. Send resume or background information to Maines Broadcasting Inc., PO Box 1513, Midland, MI 48640. EOE employer.

100,000 watt regional Adult AOR FM is looking for an experienced account manager who makes sales happen. Do you strive to be the best? Are you able to set priorities and develop strategies for your activities? Z-100 in Eau Claire, Wisconsin offers unlimited income potential. Incentives and recognition based upon your individual success. Besides your career, if recreation, scenic environment and a high quality of life are important to you, call Sales Manager, Debbie Dorn today! 715-835-1007. WBIZ is an equal opportunity employer.

Radio: Account executive, hard working, success oriented, 3-5 years experience, to sell effective advertising campaigns. Comprehensive benefit package including 401K and Flexible Spending Plan offered. Pre-employment physical including drug screening required. Resumes to WING/WGTZ, 717 E. David Rd., Dayton, OH 45429. EOE.

HELP WANTED ANNOUNCERS

Newsradio 920 KARN is accepting applications for a full-time morning host. All applicants should have a minimum of three years morning drive experience. Please send tape and resume to KARN, PO Box 4189, Little Rock, AR 72214. Attn: Don Griffin. KARN is an equal opportunity employer. Minorities are encouraged to apply.

WSIE-FM at Southern Illinois University at Edwardsville is seeking a host/producer: on-air announcing 5 days a week in Jazz format; news and public affairs production; producer/host for live remotes from local Jazz events. Qualifications: 2 years experience in Public Radio, preferably Jazz radio; extensive knowledge of Jazz music; Bachelor's degree in appropriate discipline (graduate degree preferred); ability to communicate effectively on air and on stage; ability to operate standard broadcast equipment; ability to train students; experience in interviewing, writing, and producing news/public affairs features. SIU-Edwardsville is located in the metropolitan St. Louis area which supplies all of the usual urban amenities of a major market. The campus is rural and pleasing, and WSIE is the major Jazz voice in the market. This is a full-time professional position: Salary is \$22,000, with a liberal benefits package. November 1 closing date. Send resume and audition tape to: Mr. Roy Gerritsen, WSIE-FM, Box 1773, Southern Illinois University at Edwardsville, Edwardsville, IL 62026. As an Affirmative Action employer, SIUE offers equal employment opportunity without regard to race, color, creed or religion, age, sex, national origin, or handicap.

Announcer/newsperson looking for increased income and career potential. Consider sales with us! Excellent training, pleasant conditions. Base pay plus bonus. Send resume to PO Box 309, Eagle River, WI 54521. EOE.

Two full time openings on air at eastern North Carolina Classic Rock/AOR. Tape, resume, references, and production to Bill Sellars, Rock 101, PO Box 665, Fairmont, NC 28340. EOE. 919-628-6781.

We're looking for a career-oriented announcer to work a 6-day week with production duties included. Applicants should have good voice, good work habits, and good references that can be verified. We're a 40-year-old company looking for solid employees who'll stay with us. Mail tape, resume, and references to Buddy Peeler, KPAN Radio, Drawer 1757, Hereford, TX 79045. 806-364-1860. EOE.

HELP WANTED TECHNICAL

Technical director: Planning, implementation and maintenance of technical systems and personnel for public radio network of 1 AM and 5 FM stations and 33 translators plus associated microwave. Send resume to: R. Kramer, KSOR, 1250 Siskiyou Blvd., Ashland, OR 97520. Closes Oct. 20. EOE.

Broadcast engineer: Experienced in operation and maintenance of studio and production room equipment. Ability to troubleshoot and repair analog and digital circuitry. Minimum 2 years experience and knowledge of transmitters required. Send resume and references to Fred Rathert, WLIF/WFBR Radio, 1570 Hart Rd., Baltimore, MD 21204. EOE.

HELP WANTED NEWS

Busy, news-oriented NYC suburban daytimer seeks energetic news director. T&R to General Manager, WRKL, Pomona, NY 10970. EOE.

San Luis Obispo, CA AM: News station building staff of reporters/anchors. Send tapes and resumes to: Frank Stoltze, 396 Buckley Rd., San Luis Obispo, CA 93401. EOE.

News director for All-News station in New England's best city. If you have computer skills, leadership ability and a strong delivery, we have the challenge you're looking for. Resumes only, no tapes, to Box H-27. EOE.

KGOU-FM wants a news reporter and anchor for Morning Edition 5-9AM for local news and inserts. BA degree in Journalism or related area with two years experience or equivalent combination; good reporting, interviewing, writing, announcing, and production skills required. Send cover letter, resume, three references and non-returnable cassette tape to: KGOU-FM, 780 Van Vleet Oval, Norman, OK 73019. Deadline: Postmark by 10/30/89. Salary minimum: \$14,102. Start date: ASAP. KGOU/The University of Oklahoma is AA/EEO. Minorities and women are encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Copywriter/production director for N. Jersey's hottest FM/AM. Modern production facility & new production CD library. Resume, writing samples, tapes, salary to GM, Power 103/WNNJ, Box 40, Newton, NJ 07860. EOE/M/F.

National programming director, FM. WETA FM 91, one of the nation's leading public radio stations, has an outstanding opportunity for an experienced public radio professional to develop and market programs for national distribution. The ideal candidate will be an energetic self-starter with at least 3-5 years broad management experience in public radio at the national level. Specific expertise and experience in marketing is essential. Excellent oral and written communication skills are a must. We need an individual with talent and vision to successfully analyze the radio marketplace, identify and gather resources for the programs to be produced, and market the finished product. WETA offers an excellent benefits package along with a starting salary of \$35,000-\$45,000. If interested, send resume and salary history to: WETA TV/FM, Human Resources Department, PO Box 2626, Washington, DC 20013. 703-820-6025. EOE, M/F/H/V.

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.

I am a general manager. It's what I do best. Twenty plus years in programming, sales, sales management including seven years as medium market general manager. Multi-talented. Organized. Thorough. Love problem solving. Analytical decision maker. I'm in Florida now. I need a station. Call Jim at 407-464-2031.

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

GM/GSM: Chicago/Northern California. Proven track record. Reached 200% of sales goal. Decreased expenditures 30%. Outstanding motivator and trainer. Bottom-line oriented. 408-395-5241.

Experienced general manager available. Successful in medium and major markets. 10 years current company. Love turnarounds and rebuilds. Group management experience. Excellent background and references. Relocate for quality opportunity. Deane Johnson, 503-472-1221.

Experienced GM, currently employed, looking for new challenges on East Coast or within driving distance. Track record says it all. Strong on sales and ideas, budgeting, rating increases and results. I don't claim to know-it-all, but my background has both small and medium management, along with large market street selling. If you're content with 5-6-7% increases, read another ad. If you want more, contact me thru Box H-17.

General manager/consultant: Sales & ratings booster! Station designer, builder and problem solver. Available anywhere. Bill Elliott, 413-442-1283.

Sales manager for top radio station in top 60 market seeks position as GM or GSM in smaller Southeast market. Box H-4.

Co-op/new business development: 5 yrs. radio experience. Proven sales. Innovative concepts resulted in \$1,500,000+ last 3 years with start-up situations. Promotions the key. Not ratings! Dealer-groups/vendor specialization. Will develop department for large market Combo or broadcast group. GSM/LSM under right situation. Liberal compensation plan required. Sunbelt preferred. Reply: 2462-J104 Kingfisher Lane, Clearwater, FL 34622

Pro-Sports sales: Director, sports sales for NFL radio flagship, will structure department for radio/TV rights-holder; 3 yrs. experience. In 1989, promotions and co-op/vendor directly resulted in \$750,000 in new business! Add \$750K to what your station billed in sports this year. Interested? Box H-10.

SITUATIONS WANTED SALES

Radio sales ten years. Station sale pending. Need new scenery. Will consider any Penna. or surrounding state. Reply Box H-2

SITUATIONS WANTED ANNOUNCERS

Ivy League grad seeks announcing position. Outgoing, dynamic personality. Willing to relocate. Neil, 301-424-4984.

SportsTalk: Looking to start a show? Need a new host? I am a sports expert. Baseball & Basketball PBP. Very outgoing personality. Willing to relocate. Neil, 301-424-4984.

SITUATIONS WANTED TECHNICAL

Broadcast engineer. Many years of experience as a CE and consultant. Excellent track record of technical achievements & effective teamwork. Box H-16.

SITUATIONS WANTED NEWS

Veteran News/Talk ND. OM seeks new challenge. Innovative, motivator. Currently employed. LA metro. Prefers CA, AZ, NV. Box H-3.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

News/talk programmer and talent. I'm exactly who you're looking for. Someone with major league experience who can be PD and handle talk show. The format can make money with a budget watcher like me. Your medium market must be great place to raise our kids. 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.

Weather service: No charge. We barter for commercial time. Professional, accurate, customized, local forecast. Radio Weather Network, 504-927-9343.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

Sales manager for WJMS 5,000 watts; WIMI 100,000 watts in the middle of Big Snow Country Ironwood, Michigan. Must be personable, be able to train, inspire, direct and carry large list. Great place to live. Group owner. Call Don Roberts, President, 813-966-2287. EOE.

General manager for new C-1 in beautiful San Angelo, Texas. November 1, 1989. Successful sales track record and proven management skills a must. Send resume and salary requirements to: Jack Bursack, Walmart Plaza, Smyrna, TN 37167. EOE.

General sales manager: Fast-growing West Coast indie seeks experienced, dynamic leader to motivate and grow sales department. Strong local sales background and creative selling approach a must. Send resume and reason for your success to Box H-7. EOE. M/F.

Business manager: ABC affiliate, KTKA-TV 49, in Topeka, the state capital of Kansas. Position supervises all accounting office functions. Previous experience with Columbia accounting package is a plus. Requires college degree in accounting with minimum of three years professional experience. Resume with cover letter to: Jack R. Donahue, General Manager, KTKA-TV 49, Box 2229, Topeka, KS 66601. KTKA-TV 49 is an equal opportunity employer.

Controller wanted for medium market Southwestern network affiliate. Position requires accounting degree, a minimum of 5 years experience (preferably in corporate-owned television station) in accounts payable, accounts receivable, general ledger, financial statements and payroll. Supervisory ability, data processing, credit and collection and fringe benefits experience necessary. CPA desirable. This is an opportunity to earn a good salary and enjoy an excellent benefits package in an exciting and beautiful city. Send earnings history and salary requirements to Box H-26. EOE.

HELP WANTED SALES

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.

100,000 watt regional adult AOR FM is looking for an experienced account manager who makes sales happen. Do you strive to be the best? Are you able to set priorities and develop strategies for your activities? Z-100 in Eau Claire, Wisconsin offers unlimited income potential. Incentives and recognition based upon your individual success. Besides your career, if recreation, scenic environment and a high quality of life are important to you, call sales manager, Debbie Dorn, today, 715-835-1007. WBIZ is an equal opportunity employer.

Radio: Account executive, hard working, success oriented, 3-5 years experience, to sell effective advertising campaigns. Comprehensive benefit package including 401K and Flexible Spending Plan offered. Preemployment physical including drug screening required. Resumes to WINGWGTZ, 717 E. David Rd., Dayton, OH 45429. EEO.

Marketing assistant: Washington, DC-based, Emmy award-winning production company is seeking a marketing assistant for client/public relations, and secretarial support. Basic secretarial skills a must. Broadcast television, public television and/or sales experience is a definite plus. Should be an organized self-starter with follow-through and professionalism. Salary and benefits competitive. Great opportunity to broaden your experience in the industry. Please FAX resume to Debbie: 202-296-2285, or call Debbie at 202-457-0870. EOE.

Telemundo, Spanish language's hottest TV network is looking for a national spot salesperson for its New York office. Minimum two years major market broadcast sales experience required. Bilingual a plus. EOE. Send resumes to: Telemundo Group, Inc., Human Resources Department, 1740 Broadway, New York, NY 10019. No phone calls please.

HELP WANTED TECHNICAL

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.

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.

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.

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 person with above qualifications should submit resumes to erspmme; KBIG Radio, 7755 Sunset Blvd., Los Angeles, CA 90046. Equal opportunity employer.

Technical director: Planning, implementation and maintenance of technical systems and personnel for public radio network of 1 AM and 5 FM stations and 33 translators plus associated microwave. Send resume to: R. Kramer, KSOR, 1250 Siskiyou Blvd., Ashland, OR 97520. (Closes Oct. 20.) EOE.

Broadcast engineer: Experienced in operation and maintenance of studio and production room equipment. Ability to troubleshoot and repair analog and digital circuitry. Minimum 2 years experience and knowledge of transmitters required. Send resume and references to Fred Rathert, WLIF/WFBR Radio, 1570 Hart Rd., Baltimore, MD 21204. EOE.

TV engineer: Minimum 2 years experience, studio and field camera and recorder background required. Salary commensurate with experience. Send resume to Chief Engineer, KTVB, PO Box 4339, Monroe, LA 71203. Equal opportunity employer. No calls, please.

Technical personnel: New York City based industry leader in corporate television programming is seeking freelance professionals with broadcast experience in the areas of maintenance, editing and technical operations including video shading, video tape operations, TD, Chyron and audio operations. Experience in live television broadcasting a plus. Send resume and salary history to Box H-1. EOE. No tapes.

New Hampshire Public Television: Director of Engineering, New Hampshire Public Television, a three-station network serving portions of four states, seeks a director of engineering to serve in a senior management capacity. The individual will administer resources including a \$1.2 million budget, a 21-member staff, three transmitters (one VHF, two UHF), statewide microwave network. New studio/broadcast facility and mobile unit support ambitious local production activity. Responsible for long-term planning of \$9 million plant, all capital purchases. Position requires demonstrated technical knowledge and at least 10 years of senior supervisory experience in public or commercial broadcasting. The successful candidate will have superior management, organizational, analytical skills consistent with the needs of a dynamic, competitive organization. Salary range: \$38,240-\$59,780. Anticipated start date: January 1, 1990. Resume review will begin: October 27, 1989. NHPTV is located near the coast 60 miles north of Boston. Send resume and cover letter to: Search Committee, NHPTV, Box 1100, Durham, NH 03824. Non-citizens must include current visa status. Women and minorities are encouraged to apply. NHPTV/University of New Hampshire is an EEO/AA employer.

Wanted: Southwest ABC affiliate needs qualified maintenance/transmitter engineer. Applicant should have experience working with RCA TT25FH and NEC PCN AH/1 transmitters, and maintain 1/2 inch Beta, 3/4 inch U-matic and studio. Must troubleshoot to component level. Prefer AAS or equivalent. Resume and salary history to Mike Taylor, KSWO-TV, Box 708, Lawton, OK 73502. EOE.

Ramapo College of New Jersey. Ramapo College of New Jersey, a 4-year undergraduate college of liberal arts, sciences, business and social work, enrolls 4,000 students in academic programs which have a strong interdisciplinary orientation. Its 357-acre, barrier-free campus is located approximately 25 miles north-west of New York City. The college gives priority to excellence in teaching and expects scholarship. The faculty participates in student advising, governance, committees, student clubs, and college-related activities. Ramapo College is an equal opportunity employer. Applications from minorities, women, disabled persons, and Vietnam-era veterans are especially welcome. #290 VIDEO ENGINEER (International Telecommunications Center): Repair and maintenance of all video, audio and satellite systems, including in-house cable transmission system. Candidate must have maintenance experience with Sony VTR's, Chyron graphics, satellite downlinking systems and RF cable networks. Minimum of 3 years experience required. Degree in electronics preferred. Start ASAP. Salary \$28,000-\$32,000. We will start to review resumes as soon as possible. Give position number on envelope and letter. Send resume and names of three (3) references to: Contact person: Anthony R. Selimo, Manager Communications Operations, Ramapo College of New Jersey, Dept. 30, 505 Ramapo Valley Rd., Mahwah, NJ 07430. EEO/Affirmative Action.

HELP WANTED NEWS

News producer needed for #1 station. If you're creative and a good writer, rush tape, resume and writing samples to: Robert Stoidal, News Director, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Mid 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.

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.

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.

San Luis Obispo, CA AM: News station building staff of reporters/anchors. Send tapes and resumes to: Frank Stoltzes, 396 Buckley Rd., San Luis Obispo, CA 93401. EOE, M/F.

News director for All-News station in New England's best city If you have computer skills, leadership ability, and a strong delivery, we have the challenge you're looking for. Resumes only. Box H-5.

KGOU-FM wants a news reporter and anchor for Morning Edition 5-9am for local news inserts. BA degree in journalism or related area with two years experience or equivalent combination; good reporting, interviewing, writing, announcing, and production skills required. Send cover letter, resume, three references and non-returnable cassette tape to: KGOU-FM, 780 Van Vleet Oval, Norman, OK 73019. Deadline: Postmark by 10/30/89. Salary minimum: \$14,102. Start date: ASAP. KGOU/The University of Oklahoma is AA/EEO. Minorities and women are encouraged to apply.

Assignment manager: We need a first rate person to run the desk on day side. This person needs to know that the newspaper is old news, the best source is a motivated crew, the best thing in a newscast is the exclusive super, and the only good story is a people story. If you don't need a committee to make a decision, don't mind going out on a limb once in a while, and you have experience on a local desk already, you may be right for this job. Write, but don't call. News Director, WJKS, Box 17000, Jacksonville, FL 32216. WJKS is an equal opportunity employer, M/F.

KXTV, CBS affiliate in Sacramento, is looking for experienced assignment editor. Send resume and letter outlining news philosophy to Tom Newberry, News Director, KXTV, 400 Broadway, Sacramento, CA 95818-2041. EOE, M/F.

Investigative TV reporter. "Troubleshooter" is a live, strip, alternative to news half hour show that currently focuses on consumer complaints in the Ft. Myers/Naples market. To enhance the format, we are adding an experienced reporter, (min. 3 yrs.) who knows how to create a story, not just cover one. In-depth field packages will focus on local crimes and the human interest stories behind them. Experience dealing with law enforcement essential. If you're the creative journalist who can bring this aspect of "Troubleshooter" to life, send tape and resume to: Chris Andrews, WFTX-TV, 621 Pine Island Rd., Cape Coral, FL 33991. No phone calls, please. EOE.

Reporter: We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTW, PO Box 14159, Oklahoma, City, OK 73113. EOE, M/F.

Director: Tampa/St. Petersburg. Must be experienced in news directing. Requirements: Direct and switch own show, two years experience in directing news in a top 40 market. Ampex Century 330 switcher/ADO 2000 experience preferred. Send resume and non-returnable demo tape before October 11 to WTVT, 3213 W. Kennedy Blvd., Tampa, FL 33609. Attn: Carol Mountain. EOE.

News reporter: Tulsa's #1 news operation is looking for top-notch reporters to help us grow. Work should demonstrate creativity, aggressiveness and ability to enterprise strong, memorable stories. Send resume, tape and references to Mike Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F. No phone calls, please.

Reporter: Top 30 market, ABC affiliate, looking for intelligent, self-starter with strong writing abilities and good on-air appearance and presentation. Candidates must have two to five years professional, commercial experience and a strong journalism background. College degree preferred and extensive on-set and live experience for this full-time position is required. Please send resume to Box H-20. EOE. No tapes.

Reporter/photographer. Dominant West Texas affiliate seeks a self-motivated professional. Prior experience and degree preferred with demonstrated journalistic and communication skills. 20 person news department with good salary and benefits. Send tape & resume to: News Director, KLST, 2800 Armstrong, San Angelo, TX 76903. EOE, M/F.

TV weather director. Need skilled meteorologist with computer know-how and camera charisma to run 3-person weather office and anchor weeknights at 6 and 11. AMS selc preferred. No beginners. No phone calls. Videocassette, resume and letter to: Weather, WVVIR-TV, PO Box 769, Charlottesville, VA 22902. EOE/AA.

News anchor: Southeast Coastal network affiliate seeks dynamic co-anchor to complement our current anchor. If you have experience, excellent credentials and are willing to make a commitment to us, send tape, resume and salary history to: News Director, WSAV-TV, Box 2429, Savannah, GA 31402. Absolutely no calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Senior producer for Latin American broadcast operation: 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.

Production audio specialist: Houston Public Television seeks creative, adaptable technoid for all station production. Three years hands on experience in broadcast TV w/emphasis on audio operations required. Thorough understanding of stereo recording techniques imperative. BA or BS degree in Radio/TV preferred. Salary to \$24,000/yr DOE w/liberal benefits. Resume w/references, equipment list and tape to Production Manager, KUHT TV, 4513 Cullen Blvd., Houston, TX 77004. No calls accepted. Position closes October 13, 1989. University of Houston/KUHT is an Affirmative Action/Equal Opportunity Employer.

Traffic manager: Network affiliate in top 50 Southeast market is in search of an experienced traffic manager. Must have computer experience and familiarity with Colombine traffic system. Send resume to: Robert Ware, General Manager, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. EOE.

Graphic artist: CBS affiliate television station with Quantel and LiveLine V seeking experienced graphic artist for news and station image production. Print production skills also required. Send resume, salary requirements and tape to: Personnel Mgr., WPEC TV 12, PO Box 24512, West Palm Beach, FL 33416-4612. EOE.

F & F Productions, Inc. is looking for someone with a minimum of 3-5 years experience in television production engineering to fill an immediate opening in our post production department. The ideal candidate must be able to operate video computer editors (Sony BVE 5000 and Sony BVE 900) and be able to operate tape machines, graphics devices, and general television production equipment. The candidate must be familiar with editing procedures and have a background in client contact and sales. Please send resume and salary requirements to: Robert W. Eisenstadt, General Manager, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

Program producer: Are you a program producer looking for a rare opportunity? America's highest rated PM Magazine needs a show producer with solid experience and the energy to push our ratings even higher. You must be organized with good story producing know-how, field production experience, and a college degree. Rush resume, tape, and explanation of how your qualifications fit this position to: Lou Green, WIS-TV, PO Box 367, Columbia, SC 29202. (No calls, please.) EOE.

New Hoosier Lottery Weekly Game Show needs talented people! **PRODUCER:** Full time staff position located in Indianapolis, IN. Background in producing game shows or large live-to-tape audience participation shows. **ASSOCIATE PRODUCER:** Needed for game show to assist producer. Experience with guests, audiences, and large scale productions. Ability to handle numerous details at once. **FREELANCE DIRECTOR:** Needed for once-a-week game show in Indianapolis. Must have ability to cut a fast-paced show under tight deadlines. Live and post production experience with network quality shows necessary. Emphasis on pace and liveliness of productions. Please send resume and tape, plus salary history immediately to: WTTV, 3490 Bluff Rd., Indianapolis, IN 46217. Attn: Neil Bobrick. No phone calls, please. EOE.

Director of distribution for an NYC based production company specializing in syndicated features and fashion news stories. Newsroom experience required. Job entails heavy phone contact with TV news producers nationwide. Send resumes to: Box H-11. EOE.

WDTN has an opening for a producer/director in the creative unit. Candidate should possess strong shooting, lighting, directing and editing skills. Experience with computer editing, DVE, Chyron, Beta SP, 3/4" and 1". Writing experience helpful. A super attitude and great rapport with clients a must! Send resume/salary requirements to Personnel Department, WDTN TV2, PO Box 741, Dayton, OH 45401. EOE.

Senior producer: On-air promotions, KCET-TV, Los Angeles, Calif. KCET-TV, an innovative programming PBS station, has a unique opportunity for a senior producer, on-air promotions. Responsibilities will include planning and supervising of on-air video spots, announcer copy, continuity materials, special campaigns, and off-air presentations. Must have three to five years of on-air promotion experience on a management level, advertising background is highly desirable. Experience should also include electronic graphic development and execution; thorough knowledge of television production, including stage production, ENG and post-production, as well as broadcast operations; BA in Communications, Marketing or related field preferred. To apply, please send resume and salary history to: Senior Producer, On-Air Promotions Oppty., KCET, Human Resources Department, 4401 Sunset Blvd., Los Angeles, CA 90027. EOE/AA employer.

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.

General manager/consultant: Sales & ratings booster. station designer, builder and problem solver. Available anywhere. Bill Elliot, 413-442-1283.

Sales manager: Top radio station in top 60 market seeks position as GM or GSM in smaller Southeast market. Box H-4.

Co-op/news business development: 5 yrs. radio experience. Proven sales. Innovative concepts resulted in \$1,500,000+ last 3 years with start-up situations. Promotions the key--not ratings! Dealer-groups/vendor specialization. Will develop department for large market combo, or broadcast group. GSM/LSM under right situation. Liberal compensation plan required. Sunbelt preferred. Reply: 2462-1104 Kingfisher Lane, Clearwater, FL 34622.

Pro-sports sales: Director, sports sales for NFL radio flagship, will structure department for radio/TV rights-holder; 3 yrs experience. In 1989, promotions and co-op/vendor directly resulted in \$750,000 in new business! Add \$750K to what your station billed in sports this year. Interested? Box H-10.

General manager-plus during past 23 years! Outstanding record! Produces spectacular sales, profits, prestige, market-values! Recruits/trains superior achievers! Expertise: mManagement, sales, programming, news, promotions, turnarounds! Also available as group-supervisor; outside-board director! Box H-8.

Top three network programming/production executive. 20 years New York based feature film/TV series experience. Looking for senior level opportunity with progressive growth organization. Relocation considered. Box H-18.

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.

Director of engineering, BSEE. Managed staffs from 15 to 150. Computer literate. Well aware of the bottom line and the need to compile and stay within an accurate budget, and with the rapidly changing technology, the need to evaluate the trends and plan for judicious investment of capital funds. Box H-14.

Television worth doing! Broadcasting professional, experienced chief engineer, operations, seeks challenging position outside commercial TV: PBS, educational or instructional, documentary production, etc. Willing to travel. Prefer southern latitudes but all areas considered. Box H-15.

SITUATIONS WANTED NEWS

Psychologist, network experienced, excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

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, 718-934-1434 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.

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.

Newsdesk director currently employed in top ten market tired of the quick fix mentality. You're an aggressive station committed to news with the substance to back up the style. I'm a leader with 10 years experience, including producing. The November bomb could be the start of a beautiful friendship. Box H-24.

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

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.

Primo People has the answers to your questions. News directors and talent—Find out what we can do for you! Call Steve Poricelli or Fred Landau at 203-637-3653, or send 3/4 tape and resume to Box 116, Old Greenwich, CT 06870-0116.

The Hot Sheet: Broadcasting's most comprehensive job-listings journal! Published twice weekly. Now in our 5th year. Same-day processing on all subscriptions. More leads, more advice, more often! Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Clip this out for future reference! Freelance videographers: We buy footage of fire, emergency medical service, and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

Broadcast jobs! News, weather and sports positions currently available through our unique service. An excellent way for you to discreetly and effectively find a new position. Call today! National Media Services. 303-839-1770.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Southern Illinois University. Assistant professor (tenure track). Effective: August, 1990. Qualifications: PhD or equivalent professional experience required. THREE POSITIONS: 1) Radio production, promotions, performance; 2) Television field production, writing; 3) Broadcast sales-/management. Send resume and three references to: Personnel Committee, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. Closing date: December 1, 1989 or until filled. EOE.

Journalism: Search extended. Assistant/associate professor, tenure track position, starting January 1990. Salary commensurate with qualifications and experience. MA required. Broadcast experience and teaching experience preferred. Will teach courses primarily in introductory and advanced broadcasting, secondarily in other mass communications areas of interest and need. Will also serve as faculty advisor to student media. Submit letter of application, current resume, three letters of recommendation, and official transcripts to Mary Jean Land, Department of English, Georgia College, Milledgeville, GA 31061. Applications accepted through October 25, 1989 or until position is filled. Georgia College is an Affirmative Action/Equal Opportunity Employer.

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

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.

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

WANTED TO BUY EQUIPMENT

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

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

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.

16mm equipment: Especially accessories to Canon Scoopic. Bill Bensen, 1000 Monte Sano, Huntsville, AL 35801. 205-533-3131.

UHF TV transmitter. Citadel Communications seeks 240KW transmitter. Also antenna, transmission line and misc. items for system. Contact Mark at 802-658-8022.

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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Guaranteed broadcast quality. Call for our new catalog! To order call Carpel Video Inc. toll free, 800-238-4300.

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.

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 Optomod, 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.

Remodeling our 8 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 cartridges and storage racks. First \$3,800 takes all. Call WKYC-TV, Larry Van Camp, 216-344-3357, FAX 216-344-3326.

Used-new AM, FM, TV transmitters, LPTV, antennas, cable, connectors, STL equipment, etc. Save thousands. Broadcasting Systems, Inc. 602-582-6550.

Video equipment: 2 Thomson 701 cameras with CCU's, studio & field viewfinders, 2x lenses, 22K, 1" portable recorder, Sony BVH-500A \$11k. Mobile Video, 202-944-2800.

Assorted VHF & UHF 2-way radio equipment. Portables, mobiles, 100 watt x-miter, pagers & more. Call for complete list. Mobile Video, 202-944-2800.

Transmission line, refurbished 6 1/8", 75 ohms, 20 ft. sections. EIA bolted flange, 83 sections. \$600.00 each, heavy duty hangers included. Call 904-796-4531.

Save on your videotape stock! We have 3/4 & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, 516-862-7156.

RADIO

Help Wanted Management

RADIO

**WFUV-FM, BRONX, NY
WFUV-FM,
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50,000 watt public/community
radio station in New York City
has (3) high visibility openings
for the following**

DEVELOPMENT DIRECTOR

Applicant should have relevant college degree, three years of experience in fund raising in public broadcasting or related field, familiarity with computer systems and the ability to motivate and direct professional student and volunteer staff in effective on-air fund raising.

PRODUCER/DIRECTOR MORNING PROGRAMS

The successful candidate will help create and produce a new morning program (6:00-9:00 am) which is compatible with the station's acoustic/folk program emphasis. An appropriate college degree and three years of experience in public radio is required. The ability to motivate, train and direct student and volunteer staff is essential.

ASSISTANT NEWS EDITOR (PART TIME—30 HOURS)

Duties include identifying stories and assigning reporters to cover events, providing fills for newscasters, as needed, and affording training and hands-on guidance to student and volunteer news personnel. Applicants should have an appropriate college degree and three years working in public or community radio news and informational program production.

Send letter and resume to:
**General Manager
WFUV-FM
Fordham University
Bronx, New York 10458**
Deadline for all positions: Oct. 12, 1989
AA/EOE

Help Wanted News

MAGAZINE CO-HOST

**STRONG SOUTHEAST STATION SEEKS CO-HOST FOR
MORNING MAGAZINE SHOW
APPLICANT NEEDS
2 YEARS HOSTING EXPERIENCE
AND MUST BE
BOTH AN ENERGETIC
AND EFFECTIVE COMMUNICATOR.
RESUMES TO BOX H-5**
EOE

Help Wanted News Continued

RADIO NEWS ANCHOR

The Christian Broadcasting Radio Network

has an immediate opening for a News Anchor. Candidates should have journalism experience within a major market. Join our energetic team with this rapidly growing network in sunny Virginia Beach, Virginia. Send your audio tape and resume to:

**CBN EMPLOYMENT
BOX K-1
CBN CENTER
VIRGINIA BEACH, VA 23463**



Help Wanted Sales

**SALES MANAGER
for growing AM/FM.
We want experienced Pro.
Jack Davison, GM
Mankato, MN 56001-345-4673**
EOE

Situations Wanted Management Continued

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**Veteran mjr mkt GM
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available for SOS,
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Anywhere.
(301) 529-3330**

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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:

**Bob McCurdy
Vice President
General Sales Manager
Katz Radio**

**One Dag Hammarskjold Plaza
New York, N.Y. 10017
(212) 572-5208**

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Box H-12

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As a broadcast owner with a sick property(s) how would you like the sound of 500% increases in revenue in two and a half years on a top 25 stand alone AM or a 146% operating profit increase in 15 months for a chain or a 40 percent ratings increase? If you like the sound of those kinds of accomplishments you and I need to talk. The first step is responding to this ad.

Box H-9

Situations Wanted Management

TOP 75 MARKETS GENERAL MANAGER AVAILABLE

**Substantial experience as
General Manager
in medium and major markets.
10 years with current company.
Love turnarounds and rebuilds.
Group management experience.
Excellent background and references.
Relocate for quality opportunity.**

**Deane Johnson
(503) 472-1221**

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- How radio selects market targets
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August 30, 1989

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AEROBUREAU, the world's 1st flying newsroom, is hiring a 2nd crew. Minimum: FAA MEL/I; FC Med; 5 yrs TV news exp; Romance, Asian, Arabic, or Russian proficiency. Candidates must be fit, aggressive overachievers willing to become totally involved in a revolutionary style of journalism.

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VT Ed/Prdcr/BUP: Hvy deadline exp.

TacCo/Prod/BUP: E/P-3, R/EC-135

CommTech/Cam/BUP: SF, PJ, CCT.

Resumes/Cover letter:

Ken Bamford, VP Personnel

AEROBUREAU CORPORATION

S160 Reston Herndon Centre

171 Elden Street

Herndon, Va. 22070

EOE

TELEVISION Help Wanted News

News Promotion Writer/Producer

WCVB-TV Boston seeks an enthusiastic and talented Promotion Writer/Producer to create on-air promotion for news series, specials and topical news promotion. If you are the Best of the Best, this is a chance to make your mark in an extremely competitive local news market.

The position requires one or two years' prior television promotion experience and a familiarity with the operations of a television newsroom. The candidate should be able to function creatively under tight deadlines and demonstrate strong interpersonal skills. Bachelor's Degree preferred.

Interested applicants should send resume and reel to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192. No phone calls please.

Equal Opportunity Employer
Minorities and Females Encouraged to Apply.

WCVB 5 TV

CO-HOST:

Highly rated Top 10 market nightly magazine program looking for co-host to join established host. Producing & writing; previous experience in news, talk, or feature magazine format. send tape & resume to:
Send resume to:
Human Resources Dept.
KYW-TV
Independence Mall East
Phila. PA 19106



KYW-TV
EOE

M/F

MAGAZINE PRODUCER

Leading Producer of Motorsports Programming seeks First Rate Producer

with strong writing, directing and administrative skills accustomed to working under high pressure. Will supervise production of Fast-Paced Weekly Motorsports Magazine Program. Must have a minimum of 3-5 years experience with Magazine Format, a willingness to travel and a genuine interest in motorsports. Please send resume with references and salary history to:

Box H-25

EOE.

Help Wanted Programing Production & Others

PROMOTION PRODUCER/DIRECTOR

For Fox affiliate Indy in 44th market.

Must be able to edit, and produce "killer" promos for a station on the move!! Good writing skills and ability to work under deadlines a must! Must have strong working knowledge of ADO, Chyron.

Opportunity for person to be strong #2 in department. Send resume, salary requirements and demo tape to:

Director of Promotions
WNAC-FOX 64
33 Pine Street
Rehobeth, MA 02769

EOE

PRODUCTION

TELEVISION

PRODUCER/DIRECTOR

Motivated, hands-on individual, to be responsible for researching, writing, producing, directing and editing programs for college cable TV channel and various instructional programs. Must be creative, have good editorial judgement and an eye for detail. Qualifications include a minimum 3 years experience + degree. Salary to high teens. Send tape, cover letter and resume to:

**MERCER COUNTY
COMMUNITY COLLEGE**
Personnel Services Dept. TB
P.O. Box B
Trenton, NJ 08690

Affirmative Action/
Equal Opportunity Employer, M/F

**Help Wanted Programing
Production & Others Continued**

PROGRAM DIRECTOR

Creative, seasoned Program Director needed to manage first-rate program inventory and direct local programming efforts for up and coming Fox Independent.

Candidates must have strong programming and operational skills as well as a strong sense of community. Effective scheduling and localization are absolutely key to our continued success and growth.

If you have killer instincts, a competitive spirit, and the will to win, please send resume to:

Donita Todd
VP & GM
WNRW-FOX 45



3500 Myer Lee Dr.
Winston-Salem, NC 27101

WNRW is an Act III Broadcasting station and an equal opportunity employer.

Situations Wanted Management

**IS YOUR TV STATION
READY FOR THE 90's?
ARE YOU AS
PROFITABLE AS YOU
SHOULD BE?**

Will consult your TV station or station group to improve your bottom line. Expertise in sales, marketing, promotion, programing, cable relations and personnel from the nation's most competitive markets.

**Write, in confidence,
to Box J-54.**

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Entry level to third year News and Sports Reporters
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Help Wanted Technical



TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years or training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Mr. Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center
P.O. Box 105366
Atlanta, Georgia 30348-5366
404-827-1638
TBS is an equal opportunity employer.

CABLE

Help Wanted Sales

**SALES DIRECTOR
NCA**

National Cable Advertising, cable's largest national spot representative firm, is seeking a **Sales Director** for their Atlanta and Dallas offices to represent major market systems in the sale of national advertising time.

The candidate should have a proven track record in selling advertising both on the agency and client level. Please send your resume in confidence to:

Peter E. Murray
Senior Vice President
National Cable Advertising
575 Fifth Avenue (20th floor)
New York, NY 10017

NCA

EOE

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\$2 per minute From any touch tone phone

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PBS**

PBS is seeking an experienced electrical engineer to develop and evaluate new technologies to determine the feasibility and cost effectiveness of implementation. Responsibilities include providing in-depth technical analyses, participating in ongoing development projects, and monitoring industry standards committees. Successful applicant will have a BS degree in electrical engineering with a minimum of 5-7 years experience in broadcast systems engineering, satellite, or data communications. PBS offers a salary commensurate with experience and an excellent benefits package. Interested candidates should send letter of interest, resume, and salary requirements to:

PBS
Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314

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Public Notices

The Interconnection Committee
will meet at 9:00 a.m. on October 16, 1989, at the offices of the **Public Broadcasting Service**, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes satellite replacement, CPB/PBS interconnection agreement, transponder utilization, and other business.

The Executive Committee of the Public Broadcasting Service
will meet at 9:00 a.m. on October 17, 1989, at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers concerning programming, education services, satellite replacement, home video, and other business; and reports from board committees, including Audit, Budget and Assessment Policy.

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Fates & Fortunes

Media

Peter Walker, general sales manager, WGN-TV Chicago, joins KTLA(TV) Los Angeles as VP, station manager.

Gerald R. Walsh, president and general manager, WLVI-TV Cambridge, Mass. (Boston), joins WFXT(TV) there as VP and general manager. He succeeds **Joe R. Robinson**, who was named national editor of *TV Guide*.

Robert E. Merrilees, VP, finance, Paragon Cable Northeast Division, Mahwah, N.J.-based cable system, named president.

Charles L. White, general counsel, Paragon Cable Manhattan, New York, named VP.



Stuart B. Powell, general manager, KNXV-TV Phoenix, joins WFLD(TV) Chicago in same capacity. **Peter D. Brake**, assistant general manager, KSHB-TV Kansas City, Mo., joins KNXV-TV Phoenix as general manager, succeeding Powell.

Brake

William J. Katsafanas, general sales manager, KSDK(TV) St. Louis, joins KTVY(TV) Oklahoma City as general manager.

Bob Visotcky, general manager, KRFX(FM) Denver, joins WMJL(FM) Cleveland as VP, general manager. **Don Howe**, general sales manager, KRFX, succeeds Visotcky.

Terrel L. Cass, president and general manager, noncommercial KKED-FM and KEDT(TV) Corpus Christi, Tex., joins noncommercial WLIW(TV) Garden City, N.Y. (New York), in same capacity.

Karen Duguid, director of corporate relations, noncommercial WJCT-FM and WJCT(TV) Jacksonville, Fla., named VP of development. **Betty McIlwain**, director of finance, noncommercial WJCT-FM and WJCT(TV), named VP of finance.

Catherine Meloy, general sales manager, WCPT(AM) Alexandria, Va. (Washington), and WCXR-FM Woodbridge, Va. (Washington), named station manager.

Heri P. Pensis, station manager, noncommercial WWNO(FM) New Orleans, joins noncommercial WUFT-FM Gainesville, Fla., in same capacity.

John M. Spain, news director, WBRZ(TV) Baton Rouge, named station manager and director of news operations.

Scott Borden, program director, West Virginia Public Radio, Charleston, named assistant general manager. **Oliver Bass**, manager of corporate underwriting, West Virginia Public Radio, named director of development.

Dave Herman, VP, station manager, KOB-TV Albuquerque, N.M., named senior VP, general manager, KOB-TV and KOB(TV) Farmington, N.M.

Roy Langbord, counsel, sales and affiliate marketing, Showtime Networks, New York, named VP, business affairs.

Deborah E. Kartz, assistant general counsel, Turner Broadcasting, Atlanta, named VP of business affairs.

Gus Spanos, manager of technical and production scheduling, WABC-TV New York, joins Lifetime there as director of studio operations. **Helen Johnson**, supervisor, sales and office administration, Lifetime, New York, named manager of sales and office administration, Lifetime Medical Television.

William Giles Jr., business manager, WPBF(TV) Tequesta, Fla. (West Palm Beach), joins WWSB(TV) Sarasota, Fla., in same capacity.

Marketing

William A. Harmond, VP, sales, Western division, ABC Television, Los Angeles, named VP, Eastern sales, New York.

Robert Swift, VP of corporate accounts, Turner Broadcasting Sales, Atlanta, named VP of sales and marketing, Turner Broadcasting System.



Hensen

Frank Hensen, director of ad sales research, MTV Networks, Chicago, named VP, sales and marketing communications, New York.

Leni Salz, VP, general manager, Global TeleCom Media, New York, named senior VP, general manager.

Larry Young, national sales manager, KBHK-TV San Francisco, joins M.T. Communications, Nashville, as director of national sales.

Susan Adams Loyd, assistant promotion manager, KARE-TV Minneapolis, named director of marketing and research.

Timothy G. Lawlor, account executive, DMB&B, St. Louis, named account supervisor.

Anne Gahagan, copywriter, Ross Roy, Detroit, joins W.B. Doner & Co. there as senior copywriter.

Appointments at Katz Communications: **Milton Stumpus**, sales assistant, Los Angeles, to sales executive; **Jeffrey Elgart**, sales executive, Washington, to same capacity,

Los Angeles; **Alex Bacall**, programmer-analyst, Times Square Stores, New York, to same capacity; **Peter Kleiner**, sales training program, to account executive, Philadelphia; **Jamie Kriegel**, account representative, Detroit Pistons, to account executive, Banner Radio, Minneapolis.

Gloria Kostyrka, Eastern sales manager, CBS Radio Representatives, New York, joins CBS Radio Networks there in same capacity.

Sally Sullivan, media planner, DDB Needham Worldwide, Chicago, named media supervisor.

George Dennis Kelly, sales manager, WHBF-TV Rock Island, Ill. (Davenport, Iowa), joins WBRE-TV Wilkes-Barre, Pa., as director of sales.

Michael R. Smith, regional financial manager, Viacom Cablevision, Everett, Wash., joins Northwest Cable Advertising, Seattle, as controller.

Kim Robinson, account executive, WAND(TV) Decatur, Ill., joins KSBW(TV) Salinas, Calif., as media consultant, sales.

Jeff Kimmel, sales manager, WTAI(AM)-WVTF(FM) Melbourne, Fla., joins WPRD(AM)-



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Lawrence E. Widrig, VP, central, network sales, Fox Broadcasting Co., Chicago, joins USA Network there as account executive, advertising sales.

Appointments in sales department, WGRZ-TV Buffalo, N.Y.: **Fred Gregory**, local sales manager, WWKB(AM)-WKSE(FM) Buffalo, to sales representative; **Judith L. Grady**, sales coordinator, WNYB-TV Buffalo, to national sales coordinator; **Walter Bissett**, account executive, WGR-AM-FM Buffalo, to same capacity; **Cynthia Blake Crippen**, director of sales training, City Mattress Inc., Buffalo, to account executive; **Carol Glowacki**, acting national sales manager, WHTT-AM-FM Buffalo, to account executive; **Rossee Kreinheder**, sales representative, WGR-AM-FM, to account executive.

Roni Stimac, salesperson, WOWK-TV Huntington, W. Va., joins WSAZ-TV there as account representative.

Elizabeth A. Pritchard, account executive, WLS-TV Chicago, joins CBS Television Stations there as account executive, national spot sales.

Karen Strohman, senior media planner, BBDO, Chicago, to account executive.

Bert Contestabile, sales training program, Petry, Los Angeles, named account executive there.

David Gault, graduate, University of Iowa, Iowa City, joins KCCI-TV, Des Moines, Iowa, as account executive.

Michael D. Price, senior account executive, WMAQ(AM) Chicago, joins WGN-TV there as account executive.

Cynthia Huffman, account executive, TeleRep, Los Angeles, named group sales manager. **Catherine Coghlan**, sales manager, WBAK-TV Terre Haute, Ind., joins TeleRep, Chicago, as account executive.

Daniel J. Trapani, account executive, Seltel, Chicago, named manager. **Cathy Grubb**, account executive trainee, Seltel, Philadelphia, named account executive.

Pat Carey, national sales manager, WKDD-AM-FM Aurora, Ill., joins WKQX(FM) Chicago as account executive.

Kim Hunter, account executive, KECG(TV) Jefferson City, Mo., joins KSDK(TV) St. Louis as marketing consultant. **Sandra Stephens**, account executive, WMBD-TV Peoria, Ill., joins KSDK as marketing consultant.

Nicky Ferreira, sales assistant-office manager, HNWH, Dallas, named account executive.

Debbie Poltevin, co-op supervisor, *Los Angeles Herald Examiner*, joins KFVB(AM) there as account executive.

E.J. Gore, account executive, WKOX(AM)-WZLX(FM) Boston, joins WROR(FM) there in same capacity. **Lucy Gossel**, account executive, WNDSTV) Derry, N.H., joins WROR in same capacity.

Martha Downey and **Ken Frierson Jr.**, value marketing specialists, WSMH-TV Flint, Mich., named account executives.

Kent Deatherage, graduate, Oklahoma State University, Stillwater, joins KEBC(FM) Oklahoma City as account executive.

Kathy "Pepper" Parris, account executive, WMYI(FM) Hendersonville, N.C. (Greenville), joins WSPA-TV Spartanburg, S.C., as account executive in Asheville office.

Janette Cosley, account executive, KPRC(AM) Houston, named food marketing specialist, concentrating on food brokers, vendors and grocery accounts.

Betty Lindenberger, planning artist, Keller-Crescent Co., Evansville, Ind.-based ad agency, named production director. **Jim Kelly**, production graphics supervisor, Keller-Crescent Co., named computer graphics supervisor.

Programming

Diane Seaman, VP, daytime and drama specials, NBC Television, New York, named VP and general manager, Eastern sales.



Portin

Sharon Portin, VP of sales and affiliate relations, Viewer's Choice, New York, joins SportsChannel America, Woodbury, N.Y., as VP, affiliate sales and marketing.

Judy Ranan, director of drama development, NBC, Los Angeles, joins Imagine Films Entertainment there as VP, mini-series and movies of the week.

Rick Shae, Southwest regional manager, Group W Productions, Dallas, joins MCA TV sales there as manager, Southwest region.

Jeffrey S. Hoops, Southeast division manager, Group W Productions, Atlanta, named Southern regional manager. **Rhonda D. Schullik**, independent syndication consultant, New York, joins Group W Productions there as account executive, syndication sales division.

Timothy Ryerson, VP of programming, Z Channel, Los Angeles, joins Showtime Networks, Universal City, Calif., as director, program planning.



Ryerson



Baker

Robert H. Baker, executive VP, Television Bureau of Advertising, New York, joins TNN, Nashville-based cable service, as manager of planning and development.

Janis Finkle, assistant to development executives, MGM/UA Television, Culver City, Calif., named manager of development.

Musical chairs. MTV: Music Television announced last week a new creative programming structure, in the wake of the September 18 resignation of Lee Masters, executive vice president and general manager. Doug Herzog was named senior vice president, programming, from his previous post of senior vice president, programs and development. Judy McGrath, most recently vice president, creative director, was promoted to senior vice president, creative director. Abbey Konowitch was promoted to senior vice president, music and talent, from his former position of vice president, programming.

Rob Correa, manager of acquisitions, USA Network, New York, named director of sports programming and acquisitions.

James Kreps, supervisor, internal audit, Paramount Communications, Hollywood, named director, financial reporting and analysis/television group. **Mike Kerans**, manager, Southwest division, Paramount Pictures Corp., domestic television division, named manager, Eastern division.

Bruce David Klein, program director, WLIG(TV) Riverhead, N.Y. (New York), resigns to form Atlas Telecommunications Inc., New York-based production/syndication company.

Bob Ardrey, VP of sales, Drake Chenault, Albuquerque, N.M., joins Transtar, division of Unistar Radio Networks, Colorado Springs, as Northeast regional manager. **Dan McKay**, program director, KLDE-FM Houston, joins Transtar as program director and 11 a.m. to 3 p.m. air personality, Special Blend format.

Victoria L. Barken, marketing and sales manager, Cox Cable of Oklahoma City, and **Samuel V. Howe**, director of marketing, Cox San Diego, named directors of field marketing, Cox Cable Communications, Atlanta.

Lisa Young, manager of editorials and community affairs, WCAU(AM) Philadelphia, joins WZZD(AM) there as host and producer, *Reaching Out*.

Paul Weber, production director, WINK-AM-FM Fort Myers, Fla., adds duties of weekend air personality, WAXY(FM) Fort Lauderdale.

Billy Reed, promotion assistant, WAVA(FM) Arlington, Va. (Washington), named research director.

Lori Burkholder, graduate, Millersville University, Millersville, Pa., joins WGAL-TV Lancaster, Pa., as studio camera operator.

Ann Marie Reddy, assistant traffic manager, WCVB-TV Boston, named traffic manager. **Marc Mekler**, local facilities coordinator, traffic department, WCVB-TV, succeeds Reddy.

Betty Foster, traffic manager, sales, WSPA-TV Spartanburg, S.C., named head of traffic department.

Robyn Unell, graduate, University of Colorado, Denver, joins KWGN-TV there as part time traffic coordinator.

News and Public Affairs



Crowley

Therese Crowley, acting news director, Unistar Radio Networks, New York, named VP of news and sports.

Patti Ann Browne, general assignment reporter, *L.I. News Tonight*, Long Island-based cable news operation, joins WLIG(TV) Riverhead,

N.Y. (New York), as news director.

Judith Simpson, news director and principal anchor, WHLL(TV) Worcester, Mass., joins WVNY(TV) Burlington, Vt., as news director.

Mark Pimentel, executive producer, WSB-TV Atlanta, joins WCBD-TV Charleston, S.C., as news director.

Paula Walker, executive news director, KHOU-TV Houston, joins WNBC-TV New York as assistant news director.

Warren Cereghino, senior assignment editor, KNBC-TV Los Angeles, joins KTLA(TV) there as assistant news director.

Jim LeTourneau, news director, WHBF-TV Rock Island, Ill., joins WBAY-TV Green Bay, Wis., as managing editor.

Ellen Weiss, senior producer and weekend producer, *All Things Considered*, National Public Radio, Washington, named executive producer of afternoon news.

Andrea Parquet, news writer, WXYZ-TV Detroit, named producer.

Julie A. Roehrig, graduate, University of Florida, Gainesville, joins WSAZ-TV Huntington, W.Va., as midday producer.

Robin Hohman, writer, *CNN Headline News*, Atlanta, joins WSPA-TV Spartanburg, S.C., as noon producer. **Steve Swicgood**, weekend reporter, substitute producer and assignment editor, WBT(TV) Charlotte, N.C., joins WSPA-TV Spartanburg, S.C., as general assignment reporter.

Amy Wilen Buckman, reporter-anchor, KWQC-TV Davenport, Iowa, joins WPVI-TV Philadelphia as coordinating producer, *AM Philadelphia*.

Nancy Jones, assistant public service director, *Pittsburgh Press*, joins WSPA-TV Spartanburg, S.C., as public affairs director.

Vince Cellini, weekend anchor and sports anchor, WJW-TV Cleveland, joins CNN Sports, Atlanta, as sports anchor.

Micah Johnson, anchor, *CNN Radio and Headline News*, Atlanta, joins NBC Radio, Washington, as anchor and correspondent.

Paul Van House, morning editor, KTRH(AM) Houston, joins KPRC(AM) there as morning editor-anchor.

John Bachman, anchor, WHO-TV Des Moines, Iowa, adds duties of news anchor, WHO(AM) there.

John Thompson, news editor, noncommercial KBIA(FM) Columbia, Mo., joins Mis-

sourinet, Jefferson City-based state radio network, as state senate correspondent.

Don F. Dunwell, reporter, WEWS(TV) Cleveland, joins WPXI-TV Pittsburgh as general assignment reporter.

Luzon Hunnicutt, reporter, WEWS(TV) Cleveland, joins WHIO-TV Dayton, Ohio, as general assignment reporter.

Steve Daniels, reporter, KVOA-TV Tucson, Ariz., joins KCNC-TV Denver in same capacity.

Andrea Sileo, writer and producer, KUSA-TV Denver, joins KWGN-TV there as part time assignment desk assistant.

Howard Bernstein, graduate, State University of New York at Albany, joins WVUE(TV) New Orleans as staff meteorologist.

Tim Ross, chief meteorologist, KVUE-TV Austin, Tex., joins KUTV(TV) Salt Lake City as weatherman.

Ashley Chisholm, senior, Millersville University, Millersville, Pa., joins WGAL-TV Lancaster, Pa., as weather assistant.

Technology

Eric Dausman, director of network distribution and core projects, engineering department, NBC, New York, joins WNBC-TV

there as director, engineering and operations.

Will Dishong, manager, news operations, WBBM-TV Chicago, joins KHJ-TV Los Angeles as manager of news technical operations. **Blake Bryant**, electronic graphics supervisor, WFLA-TV Tampa, Fla., joins KHJ-TV as art director.

Sandra Woodruff, chief engineer, KSEI-AM-FM Pocatello, Idaho, joins KFWB(AM) Los Angeles as broadcast technician.

Rupert L. Snow, director, production systems analysis, CBS, New York, joins Captain of America, New York-based HDTV production services and consulting company, and Eleven Twenty Five Productions, New York-based leaser of HDTV equipment and remote facilities, as director of information.

Eugene E. Bormann, consultant for sales and operations, Atlantic Satellite Communications, Northvale, N.J., named VP, sales.

Raymond D. Lucas, VP for planning and business development, GTE, Stamford, Conn., joins Scientific-Atlanta Inc., Atlanta, as senior VP, strategic operations and chief strategic officer.

Barbara Koalkin, director of marketing, Digital F/X, Mountain View, Calif., named VP.

Mel Porter, district sales manager, Western region, Sony Professional Video Division, Teaneck, N.J., named marketing manager.

Edward Kopakowski, national sales manag-

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| ☐ 2. Cable TV Contractor | ☐ 9. Cable TV Investor |
| ☐ 3. Cable TV Program Network | ☐ 10. Financial Institution, Broker or Consultant |
| ☐ 4. SMATV or DBS Operator | ☐ 11. Law Firm or Government Agency |
| ☐ 5. MDS, STV, or LPTV Operator | ☐ 12. Program Producer or Distributor |
| | ☐ 13. Advertising Agency |
| | ☐ 14. Educational TV Station, School or Library |
| | ☐ 15. Other _____ |

(Please describe)

er, professional systems division, NEC Home Electronics, Chicago, joins C-COR Electronics, State College, Pa., as national sales manager. C-COR designs and manufactures electronic equipment used in cable TV systems.

Promotion and PR



Wentworth

John A. Wentworth, executive director, advertising, promotion and publicity, Paramount Pictures Network Television Division, Hollywood, named VP.

Lloyd P. Trufelman, director of communications, Cabletelevision Advertising Bureau, New York,

joins MTV Networks there as director of publicity, VH-1.

Shan Tabor, manager, media services, drama programs, NBC, Burbank, Calif., named director, media services.

Nicole Vanasse, director of creative services, Peace Corps, Washington, joins C-SPAN there as director of promotions and publications.

Robin Hardin-Bailey, talk show producer, WXYT(AM) Detroit, joins WXYZ-TV there as communications specialist.

Chris Green, senior producer, KHOU-TV Houston, named assistant promotion manager.

Yvette Perez, promotion writer-producer, WTAE-TV Pittsburgh, named executive producer, creative services.

Emanuel Mavricakis, graduate, Portland State University, Portland, Ore., joins KWGN-TV Denver as writer-producer, creative services department.

Jay Francis, director, 6 p.m. and 10 p.m. news, WTVW(TV) Evansville, Ind., joins WGAL-TV Lancaster, Pa., as director, creative services department.

Allied Fields

Recipients of communications advocacy awards sponsored by United Church of Christ's Office of Communication, New York, and Telecommunications Research and Action Center, Washington: **Allen H. Neuharth**, chairman, Gannett Foundation, Cocoa Beach, Fla., and former chief executive officer, Gannett Co., named recipient of Donald H. McGannon Award, which honors "special contributions in advancing

role of women and minorities in media." **Henry Geller**, former general counsel, FCC and director of Washington Center for Public Policy Research, named recipient of Everett C. Parker Award, which honors "a person whose life work embodies principles and values of public interest in telecommunications."

International Council of the National Academy of Television Arts and Sciences, New York: **Ted Turner** named 1989 recipient of Directorate Award for "outstanding contributions to the arts and sciences of international television." **Paul Fox**, managing director of BBC Television, London, named 1989 recipient of Founders Award, which "celebrates the accomplishments of an individual whose work is recognized throughout the world."

Appointments at AP: **Leanne Waxman**, correspondent, Johnson City, Tenn., to general desk, New York; **Leslie Lloyd**, newswoman, Philadelphia, succeeds Waxman; **Jill Arabas**, newswoman, Montpelier, Vt., to correspondent, Stamford, Conn.; **Scott Charton**, newsman, Little Rock, Ark., to correspondent in charge of Jefferson City, Mo., bureau.

Bob Wright, VP, West Coast public relations, ABC, Los Angeles, elected chairman of Television Publicity Executives Committee.

Edward C. Branca, station manager and general sales manager, KADY-TV Oxnard, Calif., resigns to become president of Search America, Los Angeles-based media search firm.

Deaths



Rogers

Robert F. Rogers, 58, writer and producer, NBC, Washington, died Sept. 24 of cancer at his home in Bethesda, Md. Rogers joined NBC in 1961 as writer of *David Brinkley's Journal*. Two years later he was named associate producer of program.

In 1967 he began writing and producing documentaries for NBC. His documentaries covered wide range of topics including Vietnam, teenage drug use, social security and First Amendment issues. His work has received many awards including 1964 and 1968 Writers Guild of America Award for best documentary script; 1968 Overseas Press Club of America Award for best television reporting from overseas; 1972 Ted Yates Memorial Award; 1979 Alfred I. duPont-Columbia University Award and 1985 Golden

Eagle Cine Award and 1986 American Women in Radio and Television Commendation Award for *Women, Work and Babies*. He is survived by his wife, Elizabeth, and two sons, Christopher and Timothy.

David R. Loxton, 46, director of drama, *Great Performances* series and senior executive producer for specials, WNET(TV) Newark, N.J. (New York), died Sept. 20 of pancreatic cancer at Memorial Sloan-Kettering Cancer Center, New York. Loxton joined production staff of WNET in 1966. In 1972 he created Television Lab, which presented work of independent film makers, and served as director of Lab until 1984. While director, he developed award-winning *Nonfiction TV* series and served as executive producer from 1978 to 1983. His work received many awards including Academy Award for documentary *The Times of Harvey Milk* (1985); four Emmys; four Alfred I. duPont-Columbia University Awards, and one ACE Award. He is survived by his wife, Pamela, and two sons, William and Charles.

Eleanore Sullivan Robb, 84, at one time executive assistant to Cox Broadcasting founder James M. Cox., died Sept. 20 in Scarsdale, N.Y., after long illness. She had been performer on WHIO(AM) Dayton, Ohio, in early days of radio. She was widow of former NBC executive Arch Robb and mother of communications attorney Scott Robb.

Richard A. Clark, 93, former station manager, WRUN-AM-FM Utica, N.Y., and father of radio and television personality and executive Dick Clark, died Sept. 20 at his home in Malibu, Calif. Clark began his broadcasting career in 1947 as promotion manager at WRUN and one year later added duties of commercial manager. He was named station manager in 1951 and served in that capacity until 1964 when he moved to Los Angeles to supervise management of his son's station, KPRO(AM) Riverside, Calif. In 1968, his son acquired KGUD-AM-FM Santa Barbara, Calif., which senior Clark supervised management of until it was sold four years later. He continued to supervise KPRO until he retired in 1978.

A. Beamon Sparks, 59, communications engineer, Atlantic Research Corporation, Alexandria, Va., died Sept. 15 at Mount Vernon Hospital, Springfield, Va. He had cancer. Sparks began his broadcast career working part time in engineering department of WAGA-TV Atlanta while he studied at Georgia Institute of Technology there. After graduating in 1954, he served as lieutenant in Army Television Pictorial Unit until 1956. He then rejoined WAGA-TV as full-time employee before joining A.D. Ring and Associates, Washington-based consulting radio engineers, in 1957. He joined Page Communications Engineers Inc., Washington, in 1961 in antenna section. From 1967 to 1970 he was with Honeywell in Annapolis, Md., and then joined Jansky & Bailey Group, Washington-based telecommunications consulting radio engineers which merged with Atlantic Research Corp. in early 1970's. He served as project engineer from 1984 to 1988 on Voice of America modernization program. He is survived by his wife, Sarah, daughter, Kathrynne, and son, Stephen.

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Belva Brissett: NAB's A+ lobbyist

The responsibility for telling the broadcasters' story at the FCC is in the hands of Belva Brissett. As the National Association of Broadcasters' senior vice president for regulatory affairs, Brissett knows the ins and outs of the commission.

An NAB veteran of 13 years, Brissett has risen from a junior lobbyist covering Capitol Hill to the association's point person at the FCC. "Belva is a true American success story," says NAB President Eddie Fritts. "She started at an entry level position and worked her way up to senior vice president and is now one of the most effective lobbyists at the FCC," says Fritts.

Named senior vice president in June, her promotion was well timed. It came on her birthday and she was feted with a cake from NAB's board of directors, who were meeting in Washington that week.

"She is a true role model," says Fritts, who says she is also a "strong advocate" for the advancement of women and minorities.

The 48-year-old Oklahoma native, who grew up in the small town of Holdenville, has come a long way literally and figuratively. Following her high school graduation, she left Holdenville for Draughon's School of Business in Tulsa. A year later, in 1960, she was working as a secretary for the State Personnel Board in Oklahoma City and studying business administration at nearby Central State College in Edmond, Okla.

In 1963, she joined the state's newly created Human Rights Commission as executive secretary to the director.

Her next move was a big one. Brissett went to Washington in 1964 to work for the late Oklahoma Democratic Senator A.S. Mike Monroney.

The next four years she spent with Monroney. They were busy ones both personally and professionally. She was married in 1965 (although divorced in 1976). Her oldest daughter, Monica, was born in 1966, and another daughter, Melanie, was born in 1969.

By that time, Brissett was working part time for Monroney, who had lost his bid for reelection and had opened up an office as a consultant. In 1970 she joined the law firm of Caplin & Drysdale as a legal secretary. But in 1975, a new opportunity arose, and she returned to Capitol Hill. Brissett joined the minority staff of the Senate Select Committee on Government Intelligence, headed then by former Texas Republican Senator John Tower. She helped compile information on the Kennedy and King assassinations.

It was a welcome change, but the secrecy and intense security were taxing. "I was so paranoid," says Brissett, who is genuinely open and personable.

A year later, she decided to try her hand



BELVA BROWN BRISSETT—senior VP, regulatory affairs, National Association of Broadcasters, Washington; b. June 23, 1941, Holdenville, Okla.; Draughon's School of Business, Tulsa, Okla., 1960; attended Central State College, Edmond, Okla., 1960-62; secretary, State Personnel Board, Oklahoma City, 1960-63; executive secretary to director, Human Rights Commission, Oklahoma City, 1963-64; secretary, office of U.S. Senator A.S. Mike Monroney (D-Okla.), Washington, 1964-69; legal secretary, Caplin & Drysdale, Washington, 1970-75; staffer for minority, Senate Select Committee on Government Intelligence, 1975-76; legislative representative, NAB, 1976-80; director, congressional liaison, NAB, 1980-83; VP, regulatory affairs, NAB, 1983-89; present position since June 1989; divorced; children: Monica 23; Melanie, 19.

at lobbying. She says jokingly that she thinks she got the job at NAB because she could talk football with then NAB President Vince Wasilewski. Brissett has two brothers who played professional football and remains an avid fan of the sport.

Those early years with NAB were educational, says Brissett. She honed her skills as a lobbyist under then vice president of government relations Roy Elson. He was a "real master" at lobbying, she says. He could go to 10 receptions in an evening, "work a crowd, know all the important people there, keep moving and never miss a stroke."

"He taught me that it is very important to know the members of Congress but equally important to know the staff. Everybody in an office is an important person," says Brissett.

She was also impressed by his network of contacts. "They called to tell him when things were going to happen. I thought that was the ultimate in a lobbyist. People look-

ing out for your welfare."

She credits John Summers, NAB's former senior executive vice president for government relations, with helping her understand the "merits of the issues."

In 1983, she made a switch from Capitol Hill to the FCC and became NAB's vice president for regulatory affairs. "I liked the glamour on Capitol Hill," she says, but she enjoys tracking the FCC more.

Indeed, it has proved a rewarding experience despite some rocky times. The FCC's abolition of the fairness doctrine in 1987 soured relations between the FCC and Congress, and broadcasters were caught in the middle, says Brissett.

"You didn't want to alienate the affections of the FCC or Capitol Hill," she says. "You always felt like you were right in the middle of a firing squad."

What does the NAB lobbyist anticipate from a new FCC headed by Alfred Sikes? NAB has high hopes, she replies. "I think we will have a fairly good relationship with the Sikes FCC." For one thing, Sikes is a former broadcaster and understands broadcasting, she points out.

As for the other new commissioners, Andrew Barrett and Sherrie Marshall, she says they have indicated their door is open. "If you can tell your story, that's half the battle," she says.

Much of this year, Brissett has been waging her own personal battle with cancer. She has been undergoing treatment for a recurrence of breast cancer. But she reports that her doctors see "dramatic progress."

Her colleagues say she shows an amazing strength in dealing with her illness. They admire her spirit, and as Brissett herself says, she has much to "give thanks for" and refuses to be "maudlin." She serves on the advisory board of the American Cancer Society and feels strongly about the need to educate women on the importance of early detection.

Her faith and family keep her going. Her oldest daughter, Monica, is home now to help out. Brissett has long been active at her church, Zion Baptist in Northwest Washington, where among other things, she formed a youth group. Right now she keeps a part-time schedule at NAB.

What is the most challenging aspect of her job? Brissett says it is trying to match the FCC's actions with broadcasters' needs. Sometimes it takes a while for the agency to complete an action, and broadcasters often consider the process far too slow, she explains.

And who makes a good lobbyist? Someone who is "respected and trusted," she says. And she believes people who are respected are also well liked.

It seems that Brissett fits her own definition. She is, as FCC Commissioner Jim Quello says, "like family. She keeps us well informed [and] she is everybody's favorite. I would give her an A+."

Veteran network programming executive **Fred Silverman** has been signed by **MTV Networks** as programming consultant for its new **HA! The TV Comedy Network**. This marks Silverman's first entry into cable. Silverman will consult with channel, slated to debut April 1, 1990, on program and talent development, scheduling, positioning, acquisitions and original product, as well as help shape overall programming philosophy. Silverman, only person to direct programming at all three major networks, is currently president of Fred Silverman Co., which produces shows including network series *Matlock*, *Jake and the Fatman*, *In the Heat of the Night*, *The Father Dowling Mysteries* and Perry Mason movies.

Madison Square Garden Network announced it will carry **152 games of New York Knicks and Rangers this year**, after failing to find broadcast station to carry games. WWOR-TV New York had carried teams, but with new ownership it has shifted winter programming focus. MSG, whose parent, Paramount Communications, owns two teams, as well as MSG arena, had talks with WPXI(TV), but no agreement could be reached. Station said "it would have liked to have Knicks and Rangers." Robert Gutkowski, executive VP, MSG Communications Group, said he was "disappointed that there will no broadcast exposure," except several broadcast network games. Due to scheduling conflicts, 22 games will appear on MSG II, service activated when Knicks and Rangers games run simultaneously. Operators typically carry MSG II on open or local origination channel.

Network radio revenue grew for 15th consecutive month, according to Radio Network Association. Revenue for August, compiled by accounting firm of Ernst & Whinney, was \$34,356,006, compared to \$32,056,951 for same month last year—increase of \$2.3 million. Revenue for 1989 is \$268,171,854, 10.6% increase over last year's eight-month total of \$242,487,206. Among markets that did better in 1989

Election proposal

The television networks are close to supporting a new company that would provide their election-result projections. Currently, each of the three broadcast networks does its own projections, based on a combination of exit polling, sample precinct counts, and election returns. Only the last service is jointly provided, through the News Election Service.

A jointly funded service would save each network money, said Warren Mitofsky, currently director of CBS's election and survey unit, which would own and run the new service. He added: "We would do all the projections, all the analytical data, provide the computer systems and graphics fed to the networks' graphics computers. We would do everything the networks' election units now do," freeing them to do more analysis of the data. One published estimate said that each network spends roughly \$5 million per election night for vote tabulation and projections.

CBS and NBC have already indicated commitments, said Mitofsky, adding that CNN officials are waiting for corporate approval. From ABC, he said, "I anticipate something favorable." He could go ahead with just two networks supporting the idea, he said, but if the new service were to be ready in time to project the 1990 elections, work will have to begin "about now."

Exit polling indicates more than just voter preference. Voter demographics, important issues, and other attitudinal questions are also asked. Mitofsky said that a single service could be flexible enough to provide each network with some unique data, if requested. The news wire services have also been contacted about their interest in supporting such a service.

were Chicago, Detroit and Los Angeles. New York revenue was "flat," RNA said, because several accounts shifted to Chicago last year.

Good news for broadcasters and cable operators from Senate Finance Committee last week. Committee's draft of budget reconciliation bill retains provision in tax code that enables cable operators to amortize intangible assets that are ascribed to value of franchise and it permits network affiliates to write off cost associated with network affiliation agreement or FCC license. Draft does, however, extend amortization period from 10 to 20 years. Still, it is improvement over House version of budget bill which repealed write-off provision. Industry groups are hopeful that Senate version will prevail.

Insight Communications Co. is putting all 10 of its cable TV systems up for sale to focus on development of cable television systems in UK. MSO estimates systems (some still under construction) will serve about 200,000 subscribers by time they're sold. Insight's systems include ones in suburban Los Angeles, Phoenix, Salt Lake City, Atlanta and Indianapolis. Insight will be joined in European venture by their partners, including Continental Cablevision. Insight is headed by Sidney R. Knafel, chairman, and Michael S. Willner, president. Sale is being handled by Communications Equity Associates.

Cable system serving Logan, Utah, and surrounding communities has been sold by JWB Cable Co. to Sonic Communications, Walnut Creek, Calif.-based MSO. JWB is headed by Jonathan Bullen. Sonic Communications is headed by Christopher Cohen and has systems in California serving about 85,000 subscribers. System passes 18,800 homes with about 12,300 basic subscribers. Broker: Waller Capital Corp.

Senate late last Friday was considering appropriations bill that includes fiscal 1990 funds for FCC, National Telecommunications and Information Administration, U.S. Information Agency and Board for International Broadcasting. FCC would receive \$109.8 million; NTIA, \$14.2 million with \$20.2 million for NTIA's Public Telecommunications Facilities program. Bill also includes \$2.5 million for children's endowment fund, \$946 million for USIA and \$378.5 million for BIB. Across-board cut of 0.43% was approved by parent Appropriations Committee prior to Senate vote.

House is slated to vote Tuesday on fairness doctrine. Republicans Michael Oxley (Ohio) and Tom Tauke (Iowa) were granted request by House Rules Committee for chance to strip fairness provision from budget reconciliation bill. Flurry of "Dear Colleague" letters (at least five) urging support for doctrine were circulated last week. Half-hour debate is scheduled with House Energy and Commerce Committee Chairman John Dingell (D-Mich.) expected to prevail and fairness retained.

Group owner **Ragan Henry has bought 49% of stock of Carrigan Communications Inc., licensee of KJUL(FM) North Los Vegas,** for \$1.1 million, and has one-year option to buy remaining 51% for \$3.1 million from Carrigan, which has no other broadcast interests. Henry currently owns or has interest in five AM's, 12 FM's and one TV. He is also buying five AM's and three FM's. KJUL is on 104.3 mhz with 100 kw and antenna 1,115 feet above average terrain. Brokers: Sailors & Associates and Doyle Peterson & Associates.

Sixteen media and public interest groups challenging constitutionality of Helms Amendment requiring FCC to impose 24-

Engineering excellence

Ampex Corp. and Sony Corp. were at the top of the awards list for the 1989 "Emmy Awards for Outstanding Achievement in Television Engineering and Technical Advancement." The awards were presented by the National Academy of Television Arts & Sciences last Tuesday night (Sept. 26) at the Sheraton Centre hotel in New York. Both Ampex and Sony were honored for their parts in the development of the D-2, composite digital videotape recording system ("Closed Circuit," Aug. 7).

Other winners of Engineering Emmys were Ray M. Dolby, for the application of his audio noise reduction techniques to videotape recorders; CBS Inc., for development of a new master control system for TV stations and networks; Magni Systems Inc., for its programable TV test signal synthesizer; RTS Systems Inc., for a two-wire communication system for TV production and broadcast studios; and TRW LSI Products Inc., for an analog-to-digital conversion system.

hour ban on indecent programing have asked U.S. Court of Appeals in Washington to reconsider its order remanding case to commission. Groups argue that proper place for case to be considered at this point is U.S. District Court. Appeals court remanded case last month in response to commission request that it be permitted to hold hearing to develop "relevant data" to support constitutionality of statute. But groups opposing Helms Amendment contend in petition for rehearing and clarification that section 2347 of Judicial Code requires that, when hearing is not required by law "and a genuine issue of material fact is presented," remand must be to U.S. District Court and not to commission.

MCA TV will offer first-run sitcom *What A Dummy* and late night strip *My Talk Show* at next January's NATPE convention in New Orleans for fall 1990 premiere (BROADCASTING, Sept. 4, 11). MCA TV President Shelly Schwab said *What A Dummy* has been sold to six Fox Broadcasting Co.-owned stations, representing 22% of U.S.

For first time in captioning history, entire prime time schedule on three commercial networks has debuted with closed captions, according to National Captioning Institute. All 66 hours on ABC, CBS and NBC are being captioned as new programs are introduced. For last four years, ABC's prime time schedule has been captioned, while this is first season for CBS and NBC. It is also first season in which all producers of network programing are paying some portion of cost of captioning their shows.

TV Guide will raise its advertising rates by 7.9% effective Jan. 6, 1990. Price of full page, four-color ad will be \$112,900, up from \$104,600; black and white page will cost \$95,900, up from \$88,900. Magazine's rate base will remain at 15.8 million. Company said last increase was September 1988.

Bethesda, Md.-based private cable company **Maxtel Communications has reached agreements to acquire SMATV systems** in Atlanta, Charleston, S.C., and Kansas City, Mo., for undisclosed amount. Maxtel is acquiring Atlanta systems from Telecast, Detroit-based company (8,500 units passed, 4,000 served, including Charleston system); R&R Technologies (10,000 units passed, 4,000 served); Star Cable (6,000 units passed, 3,000 served) and Dominion Cable (1,000 units passed, 400 served). Maxtel is also acquiring from Satellite Engineering of Kansas City system passing 4,500 units and serving 2,500 residents. Maxtel currently serves about 40,000 with systems in 28 states and is headed by Bob

Swander. Broker for deals was Partners in Communication, headed by P.E. McIntosh.

Spelling Entertainment has hired Merrill Lynch Capital Markets and Drexel Burnham Lambert to **investigate possible sale of company**. Chairman and CEO Aaron Spelling said company had received "recent expressions of interest in company." Programer was formed in March from merger of Aaron Spelling Productions, Worldvision Enterprises and Laurel Entertainment. **Great American Communications Co.**, which owned 46% of Spelling stock at year-end 1988, announced it **will sell off its insurance and real estate divisions**, leaving only broadcasting, entertainment and investment in United Brands Co. Announcement came late Friday afternoon, several hours after National Association of Securities Dealers had halted trading in GACC which had risen \$1, to 12¼, on heavy volume.

Standard & Poor's Corp. last week **lowered ratings on \$1.5 billion of debt of Time Warner**, Warner Communications and certain of their subsidiaries. Time Warner's senior debt changes from A+ to BB. S&P said acquisition of Warner "will dramatically reduce Time Warner's debt servicing capability."

Olympia Broadcasting Corp. plans to sell all eight of its radio stations, according to company announcement made last Friday (Sept. 29). Industry sources estimate group might sell for \$23 million. Publicly held company said sale of station group would enable it to focus on other businesses, including Olympia Broadcasting Networks, producer and distributor of 12 sports, entertainment and information radio programs currently aired by more than 1,700 stations. Stations are: KXXR(FM) Kansas City, Mo.; KYAK(AM)-KGOT(FM) Anchorage; KIAK(AM)-KQRZ(FM) Fairbanks, Alaska; KMGX(FM) Hanford, Calif., and KTRW(AM)-KZZU-FM Spokane, Wash.

Awards incidents

The first go-round of the National Association of Broadcasters Marconi Awards ceremony at its September radio convention in New Orleans apparently did not go as smoothly as its planners had intended. The gala dinner generated some criticism. It seems the ticketing process was confusing and resulted in at least 100 conventioners with tickets being turned away. NAB President Eddie Fritts told BROADCASTING the association was sorry about the situation and would reimburse those ticket holders \$45 (the tickets were \$35). NAB will also give them a \$100 discount off next year's registration, reported Fritts.

And religious broadcaster Paul Hollinger of WDAC(FM) Lancaster, Pa., is threatening to pull his station's membership unless NAB apologizes for "indiscretions" made at the dinner. Hollinger, whose station was nominated for a "Station of the Year" award but did not receive it, is unhappy with the presentation of that award. He said the presenters "had only scorn and contempt for all Christian broadcasters and the Lord whom we worship and serve." He was also upset about comments made concerning Paul Harvey, Billy Graham and Jerry Falwell. "Most of us do not condone nor practice the excesses of the Bakkers, nor the sexual immorality about which some presenters themselves boasted, while condemning it in others," wrote Hollinger.

Last week Fritts sent an apology to Hollinger. He said it was unfortunate that "a few of the presenters crossed the boundaries of good taste and we indeed regret their indiscretion." Fritts said NAB will "encourage our future presenters to exercise restraint."

Editorials

Shorter strokes

For those so inclined, there was reason for two hips and a hooray last week, when the FCC's advisory committee on high-definition television got down to the cut on its system proponents. The new reality is that, by 1993, there will indeed be a U.S. over-the-air standard for HDTV. The 21st Century will be on the way, television-wise.

The anguish is far from over, of course. There will be all manner of maneuverings, backstage and front, between now and then. Many of the proponents will merge their best efforts into new proposals that may be superior to those now on the table. The likelihood is that the present field of nine will be reduced to four or five by the time the testing ends in 1991.

We're only talking about the beginning of high definition, of course. Technological progress won't stop with the FCC's decision on a first American standard; already, in Europe, they're talking in terms of wide band HDTV that would be transmitted by satellites in the 21 ghz band. (The now-developing generation of HDTV they call narrow band.) Japan already is operating its MUSE-E system via direct broadcast satellite, a possibility not yet excluded from the American marketplace. And the VCR and cable proponents of the world aren't compelled to stand still while the U.S. process proceeds. Many believe the receiver manufacturer universe will trend toward multiport sets that can be plugged into a multiplicity of signal sources.

Our crystal ball is no clearer than anyone else's as to the configuration of the eventual American standard (although we continue to hope the policymakers will aim high). But our optimism that there will indeed be a happy ending took a giant leap upward last week.

Voluntary...or else

The censorship by proxy that Congress is pushing on a nervous broadcasting industry in the form of a programming code (see story, page 50) has been repeatedly justified with the defense that it is entirely voluntary self-regulation. The characterization is ludicrous.

Webster's defines "voluntary" as "Arising from one's own free will. Acting on one's own initiative. Acting or done with no external persuasion or compulsion." By none of those definitions would the proposed code—technically the proposed antitrust exemption permitting a code—be a voluntary one. That point is made succinctly, though inadvertently, by the co-sponsor of the antitrust exemption bill, Tom Tauke, who points out that the proposal does not mandate a code, but also that without self-regulation, broadcasters "invite" congressional regulation. Such an "invitation" is nothing if not external persuasion.

In 1976, a federal judge ruled unconstitutional an earlier attempt at enforced censorship cloaked in self-regulation, the family viewing plan. "Uncompromising independence," the judge said, "is the minimum required of public trustees."

Today, broadcasters have been sent the clear message that if they do not take action, Congress will. The product of such a message would be neither voluntary nor self-regulation, but coercion and censorship.

"Better the devil you know" appears to be the reigning sentiment among those willing to bow to government pressure. Better still, no devil at all.

Print that fits

This week, the House is scheduled to vote on a proposal to excise the fairness doctrine reimposition provision from the budget reconciliation bill ("In Brief," Sept. 25). With "fairness" proponents circulating numerous "Dear Colleague" letters arguing their case, we would recommend as alternative reading for those involved an editorial in *The Washington Post* of Sept. 27 on the subject of the doctrine, an excerpt of which follows.

A genuinely free flow of ideas is one without the U.S. government stepping in as director of public affairs programming everywhere. Most viewers and listeners know how to work their dials for variety, how to turn off the set and how to get access to all sorts of viewpoints. As we always note when we discuss this subject, the company that owns this newspaper also owns broadcast facilities in other cities. But with or without those facilities, the journalistic First Amendment implications remain the same as during the last round. Free, independent and truly fair communication of points of view is not made better by government interference. In fact, that's how to undermine it.

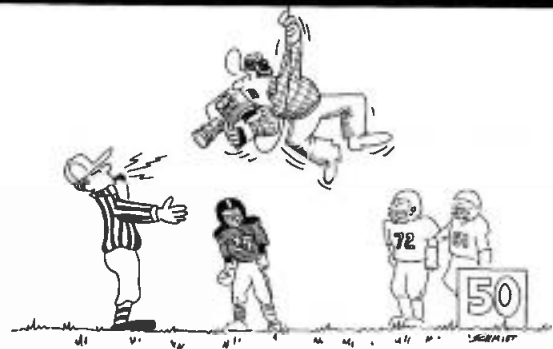
We couldn't agree more.

Silver lining

Among the casualties of Hurricane Hugo, which battered Charleston, S.C., and bruised the state and beyond some 10 days ago, were area broadcast outlets temporarily darkened and silenced in the wake of the storm (see story, page 55). By the time those stations were knocked off the air, however, they had already rendered an invaluable public service.

By some counts, a million or more people heeded the official call to evacuate Charleston and other areas in Hugo's projected path. That call was sounded most effectively by broadcasters, and it would prove an early warning signal for devastation that was compared to a nuclear attack. The reported deaths and destruction of property—in the billions of dollars—was devastation enough. Had there not been such an exodus, which the broadcast system whose ubiquity and commitment to the task helped make possible, the additional toll in deaths and injuries would have compounded the hurt exponentially.

The public service broadcasters are uniquely qualified to render in such crises is measured not in hours or dollars, but in lives.



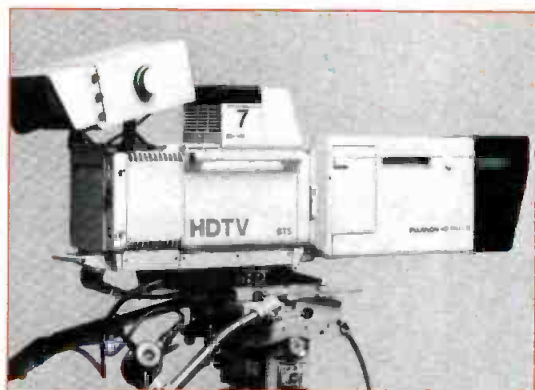
Drawn for BROADCASTING by Jack Schmidt

"I'm not trying to delay your game. I fell out of the blimp."

SPECIAL REPORT

Exclusively in Broadcasting

Engineering the Present and the Future.



A Special Report on the State of the Art: Technology. October 23.

In time for the SMPTE Conference, BROADCASTING  will focus on the equipment and trends that are on the cutting edge of radio and television technology. We'll analyze and report on the quality, efficiency and "friendliness" of systems and formats. And we'll examine many of the companies that provide these services and manufacture the product. Among the topics we'll be tracking: ■ Turnkey service trends. ■ Universal videotape formats. ■ HDTV. ■ FM processing. ■ Radio and television weather technology. ■ And a SMPTE Conference advance report.

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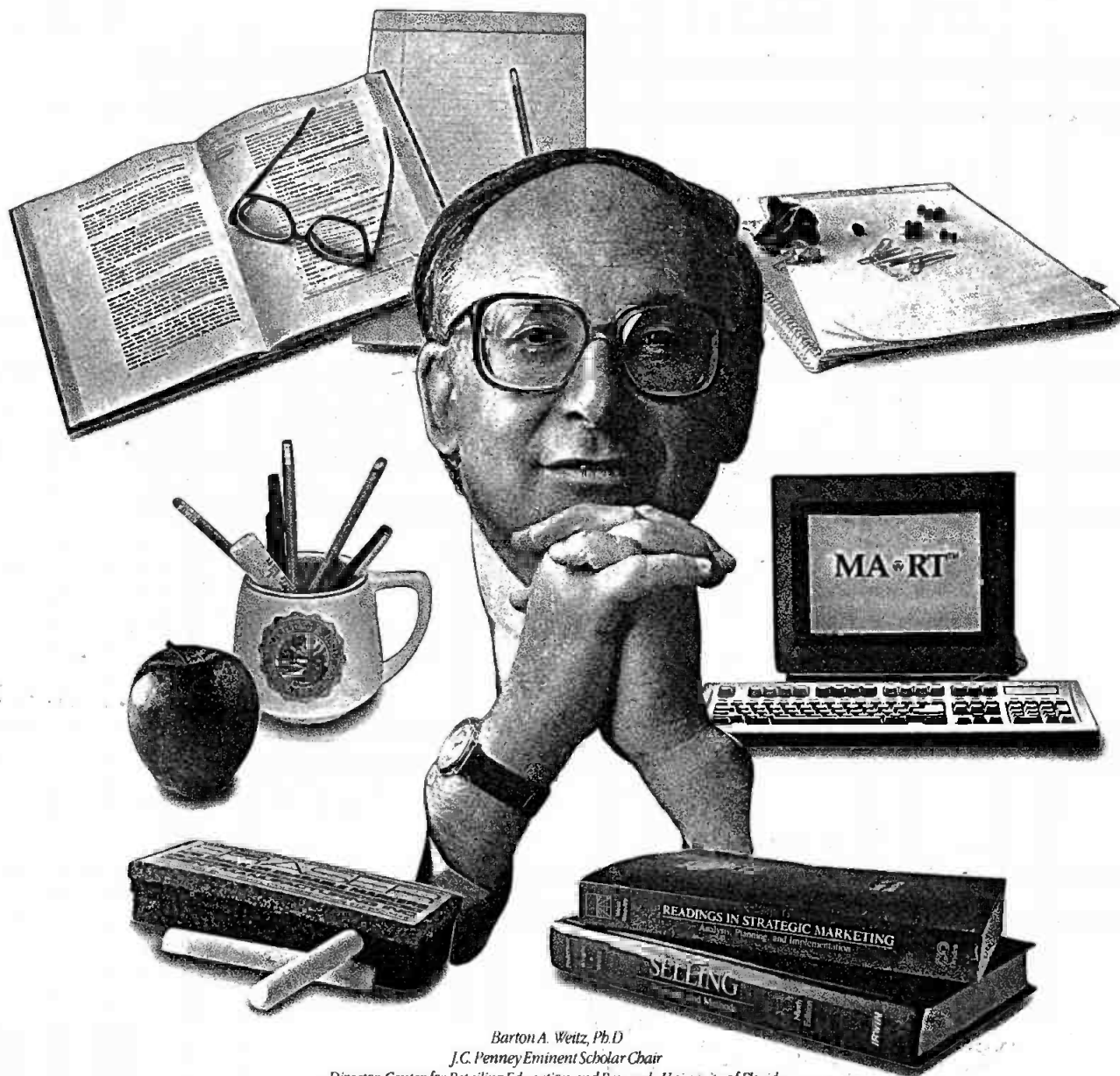
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