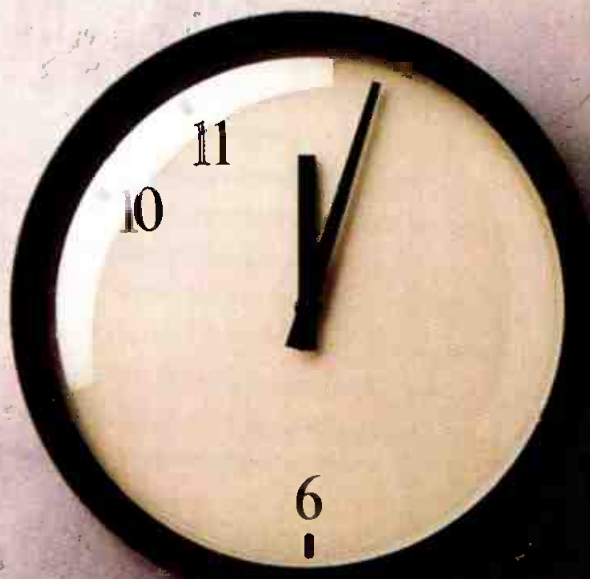


Broadcasting Nov 6



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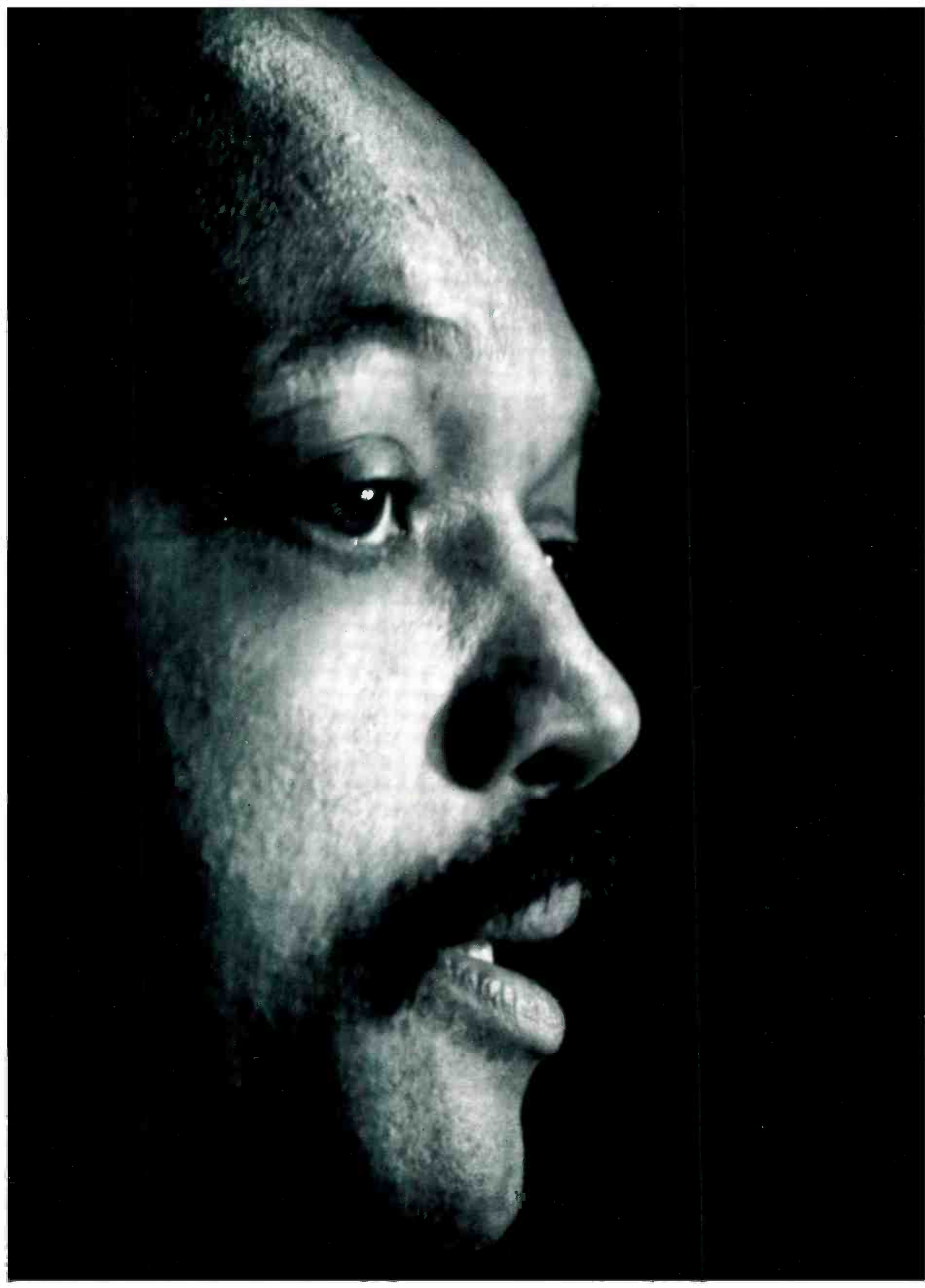
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59th Year 1989

Back to the barricades
on must carry
Indecency and the FCC
the beat goes on



**Most talk show hosts
discuss the news.**

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Jesse Jackson
**Noices of
America**

One Hour. Once A Week. One Of A Kind.

Fall 1990.

Produced by
Quincy Jones Productions
in association with
Jesse L. Jackson Sr. Productions Inc.
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DOMESTIC TELEVISION
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No movement on must carry...

Both cable and broadcast industries dig their heels in on channel positioning. Some wonder if must-carry agreement will ever be reached. **PAGE 35.**

What the FCC let

go... Material aired and dismissed by FCC gives broadcasters further keys to commission's definition of indecency. **PAGE 36.**

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'Anything But Love' gets nod from ABC

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40/ SPECTRUM SHIFT

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41/ WORLD SERIES FALLOUT

ABC's coverage of World Series, interrupted by California earthquake, ends up losing money for network.

41/ CITIZEN CHALLENGE

Group of Chicagoans asks

FCC to deny renewal of WFMT(FM) Chicago on grounds that station's owner used money from fundraiser to support co-owned TV station.

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New animated version of *Peter Pan* is chosen as first half-hour weekday strip on new Fox Kid's Network.

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Networks move away from

loading their November sweeps schedules, concentrating instead on regular series.

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HOLLYWOOD

Back in the act

Two suitors looking to acquire MGM/UA Communications from Kirk Kerkorian have been rumored as reentering picture in light of last month's failed acquisition attempt and subsequent Chapter 11 bankruptcy filing by Qintex Entertainment. One industry analyst says that Philips N.V., Dutch electronics manufacturing giant, met with MGM/UA senior executives in Los Angeles weekend of Oct. 28-29 to "express their renewed interest" in MGM/UA. Another source with business ties to MGM/UA said Orion Pictures, led by principal shareholder John Kluge of Metromedia Inc., is also looking at getting into bidding action.

"Philips N.V. is so similar to Sony, and is very conscious of all the factors related to their [Sony's] purchase of Columbia Pictures," said West Coast securities source. "I assume that Kerkorian would still like to get the \$1.3 billion for MGM/UA he was trying to get from Qintex so he could cover existing debts on the books and have something left over."

Metromedia's Kluge, one New York securities analyst estimated, has \$4 billion-\$5 billion in his coffers to pursue bid for MGM/UA. He said

Kluge currently owns 73%-77% of Orion's shares and has been looking for way to "enhance" studio's performance.

High on Arsenio

Popularity of *The Arsenio Hall Show*, which has carved out place among late night talk shows, is evident in latest TV-Q scores, measure of popularity of television personalities compiled by Marketing Evaluations Inc. Arsenio Hall is ranked number one among syndicated talk and news show hosts with score of 30. Oprah Winfrey, who topped list last year, was second with 26. However, of all respondents queried, 89% were familiar with Winfrey, while only 60% were familiar with Hall. Scoring behind Hall and Winfrey were Maury Povich with 19 and Phil Donahue, Sally Jessie Raphael, Mary Hart, John Tesh and Robb Weller, tied with 15. Among network news anchors, CBS's Dan Rather and ABC's Peter Jennings were tied with TV-Q score of 29, while NBC's Tom Brokaw scored 26.

Getting attention

Oldies-formatted KODJ(FM) Los Angeles, CBS's entry into Los Angeles radio wars earlier in year, has generated national interest with *Rock & Roll U.S.A.* program hosted by nighttime personality Rich Fields. Station is

negotiating with programmers in Phoenix, Detroit and Palm Springs to deliver show via dedicated phone lines. Also in work is delivery of program via satellite on barter basis with eight minutes of spots divided equally between KODJ and stations receiving program.

WASHINGTON

Gold in them thar races

Gubernatorial race in Virginia between Democrat L. Douglas Wilder and Republican J. Marshall Coleman has proven advertising gold mine for stations in Washington, which serves Northern Virginia. Since beginning of October, Wilder has spent \$2.2 million on advertising. Coleman's campaign headquarters did not have exact figure. Stations benefiting from campaign include WTTG(TV) Washington, where sources say election has been bonanza for Fox affiliate and estimates \$1 million revenue in October alone. Sales managers for several Washington stations estimate that candidates have spent between \$4 million and \$5 million on advertising. Biggest surprise, according to many Washington and Richmond, Va., stations is amount being spent in race for Lieutenant Governor

between Democrat Donald S. Beyer and Republican Edwina P. Dalton. One sales manager of network affiliate in Washington said Beyer had been responsible for third of station's political advertising revenue.

Bortz on the case

Importance of sports programming to broadcasters is subject of study National Association of Broadcasters intends to release at annual convention next year (March 31-April 3) in Atlanta. NAB feels localism is key to industry's survival and is trying to get stations to do more local programming, such as sports. Paul Bortz of Bortz & Co. has been commissioned to do research on subject.

TV's long arm

FBI is apparently impressed with effectiveness of Fifth Estate crime-solving efforts, most notably syndicated *America's Most Wanted*—there is "some kind of magic about that show," is way FBI spokesman put it—but including NBC's *Unsolved Mysteries*, local efforts such as WTTG-TV Washington's *City Under Siege* and Crimestoppers tip lines.

Although average 75 suspects per year that are captured as result of these Fifth Estate efforts are only fraction of some 4,000 fugitives caught yearly by bureau, most persons



Network radio debut

The relaxed view of the Presidency that George Bush has displayed in Kennebunkport and other locales carried through in what was billed as his first exclusive radio network interview, on ABC. "I can't complain," the President told ABC News Political Director Hal Bruno. "I'd like to think that I would leave this office without wringing my hands about the burden of the Presidency." The interview was taped in the Oval Office last Wednesday (Nov. 1). Present but not pictured: Robert Benson, vice president for ABC News, radio. The woman holding the microphone is a White House communications technician.

If You're Programming Business News, How Do You Know It Makes A Sound?

On The Wall Street Journal Radio Network,SM you can actually call our listeners listeners. That's because they trust our information to be timely, authoritative, and accurate. And they make important decisions based on it. In fact, The Wall Street Journal was recently rated the most believable source for economic

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**The Wall Street Journal
Radio Network**

Source: "Is Business News Music to Their Ears?" A Statistical Research Inc. Survey of Music Radio Listeners, Spring 1988 MRI. The Wall Street Journal Radio Network is a service mark of Dow Jones & Co., Inc.

profiled on programs are "badly wanted," according to spokesman, with propensity to commit crime again. "These shows help catch people quicker," spokesman said, thus reducing risk of further crimes.

VA BEACH

Uneasy lies the head

Paramount is currently said to be considering whether to put own person in to run TVX Broadcast Group stations (now under charge of John Trinder, president and chief executive officer). Salomon Brothers, it is said, had itself wanted to put in own TVX management team, at time that New York-based investment bank was owed several million dollars by company, and had ability to do so if it had exercised options to purchase stock and used ownership to obtain control of TVX board. But in 1987, New York-based investment bank sold substantial interest in itself to Warren Buffett, which meant he would have had attributable interest in Salomon's majority ownership of TVX. That in turn would have caused problems at FCC, particularly because both TVX and Capcities/ABC, in which Buffett also has sizable interest, own TV stations in Philadelphia. Technical snag of same order is likewise said to currently be causing problems with Paramount's exercise of option to buy TVX stock.

Family's affairs

Family Channel is going to increase number of original movies it will produce next year from four to five, as well as adding at least one other original series. "The Last Train Home," in production and originally scheduled for December, will now appear on schedule in March. It was part of four new movies, one each quarter, set to debut next year. Network has added fifth, to debut in February, about Zorro. That project has evolved out of original production of new Zorro series, now filming in Spain and set to debut in January. Also slated for January debut will be



Avuncular sendoff

Master comedian Milton Berle was on hand last week for HBO's press conference to announce the program lineup for its new Comedy Channel, a 24-hour basic cable service to debut Nov. 15 (see page 46). Much of the programming will originate from the Comedy Channel studios, where comedy memorabilia is being collected for display. Berle provided the first donation, a dress and wig he wore on the Nov. 13, 1948, edition of Texaco Star Theater. "This was the first dress I ever wore on television," said Berle, in making the presentation to HBO Chairman Michael Fuchs. Fuchs called the Comedy Channel "the boldest and most exciting [programming venture] in all of HBO's history."

new episodes of series *T and T*, starring Mr. T. New episodes, now in production, will be packaged with those produced for syndication several years ago.

NEW YORK

'My Two Dads' twice

Word has it that NBC's 9:30-10 slot on Wednesday nights, vacant after cancellation of *Nutt House*, will likely be filled throughout November with episodes of *My Two Dads*, show that did double duty last week in first week of *Nuttless* schedule. *Dads* will continue in its Sunday 8:30-9 slot as well. Network has at least two shows on shelf that should be available to take over Wednesday slot at conclusion of November sweeps. *Ann Jillian Show* and *Working Girl* projects have each completed at least three episodes. In addition, Carol Burnett vehicle *Carol & Co.*, as well as latest Carsey-Werner production, *Grand*, have each completed at least two episodes.

In the works

Look for MTV Networks to announce this week acquisition of several "classic" comedy series for "HA," basic cable comedy network set to launch April 1, 1990. Old series will run alongside new productions, resulting from deals such as those struck with Imagine Films Entertainment, for series featuring Second City Repertory Company and MTM Enterprises.

ROCHESTER

Everyone's in the act

American Television & Communications cable system in Rochester, N.Y., which is programming own cable channel, WGRc (channel 5), is moving to add seven more games from Buffalo Sabres that over-air outlet in town, WUHF-TV, can't carry due to scheduling conflicts. Sabres said WUHF will likely carry 15 to 20 games this year. WGRc has been carrying 30 home games in cable package for past few

years and will do so again this year.

But seven extra broadcast games that are coming to cable won't be on WGRc, but will be carried elsewhere on system, likely on channel that carries SportsChannel. WGRc, run as separate entity from cable system, said its schedule is already set (it is programming movies and series) and had no room for extra games. All that will produce interesting situation when three different ad sales teams, two from same company, hit streets of Rochester to sell Sabres game.

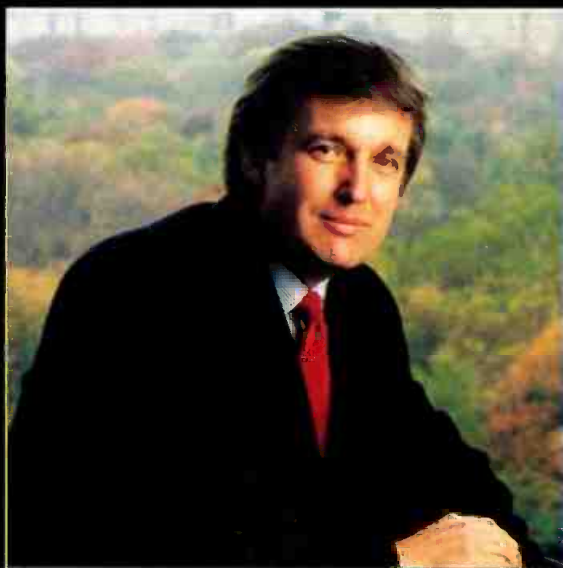
ATLANTA

Getting high early

Planning has already begun for HDTV demonstrations at National Association of Broadcasters convention in Atlanta next spring. Special HDTV production equipment exhibits, which were sponsored by HDTV 1,125/60 Group at 1989 convention, will be cosponsored with NAB. They will be located at Omni hotel, adjacent to convention center in Atlanta. All companies will be invited to show HDTV production equipment in all formats, as opposed to exhibit at Tropicana hotel in Las Vegas last spring, which was devoted entirely to 1,125/60 equipment. In addition, NAB will again sponsor HDTV transmission system demonstrations, which will be held at Georgia World Conference Center.

By another name

Mutual Television Sales, Atlanta-based rep firm that bought assets of failing rep Independent Television Sales, has changed name to American Television Sales and taken on new client. American is national sales rep for RFD-TV, 24-hours-daily advertiser-supported satellite service based in Omaha. In addition to reaching dish owners, 14-month-old service has 46 broadcast affiliates, mostly low-power stations. RFD-TV will be expanding from agricultural programming into entertainment and sports.



**He already has
the airline,
the yacht,
the tower,
the hotel,
and the casinos.
Now he wants
to take over
something new...**

BY THE NUMBERS 1

CBS's *Wolf* (pictured at right) isn't doing so well. Running up against the season premiere of NBC's *In the Heat of the Night* on Tuesday at 9, *Wolf*'s Week Six average was a 6.8 rating/10 share, down from Week Four's 9.9/16. *Heat of the Night* mustered a 19.2/29 for its first episode and finished 10th for the week. According to national overnight ratings for Week Seven's Tuesday night (Oct. 31), *Heat* pulled in an 18.0/28 at 8-8:30 and a 19.8/32 for its last half hour. *Wolf* delivered a 5.5/9 and a 5.6/9 for its similar 30-



minute splits.

According to the same national overnights, NBC won Tuesday night for the first time this season, taking the night away from ABC by averaging a 17.1/29 over ABC's 16.4/27 and CBS's 8.4/14.

Week Six, ended Oct. 29, was won by NBC with a 14.9/24.9. CBS was second with a 14.2/23.9, followed by CBS's 13.0/21.7. Together, the big three delivered a combined 42.1 rating for an average of 38.8 million households.

"By the Numbers" continues on page 12

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	24.9/37	A	<i>Roseanne</i>
2	24.5/41	N	<i>Cosby Show</i>
3	▼ 24.1/39	N	<i>Cheers</i>
4	▲ 23.4/37	C	<i>60 Minutes</i>
5	▼ 23.1/38	N	<i>Different World</i>
6	▲ 21.3/32	C	<i>Murder, She Wrote</i>
7	20.7/31	A	<i>Wonder Years</i>
8	▼ 19.7/34	N	<i>Golden Girls</i>
9	▲ 19.6/33	A	<i>Monday Night Football</i>
10	■ 19.2/29	N	<i>In the Heat of the Night</i>
11	▼ 18.8/33	N	<i>Empty Nest</i>
12	18.7/29	N	<i>NBC Monday Movie</i>
13	18.6/30	A	<i>Who's the Boss?</i>
14	▼ 18.5/34	C	<i>CBS Sunday Movie</i>
15	18.1/31	N	<i>Tonight Show 27th Anniversary</i>
16	▼ 17.8/30	N	<i>Unsolved Mysteries</i>
17	17.5/32	A	<i>World Series, Game 3</i>
18	16.6/25	A	<i>Chicken Soup</i>
19	▼ 16.4/28	A	<i>Growing Pains</i>
19	▲ 16.4/25	N	<i>Matlock</i>
21	▼ 16.2/30	N	<i>Hunter</i>
22	▼ 15.8/26	A	<i>Head of the Class</i>
23	▼ 15.4/25	A	<i>Doogie Howser, M.D.</i>
23	▼ 15.4/25	N	<i>Night Court</i>
25	15.3/25	C	<i>Jake and the Fatman</i>
26	▼ 15.0/26	C	<i>Knots Landing</i>
27	▼ 14.9/22	C	<i>Murphy Brown</i>
28	14.7/28	A	<i>World Series, Game 4</i>
29	14.6/26	C	<i>CBS Friday Movie</i>

Rank/rating □ Network □ Show

29	14.6/25	A	<i>thirtysomething</i>
31	14.5/28	A	<i>World Series, pregame</i>
32	▼ 14.4/23	N	<i>ALF</i>
32	14.4/25	N	<i>Midnight Caller</i>
34	▼ 14.2/22	C	<i>Major Dad</i>
35	▼ 14.1/22	N	<i>Hogan Family</i>
36	▼ 13.5/21	C	<i>Designing Women</i>
37	▼ 13.3/22	A	<i>Anything But Love</i>
38	▲ 13.2/20	F	<i>Married...With Children</i>
39	▲ 13.0/20	N	<i>My Two Dads</i>
40	12.9/24	A	<i>China Beach</i>
41	▼ 12.8/23	N	<i>Amen</i>
42	12.6/19	C	<i>Newhart, special</i>
43	▼ 12.2/18	C	<i>Famous Teddy Z</i>
44	▲ 12.1/19	N	<i>Sister Kate</i>
44	12.1/22	C	<i>Wiseguy</i>
46	▼ 11.3/18	N	<i>Nutt House</i>
46	▲ 11.3/18	C	<i>Rescue: 911</i>
48	▼ 11.0/19	C	<i>Newhart</i>
48	▲ 11.0/18	A	<i>Young Riders</i>
50	▲ 10.9/20	N	<i>Baywatch</i>
50	▼ 10.9/18	A	<i>MacGyver</i>
50	10.9/18	N	<i>NBC Sunday Movie</i>
50	▼ 10.9/20	N	<i>227</i>
54	▲ 10.5/17	N	<i>Magical World of Disney</i>
55	10.3/17	C	<i>Charlie Brown: Great Pumpkin</i>

Week 6 □ Oct. 23-Oct. 29

Rank/rating □ Network □ Show

55	▼ 10.3/16	F	<i>Totally Hidden Video</i>
57	▲ 10.2/16	F	<i>America's Most Wanted</i>
57	10.2/17	A	<i>AT&T Presents: Final Days</i>
59	▼ 10.1/17	C	<i>48 Hours</i>
60	10.0/18	N	<i>Quantum Leap</i>
61	▲ 9.9/18	C	<i>Snoops</i>
62	9.8/17	N	<i>Hardball</i>
62	9.8/17	C	<i>Island Son</i>
62	9.8/18	N	<i>Mancuso, F.B.I.</i>
62	9.8/18	C	<i>Paradise</i>
66	9.3/15	C	<i>Top of the Hill</i>
67	▲ 9.1/15	A	<i>Mission: Impossible</i>
67	▼ 9.1/16	A	<i>PrimeTime Live</i>
69	8.9/15	C	<i>Bugs Bunny Howl-Oween</i>
69	▼ 8.9/15	A	<i>Free Spirit</i>
71	8.8/18	A	<i>World Series, pregame</i>
72	▲ 8.0/15	C	<i>Sat. Night with Connie Chung</i>
73	▼ 7.8/13	F	<i>Open House</i>
74	7.6/12	A	<i>Slimer-Ghostbusters Halloween</i>
75	▼ 7.5/13	C	<i>Tour of Duty</i>
76	6.8/10	C	<i>Wolf</i>
77	▲ 6.2/10	F	<i>Booker</i>
78	▼ 5.6/9	F	<i>21 Jump Street</i>
79	▼ 5.5/10	F	<i>Cops</i>
80	▲ 5.1/9	F	<i>Tracey Ullman Show</i>
81	▼ 4.8/7	F	<i>Alien Nation</i>
82	4.0/8	F	<i>Garry Shandling's Show</i>
83	▼ 3.9/7	F	<i>Reporters</i>
84	▼ 3.0/5	F	<i>Beyond Tomorrow</i>

Guide to symbols

▼ —Down from last week ▲ —Up from last week

Source: Nielsen Media Research

■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	14.3	225	99
2	Jeopardy! (King World)	12.6	212	96
3	Oprah Winfrey Show (King World)	9.7	208	98
4	Cosby Show (Viacom)	9.6	200	97
4	Star Trek: Next Generation (Paramount)	9.6	230	97
6	Entertainment Tonight (TPE)	8.6	163	95
7	Current Affair (20th Century Fox TV)	8.5	180	93
8	Wheel of Fortune, wknd. (King World)	7.9	183	89
9	Geraldo! (Paramount Domestic)	6.	189	96
10	Donahue (Multimedia)	5.9	210	97

* Nielsen weekly pocketpiece

Week ended Oct. 22

Rank	Program (Syndicator)	Rtg	Stns	Covg
10	Star Search (TPE)	5.9	145	94
12	Family Feud (TPE)	5.5	122	82
13	Mama's Family (Warner Bros. Domestic TV)	5.2	166	89
14	Chip 'N' Dale (Buena Vista Television)	5.1	168	96
14	People's Court (Warner Bros. Domestic TV)	5.1	170	89

The following shows were rated, but not ranked

Wrestling Network (Turner Program Services)	6.	167	92
World Wrestling Federation (WWF)	8.2	237	96

Source: Nielsen and Broadcasting's own research.

ACCESS!

This time of year you get pitched by lots of people promising an instant fix in access. But, deep in your heart, you know that to come out on top you need a lot more than a new idea and a promise of prosperity. You need a show that will compensate for the trials of first-run syndication.

That show is "Trump Card." No other strip has its magnetic power. Not a one! Because no other show has the power of Donald Trump's name to pull viewers to the set. Nor does any pilot have the prime time feel

that comes with taping in the billion dollar Atlantic City Trump Castle. And, "Trump Card" has already been proven in the trenches. Like many long-running hits of American TV such as "Three's Company," "All in the Family" and "Sanford and Son," our access strip is based on a format that has been a hit in England for over six years.

Next fall, don't put a new strip into play with insufficient assets. Get "Trump" on your side of the deal and you'll be in the #1 position to take over access.

TRUMP CARD

The Crown Jewel of Prime Access.

FALL 1990!



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and Fiedler/Berlin Production
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WARNER BROS.
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DISTRIBUTION
A Warner Communications Company

Summary of Broadcasting & Cable

"By the Numbers" continued from page 10

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

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

In the evening news race, ABC's *World News Tonight* won the week with a 10.3/21. CBS came in second with a 10.0/20, followed by NBC's 9.6/20.

For the book of days, ABC's Monday night win was a squeaker at 17.3/28 over NBC's 17.2/26.7. CBS pulled in a 13.1/20.

Tuesday, Wednesday and Friday were also ABC wins. Tuesday was won with an 18.3/29 over NBC's 16.7/26.4 and CBS's 9.3/14.8. Wednesday went to ABC's 14.5/24.9, over second place NBC's 13.7/23.2. On Friday, ABC took the night with a 17.7/31.6. CBS came in second that night with a 13.0/23.4.

Thursday and Saturday went to NBC. The former was a 21.0/35.2 win, over CBS's 11.5/19.2 and ABC's 9.7/16.3. The latter night was taken with a 15.8/28.4 over ABC's 13.4/24.9 and CBS's 8.4/15.3.

CBS took Sunday night with a 20.4/33.3—the network's highest average this season for that night. NBC claimed an 11.2/18.1, while ABC had a 9.7/16.1.

ABC's three-hour Sunday broadcast of *AT&T Presents: The Final Days* ranked 57th for the week with a 10.2/17. CBS's Sunday movie, *The Lady Foretells*, brought in an 18.5/34 to rank 14th for the week. NBC's movie, *Double Your Pleasure* tied for 50th with the network's 227 and pulled in a 10.9/18.

MarketScope

The Standard & Poor's Industrials fell 1.50 points to close at 389.42. For the seven day period ended Nov. 1, the Stock Index stood at 38 advances, 78 declines and 13 unchanged. Among the six groups tracked, the Equipment and Manufacturing group was hardest hit, with five advances, 17 declines and two unchanged. Cable stocks finished in a similar fashion, with three advances, 15 declines and one unchanged. Broadcasting stocks closed out with four advances, nine declines and three unchanged.

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	
Nov 1	Oct 25	Nov 1	Oct 25	Change	Change	Ratio(000,000)	Ratio(000,000)	Ratio(000,000)	Ratio(000,000)	Nov 1	Oct 25	Nov 1	Oct 25	Nov 1	Oct 25	Change	Change	Ratio(000,000)	Ratio(000,000)
N (CCB) Capital Cities/ABC	538	1 1/2	563	1/2	-25	1/4	-04.48	22	9,687	N (BLC) A.H. Belo	37	1 1/8	35	1 1/4	1	7/8	05.7	49	736
N (CBS) CBS	98	1 1/2	20	1 1/8	-3	5/8	-01.79	17	4,689	N (AFL) American Family	21	3/8	18		3	3/8	18.75	20	1,734
A (CCU) Clear Channel	12		11	7/8		1/8	01.05	120	46	O (ACCMA) Assoc. Commun.	33	7/8	36	1/4	-2	3/8	-06.55	82	630
A (HTG) Heritage Media	2	7/8	3	1/2		5/8	-17.85	-2	103	N (CCN) Chris-Craft	35	3/4	36	1/4		1/2	-01.37	52	851
O (JCOR) Jacor Commun.	5	7/8	5	7/8			00.00	-4	58	O (DUCO) Durham Corp.	32	3/4	32	1/4		1/2	01.55	28	276
O (LINB) LIN	111	7/8	109	1/4	2	5/8	02.40	62	5,742	N (GCI) Gannett Co.	40	1 1/2	40	3/8		1/8	00.30	17	6,534
O (OBCCC) Olympia Broadcast	1	1 1/4	1	3/4		1/2	-28.57		3	O (GACC) Great Amer. Comm.	10	3/8	10	3/4		3/8	-03.48	-3	325
O (OSBN) Osborn Commun.	13	1 1/4	12	3/4		1/2	03.92	8	89	N (JP) Jefferson-Pilot	40	5/8	41	1/4		5/8	-01.51	13	1,27
O (OCOMA) Outlet Commun.	25	4	26			3/4	-02.88	31	165	N (KRI) Knight-Ridder	49	3/8	50	7/8	-1	1/2	-02.94	11	2,540
A (PR) Price Commun.	4	7/8	5	1/4		3/8	-07.14	-10	44	N (LEE) Lee Enterprises	30	7/8	31			1/8	-00.40	18	753
O (SAGB) Sage Broadcasting	3		3	1/4		1/4	-07.69	-3	11	N (LC) Liberty	35	3/4	37		-1	1/4	-03.37	20	302
O (SCRIP) Scripps Howard	72		72				00.00	37	743	N (JHPI) McGraw-Hill	64	7/8	65	3/8		1/2	-00.76	16	3,154
O (SUNNC) SunGroup Inc.	1	3/4	1	3/4			00.00	-2	4	A (MEGA) Media General	34	7/8	34	3/4		1/8	00.35	871	898
O (TLMD) Telemundo	6	1 1/2	6	3/4		1/4	-03.70	-2	148	N (MPP) Meredith Corp.	33	3/4	35	3/4	-2		-05.59	19	629
O (TVXGC) TVX Broadcast	4	3/4	5			1/4	-05.00		34	O (MMEDC) Multimedia	95	1/2	95			1/2	00.52	35	1,079
O (UTVI) United Television	34	1/4	33	3/4		1/2	01.48	48	374	A (NYTA) New York Times	27	5/8	27	3/8		1/4	00.91	14	2,169

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Now more than ever, you need a rep with an aggressive sales force to help you weather the reign of computerized buying and the hail of new competition.

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BLAIR TELEVISION 
A subsidiary of John Blair Communications, Inc.

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							
	Nov 1	Oct 25	Change	Change	Ratio(000,000)					Nov 1	Oct 25	Change	Change	Ratio(000,000)																
N (NWS) News Corp. Ltd.	19 5/8	19 1/2		1/8	00.64	7	5,268	O (OMCM) Omnicom Group	23 7/8	24 1/8	-	1/4	-01.03	14	591															
O (PARC) Park Commun.	21 1/4	21		1/4	01.19	23	439	N (SAA) Saatchi & Saatchi	14 7/8	14 7/8			00.00	11	2,328															
O (PLTZ) Pulitzer Publishing	28	28 5/8	-	5/8	-02.18	14	293	O (TLMT) Telemation	2	1 3/4		1/4	14.28	-33	9															
N (REL) Reliance Group Hold.	6 1/8	5 3/4		3/8	06.52	25	456	A (UNV) Unitel Video	13 1/2	13 3/4	-	1/4	-01.81	21	28															
O (RTRSY) Reuters Ltd.	43 3/4	44	-	1/4	-00.56	22	19,874	CABLE																						
O (STAUF) Stauffer Commun.	141	142	-	1	-00.70	47	141																							
N (TMC) Times Mirror	37 1/4	37 1/8		1/8	00.33	14	4,770																							
O (TMCI) TM Communications	9 3/2	9 3/2			00.00	-2	1																							
N (TRB) Tribune	48 1/2	50	-	1 1/2	-03.00	16	3,514	A (ATN) Acton Corp.	16	16 5/8	-	5/8	-03.75	3	25															
A (TBSA) Turner Bcstg. 'A'	49 5/8	50 7/8	-	1 1/4	-02.45	-21	2,459	O (ATCMA) Amer. TV & Comm.	50 1/4	49 3/4		1/2	01.00	72	5,478															
A (TBSB) Turner Bcstg. 'B'	47 1/4	49 1/2	-	2 1/4	-04.54	-20	1,266	O (CTEX) C-Tec Corp.	25	25			00.00	29	426															
A (WPOB) Washington Post	286	293	-	7 1/2	-02.55	20	3,656	A (CVC) Cablevision Sys. 'A'	43 7/8	43 3/8		1/2	01.15	-7	969															
PROGRAMING								A (CTV) Century Commun.	14 3/8	14		3/8	02.67	-38	937															
								O (CMCSA) Comcast	18 1/8	18 5/8	-	1/2	-02.68	-21	1,822															
								A (FAL) Falcon Cable Systems	19 3/8	20	-	5/8	-03.12	-50	123															
								O (JOIN) Jones Intercable	17 5/8	18 3/4	-	1 1/8	-06.00	-8	218															
								T (MHPQ) Maclean Hunter 'X'	12	12 3/8	-	3/8	-03.03	33	884															
								T (RCIA) Rogers Commun. 'A'	118	126	-	8	-06.34	-200	1,592															
								T (RCIB) Rogers Commun. 'B'	98	107 1/2	-	9 1/2	-08.83	-166	1,322															
								O (TCAT) TCA Cable TV	17 1/2	18	-	1/2	-02.77	36	423															
								O (TCOMA) Tele-Commun.	18 1/2	19 1/2	-	1	-05.12	-21	6,528															
								N (TL) Time Warner	131 3/8	136 1/8	-	4 3/4	-03.48	26	8,448															
								O (UAECA) United Art. Ent. A	21	21 3/8	-	3/8	-01.75	-13	2,920															
								O (UAEGB) United Art. Ent. B	21	21 1/4	-	1/4	-01.	-31	1,387															
								N (VIA) Viacom	58 7/8	59 3/8	-	1/2	-00.64	38	3,141															
								N (WU) Western Union	34	7/8	-	1/8	-14.28		40															
								O (WSMCA) WestMarc	30 3/4	30 7/8	-	1/8	-00.40	-30	478															
								EQUIPMENT & MANUFACTURING																						
								N (MMM) 3M	72	72 5/8	-	5/8	-00.86	13	15,673															
								N (ARV) Arvin Industries	16	16 1/4	-	1/4	-01.53	24	298															
								O (CCBL) C-Cor Electronics	14 1/4	15	-	3/4	-05.00	11	58															
								N (CHY) Chyron	3 3/4	3 1/2		1/4	07.14	-22	42															
								A (COH) Cohn	9 3/4	10 5/8	-	7/8	-08.23	6	18															
								N (EK) Eastman Kodak	44 1/2	44 1/2			00.00	14	14,436															
								N (GRL) Gen. Instrument	38 3/4	38 1/8		5/8	01.63	13	1,047															
								N (GE) General Electric	55 3/8	55 1/4		1/8	00.22	13	49,964															
								N (HRS) Harris Corp.	37 1/8	37 5/8	-	1/2	-01.32	67	1,488															
								N (MAI) M A Com. Inc.	6 1/8	6 1/8			00.00	12	146															
								N (IV) Mark IV Indus.	19	19 1/8	-	1/2	-02.56	9	186															
								O (MCDY) Microdyne	4 1/2	4 7/8	-	3/8	-07.69	142	18															
								O (MCOM) Midwest Commun.	5 1/2	6 1/4	-	3/4	-12.00	15	16															
								N (MOT) Motorola	55 5/8	55 7/8	-	1/4	-00.44	14	7,214															
								N (OAK) Oak Industries	1 1/8	1		1/8	12.50	37	32															
								A (PPI) Pico Products	34	1	-	1/4	-25.00		2															
SERVICE								N (SFA) Sci-Atlanta	21 1/2	21 7/8	-	3/8	-01.71	14	496															
								N (SNE) Sony Corp.	58	60 1/2	-	2 1/2	-04.13	30	16,390															
								N (TEK) Tektronix	17 7/8	18 1/2	-	5/8	-03.37	52	517															
								O (TVTK) Television Tech.	7/16	9/16	-	1/8	-22.22	43	3															
								N (VAR) Varian Assoc.	20 5/8	22 1/2	-	1 7/8	-08.33	8	415															
								O (WGNR) Wegener	2 3/4	3 1/8	-	3/8	-12.00	7	20															
								N (WX) Westinghouse	67 7/8	65 1/4		2 5/8	04.02	11	9,830															
								N (ZE) Zenith	12 1/4	12 7/8	-	5/8	-04.85	1225	327															
								(S&P) Standard & Poor's	389.42	390.92	-	1.50	-	00.38																

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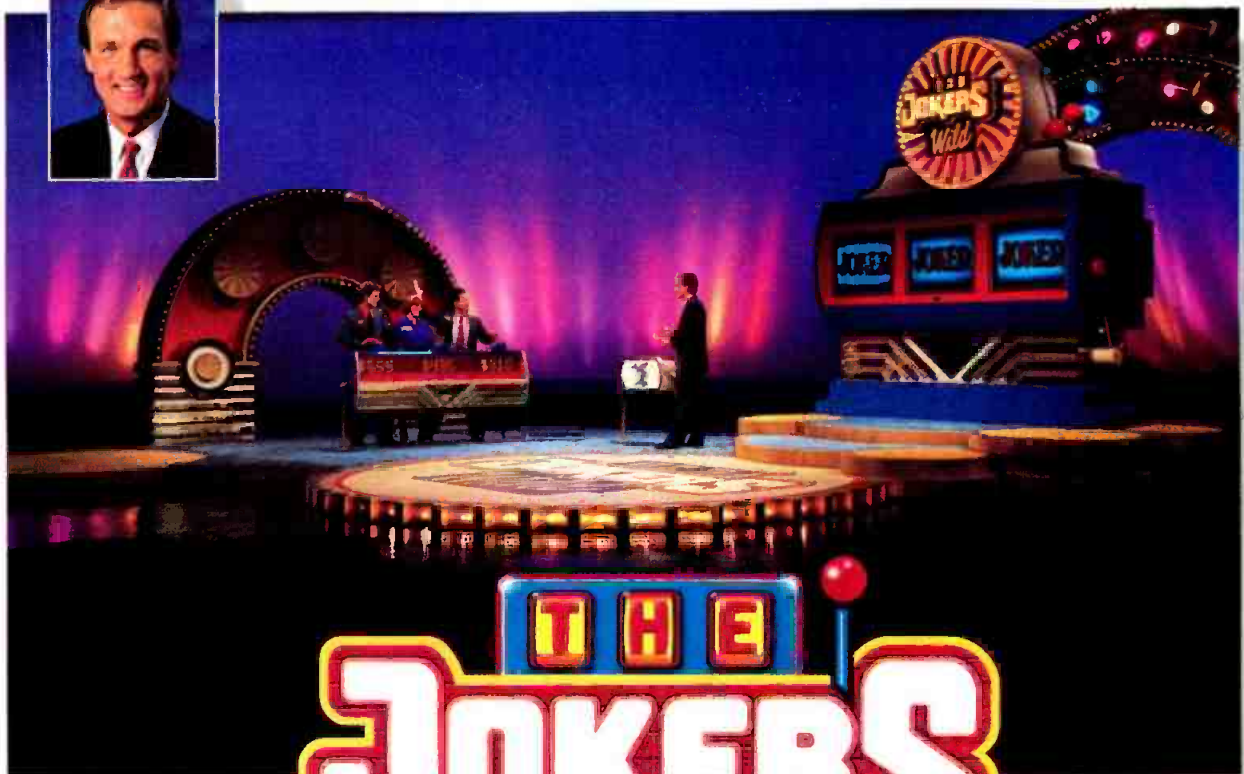
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■ indicates new listing or changed item.

This week

Nov. 5-8—Second annual LPTV conference and exposition, sponsored by *Community Broadcasters Association*. Keynote speaker: FCC Commissioner James Quello. Riviera hotel, Las Vegas. Information: (800) 225-8183.

Nov. 7—"Talk Radio: What Is It Telling Us?" seminar sponsored by *Center for Communication*. Speakers: Barry Farber, WMCA(AM) New York, and Lynn Samuels, WABC(AM). Center auditorium, New York. Information: Irina Posner, (212) 836-3050.

Nov. 7—National Advertising Law & Business Conference, sponsored by *American Advertising Federation*. Drake hotel, Chicago. Information: (312) 787-2200.

Nov. 8—Presentation of Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jon Nesvig, senior VP-sales, Fox Broadcasting Co. Topic: "A Network for the 90's." Copacabana, New York. Information: (212) 768-4510.

Nov. 8—"Service to Children" television awards presentation, sponsored by *National Association of Broadcasters Children's Television Committee*. Library of Congress's Madison Building, Washington. Information: (202) 429-5350.

Nov. 8—"Privacy, Public Service, the Public Interest and the Media," topic for seventh annual benefit dinner of *Libel Defense Resource Center*. Wal-

dorf-Astoria, New York. Information: (212) 889-2306.

Nov. 8—Fundraiser for Bay area earthquake victims, organized by members of MMT, Young & Rubicam, Seltel, D'Arcy Masius Benton & Bowles and Katz Communications. La Maganette restaurant, New York. Information: Lisa Schanzer, (212) 572-5348.

Nov. 8-10—TV commercials' festival of *International Film & TV Festival of New York*. Sheraton Center, New York. Information: (914) 238-4481.

Nov. 9—Advertising and Marketing Management Research Workshop, sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 785-1525.

Nov. 9—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Washington Marriott, Washington.

Nov. 9—"Careers in Advertising: Media," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 9—"Advertising Goes Global," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 9—Presentation of Communications Excellence to Black Audiences Awards, sponsored by *World Institute of Black Communications* (founded by National Black Network), to "pay tribute to corporations, advertising agencies and individuals who demonstrate expertise and sensitivity in focusing on needs and concerns of black consumers." New York Hilton, New York. Information: (212) 586-1771.

Nov. 9-10—Communications law seminar spon-

sored by *Practising Law Institute*. Sheraton Center hotel, New York. Information: (212) 765-5700.

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

Nov. 9-11—*Arizona Broadcasters Association* fall convention and annual meeting. Sunburst Resort hotel, Scottsdale, Ariz.

Nov. 9-11—20th annual Loyola Radio Conference, hosted by *Loyola University of Chicago*. Holiday Inn Marl Plaza, Chicago. Information: (312) 670-3207.

Nov. 10-12—*Broadcast Executive Directors Association* fall idea exchange. The Greenbrier, White Sulphur Springs, W. Va.

Also in November

Nov. 13—"The Tri-Monopoly Networks Versus Competition: The Battle for a Fair Marketplace in the Nineties," speech by Jack Valenti, president, Motion Picture Association of America, to *Academy of Television Arts and Sciences*. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Nov. 13-15—*Television Bureau of Advertising* annual convention. Century Plaza, Los Angeles.

Nov. 13-15—*Association of National Advertisers* TV commercial production management seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Nov. 14—"What Are Video News Releases and Why Are They News?," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 14-15—"Communicating in the 90's," confer-

Major Meetings

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza hotel, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

Jan. 16-19, 1990—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

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

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

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

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

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

Feb. 28-March 3, 1990—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March 14-18, 1990—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

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

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

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May 17-20, 1990—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

May 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.

■ **July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

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

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

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

■ **Sept. 24-27, 1990**—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

Oct. 4-7, 1990—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

Oct. 11-15, 1990—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

■ **Oct. 21-24, 1990**—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla.

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TELEVISION SHOW LIVE DAILY FOR FALL 1990!**

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9TH
SEASON

AND STILL RANKED
AMONG THE TOP
FIVE STRIPS! †*



NOW
IN ITS
7TH
SEASON

RANKED #3
AMONG WEEKLY
SHOWS! *



NOW
IN ITS
7TH
SEASON

—A TRUE
HOUSEHOLD
PHRASE!



NOW
IN ITS
4TH
SEASON

—GOING STRONG
WITH ITS BEST
LINEUP EVER!



RAN FOR
9^{SOLID}
SEASONS

—ALWAYS IN TOP
3 AMONG
YOUNG ADULTS! †



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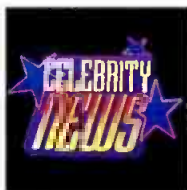
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ence sponsored by *San Diego State University*. SDSU, San Diego. Information: (619) 594-5204.

Nov. 15—Canadian Cable Television Association Quebec regional meeting. Loews Le Concorde, Quebec. Information: (613) 232-2631.

Nov. 15—"How to Reach the World's Largest TV Audience," speech by Georges Leclerc, director of radio and visual services, United Nations, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

Nov. 15—Society of Broadcast Engineers, chapter 15, technical session, "Planning a Transmission System." Speaker: Joe Giardina, DSI Communications. Also, "Wiring a Facility for Audio, Video, Data and Fiber Optic Applications." Speaker: Pat Gallagher, ADC Corp. New York Times building, New York. Information: David Bialik, (212) 752-3322.

Nov. 16—NATAS breakfast. Speaker: Douglas Marland, head writer, CBS's *As the World Turns*. "How to Break Into Soap Opera Writing and Survive." Museum of Broadcasting.

Nov. 16—FCC en banc hearing on AM broadcast service. FCC, Washington. Information: William Hassinger, (202) 632-6460.

Nov. 16—"Cause Marketing—How To Make It Work For You," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. Program features Joanne Black, Mastercard; Lowell Hussey, Warner Cable Communications; and Josh Sapan, Rainbow National Services. HBO offices, New York. Information: Susan Kinzie, (212) 735-5395.

Nov. 16-17—"2001: A Communications Vision," sponsored by *San Diego Communications Council*. Speakers include Allen Neuhaar, Gannett Foundation, and Bob Wright, president, NBC, who

will examine issues relating to new communications technologies, impact on established communications media and regulatory issues. La Jolla Marriott, San Diego. Information: (619) 594-6900.

Nov. 17—Deadline for entries in 32nd annual Aldo Awards competition sponsored by *Men's Fashion Association of America* to "recognize excellence in men's fashion coverage." Information: Larry Hotz, (212) 545-1709.

Nov. 17-19—Alpha Epsilon Rho south regional convention. Jackson, Miss. Information: Trey Fabbacher, (312) 321-6600.

Nov. 17-19—Second annual conference of National Association of College Broadcasters. Keynote: Ted Turner, chairman, Turner Broadcasting System. Brown University, Providence, R.I. Information: Steve Klinenberg, (401) 863-2225.

Nov. 20—17th International Emmy Awards presentation. Sheraton Center, New York. Information: Gillian Rose, (212) 489-6969.

Nov. 21—International Radio and Television Society newsmaker luncheon, featuring Michael Checkland, director-general, BBC. Waldorf Astoria, New York. Information: (212) 867-6650.

Nov. 21—12th annual Frank E. Gannett lecture, to be delivered by Katharine Graham, chairman, Washington Post Co. Lecture sponsored by *Washington Journalism Center* with grant from *Gannett Foundation*. Capital Hilton, Washington. Information: (202) 337-3603.

Nov. 28-29—Cabletelevision Advertising Bureau sales orientation seminar for new ad sales people. Atlanta. Information: (212) 751-7770.

Nov. 29—"Drama, independent producers and public television," speech by David M. Davis, president-CEO, American Playhouse & American Documentaries Inc., to *National Academy of Tele-*

vision Arts and Sciences, New York chapter. Copacabana, New York.

Nov. 29—"Political Advertising: A Conversation with Tony Schwartz," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 29-Dec. 1—Seventh annual Private Cable Show. Keynote speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9655.

December

Dec. 1—"Talking About the Weather: TV Weathermen," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Dec. 1—"On Location with the Weatherman: WNBC, WABC, Fox 5, WCBS," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Dec. 1—Broadcast Pioneers, Washington chapter, annual banquet, featuring presentation of Distinguished Service Awards to WXEX-TV Richmond, Va., and WFMD(AM)-WFRE(FM) Frederick, Md., and to former FCC Chairman Robert E. Lee; Howard Head, formerly of A. D. Ring & Associates; former NAB President Vincent Wasilewski; Peggy Whedon, former ABC News producer, and the late Betty Endicott, WTTG(TV) Washington. Kenwood Country Club, Bethesda, Md.

Dec. 5—Deadline for entries in fifth annual Sunny Creative Radio Awards, sponsored by *Southern California Broadcasters Association*. Information: (213) 466-4481.

Dec. 6—"Interactive Television: Impact and Op-

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THIS IS

MEDIA MONITOR

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HOW EMBARRASSING!

A steady stream of revelations from Eastern Europe is proving that Ronald Reagan was right on the mark when he labeled the Soviet Union an "Evil Empire." Those who ridiculed that description have not been rushing to apologize. TV commentator Hodding Carter recently contrasted the Soviet admission that they had lied about their conduct in Afghanistan and about a major violation of the ABM Treaty with the "fact" that Americans "in high places are still lying in their teeth about Iran-Contra." Instead of criticizing those who bought the Soviet lies, Carter converted the Soviet confession into an attack on the Reagan administration.

Carter recently appeared on ABC's "Nightline" to help bash Reagan for garnering a spectacular speaking fee in Japan. It would be far more useful if our big media stars would devote some time to a discussion of their past blunders and an analysis of why Ronald Reagan and his advisers had a more accurate perception of the nature of the communist system than they did.

For example, Ted Koppel could invite CBS News correspondent Bernard Goldberg to come on "Nightline" to discuss this statement that he made on the CBS Evening News on March 4, 1986: "Freedom to most Russians is living in a country where the unemployment rate is zero, where state health care costs nothing, where nobody is homeless and where crime is not epidemic...The people have made a deal with their rulers, saying: 'Take care of us from cradle to grave and in return we'll be satisfied.'"

In that special report from the Soviet Union, Mr. Goldberg interviewed several Russians who affirmed that they thought residents of the Soviet Union were freer than Americans. One, a writer for the newspaper *Izvestia*, said, "We sometimes think, 'Poor Americans. They have no freedom. They are prisoners of pornography, prisoners of drug taking.' He said that the idea held by many Americans that if the Iron curtain were lifted the Soviet people would rush to emigrate was simply wrong. Goldberg later told us that he believed that if the borders were opened the dissidents would leave, but there weren't many of them.

That was the line that Vladimir Pozner, the smooth-talking Soviet propagandist

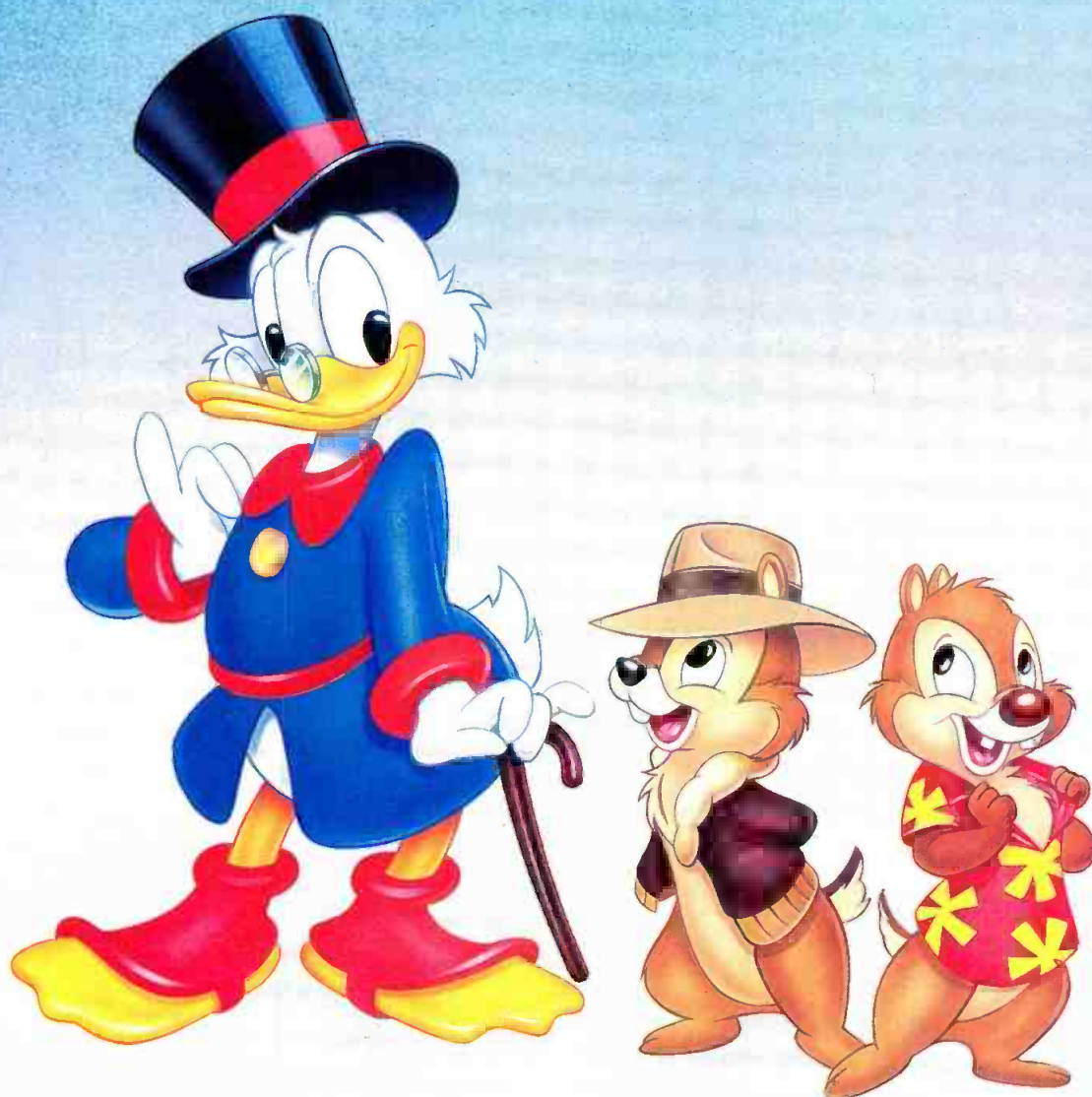
who was a frequent guest on "Nightline" used to peddle. It would be interesting to see Ted Koppel grill Pozner about the contrast between what he used to say on American TV programs and what the Soviet leadership and media are now saying.

Stuart Loory, the former Moscow bureau chief of CNN, would be another interesting guest. In a letter printed in *The Wall Street Journal* on February 3, 1986, Mr. Loory asserted that the people in the Soviet Union had truly been converted to communism and that the Communist Party would win an overwhelming mandate if it submitted to elections as free as those in El Salvador in the 1980s. The Soviet elections last spring weren't that free, but a number of the Communist candidates were defeated even though they ran unopposed, and Moscow voters stung the party by giving maverick Boris Yeltsin 90% of the votes.

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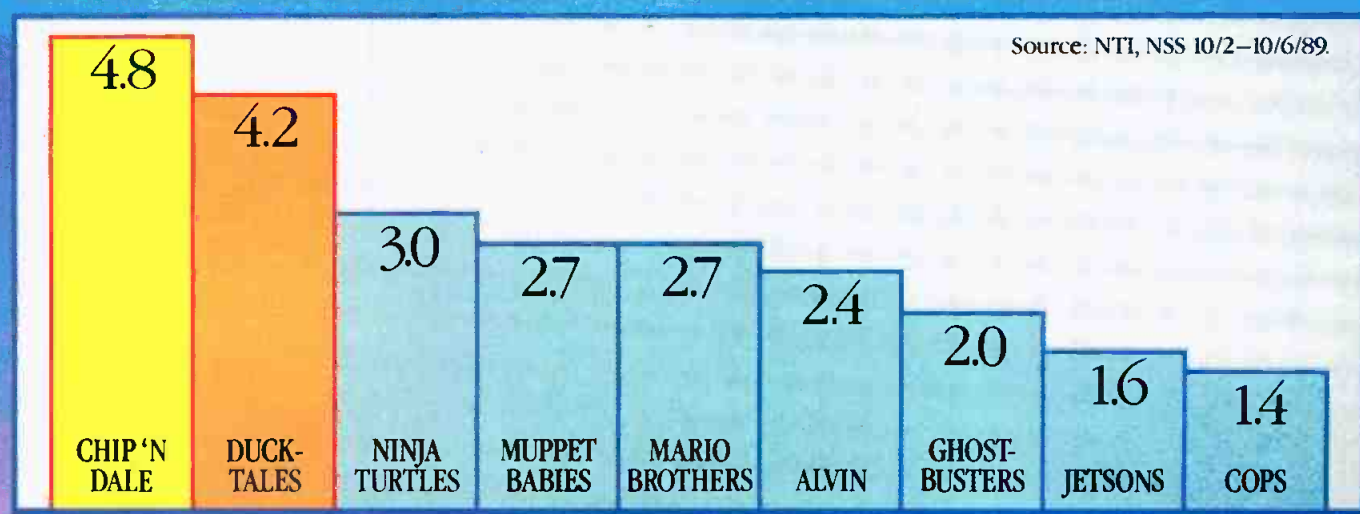
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There's more on the way.

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The Gummi Bears—The network hit. Joining DuckTales and Chip 'n Dale beginning Fall 1990 will be the off-network debut of The Gummi Bears, #1 in its Saturday morning time period for the fifth straight year.

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So if you're looking to improve your station's fortunes in just one afternoon, there's only one place to turn...

The Disney Afternoon. Coming Fall 1990.

Source: NTI AA 9/87-10/89.

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Errata

Styles Broadcasting Co. is headed by Robert Germain and **Tom DiBacco and Kim Styles DiBacco** (husband and wife), who also own WHEW(FM) Fort Myers, Fla. Names of the DiBaccos were omitted from Oct. 23 "Changing Hands" item on sale of WRBA(FM) Springfield, Fla.

Oct. 16 special report on basketball incorrectly reported that NBC-TV airs Raycom Sports' 38-game Atlantic Coast Conference package in regions outside mid-Atlantic. **NBC's 20-game college basketball schedule does include four ACC conference games and ACC Championship**, as well as six interconference games involving ACC teams.

NPR was not participant in PBS lease or purchase of multiple satellite transponders from AT&T announced last week, as suggested in Oct. 30 "Closed Circuit." NPR continues separate negotiations for next-generation satellite capacity with "several vendors, and a final selection certainly has not been made," said Peter Lowenstein, VP, distribution, NPR, which expects to complete deal for two transponders by end of year.

opportunities," sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: *Andre Orgel*, president-CEO, Video Jukebox Network. Copacabana, New York.

Dec. 7—"The Television Marketplace," luncheon sponsored by *Academy of Television Arts and Sciences*, featuring David Gerber, chairman, MGM/UA Television Production Group; Jerry Leider, chairman, ITC Entertainment Group; and Sandy Wernick, president, Brillstein Productions. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 9—*Texas AP Broadcasters* regional news seminar. Holiday Inn, Northwest Loop, San Antonio, Tex. Information: ((214) 991-2100.

Dec. 12—"Europe 1992: What Will a Stronger Common Market Mean for the U.S.—And the World?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 12—Pay-per-view seminar sponsored by *Cable Television Administration and Marketing Society*. Anaheim Hilton, Anaheim, Calif. Information: (703) 549-4200.

Dec. 13—*American Sportscasters Association* fifth annual hall of fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 13-15—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

Dec. 14—*International Radio and Television Society* Christmas benefit, featuring Flash Cadillac, sponsored by *Unistar Communications Group*. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 20—*Society of Broadcast Engineers, chapter 15*, meeting, "Designing a Radio Facility." Speaker: Herb Squire, WQXR-FM New York. WQXR facility, New York. Information: David Bialik, (212) 752-3322.

January, 1990

Jan. 4—"Salute to 20 Years of [ABC's] *All My Children*, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speakers: Agnes Nixon, who created the program; Felicia Behr, producer, *AMC*, and Jojie Emmerich, senior VP-daytime programs, ABC-TV. Copacabana, New York.

Jan. 8—*International Radio & Television Society*

newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 10-12—TV programing festival of International Film & TV Festival of New York. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 11—*Federal Communications Bar Association* luncheon. Speaker: Janice Obuchowski, assistant secretary of Commerce for Communica-

"Datebook" continues on page 92.



Weather update

EDITOR: We realize that covering an industry as dynamic as weathercasting in one article is a difficult task at best. And while your Oct. 23 article, "You need more than a weatherman to know which way the wind blows," highlighted some interesting trends and issues, it also contained errors and omissions that could be misleading.

While the trend toward PC-based systems was noted in several places, ESD's role as a leading developer and supplier of PC-based systems was not mentioned. (This segment of the market has been and continues to be the fastest growing, not just because of cost advantages, but because of ease-of-use and reliability factors.)

Second, ESD is a recognized technological leader in the industry: we were the first to distribute color digital satellite imagery, and the first to free TV stations from the constraints of telephone dial-up (with our Front End processing system). Today the capabilities of our fully integrated PC-based Weathergraphix workstations rival what only much larger systems could accomplish a few short years ago.

Contrary to what your article states, the proprietary nature of Kavouras systems prohibits them from accepting ESD data and imagery or, for that matter, any other commercial source of data and imagery. [ESD's Weathergraphix workstations require no proprietary hardware in order to use ESD-supplied data and imagery.]—*Larry N. Hambrick, chief operating officer, ESD Weather Systems, Suitland, Md.*

Other way around

EDITOR: Your "Top of the Week" story entitled "FCC cleans out the pipeline on indecency" in the Oct. 30 issue provided a concise and insightful summary of what has become an extraordinarily convoluted legal issue. One bit of history, though, was reversed in the telling. The FCC's 1987 order abandoned a long-established 10 p.m. to 6 a.m. safe harbor for indecent programing in favor of a more restrictive midnight to 6 a.m. safe harbor, not the other way around. Broadcasters lost a key two hours of discretionary time. It was that more restrictive standard which the Court of Appeals reversed, leading to Congress's 24-hour ban. That set the stage for the current commission inquiry. This is the quintessential mod-

ern communications issue, in which Congress, the commission and the courts are all involved, and it is very difficult to predict where it will all end.—*Lawrence M. Miller, Schwartz, Woods & Miller, Washington.*

Virgin Islands update

EDITOR: Your "Closed Circuit" of Oct. 2 quoted Martha Wheeler from a St. Thomas radio station as saying that "Both TV stations based on [the Virgin Islands] have declared bankruptcy and will not reorganize." This is simply not true.

First of all, I am quite amazed a person who has no relationship with the two TV stations in the Virgin Islands, like Ms. Wheeler, would speak on their behalf. I cannot speak on behalf of the other TV station, but I know that our station, WSVI(TV) Christiansted, the ABC affiliate, has "not declared bankruptcy" and has no intention to do so.

Even though our broadcasting facilities have been devastated by Hurricane Hugo, we plan to rebuild the station and go back on the air. As of now, we are borrowing some broadcasting equipment from the Federal Emergency Management Agency to be able to go on low power as soon as possible. Later we plan to reconstruct the station and continue our ABC programing along with our local productions.—*Barakat Saleh, president, WSJU(TV) Carolina, P.R.*

Less is not more

EDITOR: I read with interest the Oct. 9 story citing a study by Media Perspectives that found listeners feel AM is top-heavy with news and information.

I think this misses the point.

I recall several years ago someone being quoted in the *New York Daily News*, saying that radio news disappeared from many stations because it was done poorly. News staffers were lazy, ripping the news wire, reading stories outside their region of no interest and rewriting day-old stories from the newspapers, with no attempt at local origination.

This summer I heard an "all news" station in a semi-major market. I had just heard the National Weather Service Public Service Band station forecast severe thunderstorms with damage. But for at least the next hour, this "all-news" station simply relayed its national network and ripped state

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October 2, 1989

Mr. Richard Nailling
MCA Television
100 Universal City Plaza
Universal City, CA 91608

Dear Richard,

MCA and KTVU have done it again!! Last week was the premiere week of THE NEW ADVENTURES OF LASSIE, and we were #1 from 3:00 p.m. to 5:00 p.m. Let me give you the rundown...



	ARB	NSI	RANK
LASSIE	4.9/16	4.8/17	#1
MUNSTERS	4.8/16	4.1/15	#1
SECRET I.D.	6.1/20	5.5/20	#1
OUT OF WORLD	5.9/18	6.2/19	#1

In most cases, the #2 show wasn't even a close contender. We're looking forward to another winning season, Richard, and we are all glad that MCA is right there with us.

Best Regards,

Caroline

Caroline Chang
Program Manager

First-run family programs from MCA TV, scheduled one after another, look great on the bottom line. Call today and we'll help you block out an unbeatable strategy.

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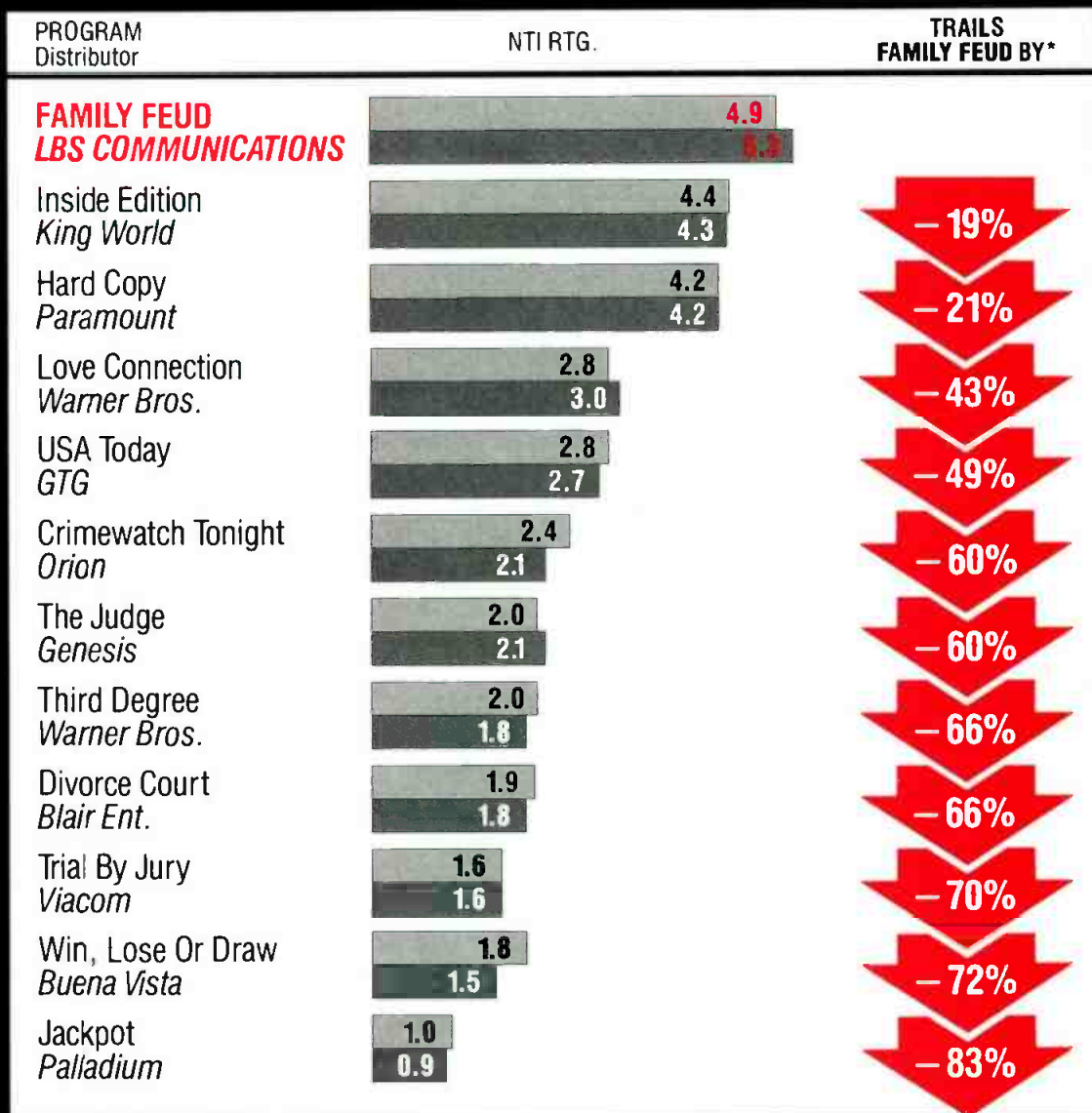
MAJOR MARKET GROWTH IN ACCESS AND EARLY FRINGE

			DMA HH SHARE
NEW YORK	WNBC	ACCESS	+ 9%
PHILADELPHIA	WCAU	ACCESS	+ 50%
BOSTON	WBZ	EARLY FRINGE	+ 29%
DETROIT	WJBK	ACCESS	+ 57%
HOUSTON	KPRC	EARLY FRINGE	+ 23%
SEATTLE	KOMO	EARLY FRINGE	+ 12%
MINNEAPOLIS	WCCO	EARLY FRINGE	+ 40%
MILWAUKEE	WTMJ	EARLY FRINGE	+ 21%

Source: NSI overnights • 3 week avg. 9/18-10/6/89 vs. Oct. 88 T.P.

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18.1

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9.1

Miracle of the Heart: A Boys Town Story

9.0

Bonanza: The Next Generation

8.4

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wire stories for local news. There was not a word about the weather warning. And there was very major damage.

So when consultants come in, they do focus groups, find the audience is bored with these very boring news stations, and conclude that news programming is "clutter."

It'd be as if a town had only one pizzeria. And the pizza was heavy and greasy, and it ended up going out of business.

And then restaurant consultants came in and concluded: "Obviously, there's no market for pizza in this town!"

It seems that radio consultants may be doing just that, basing their findings on newscasts that repel listeners or bore them to tears. Then they find news to be "boring" and "clutter" in the programming.

It's interesting that at the recent AP newspaper editors' convention, the major finding was that baby boomers are putting down roots in their communities, and that community news will have to be covered well, and made interesting, and relevant to the reader.

Isn't it interesting that they aren't finding that their audience doesn't want any hard news or information, but that the reverse is true...they want to know what's going on in their communities.—*Michael Collins, president, WSNB(AM) Torrington, Conn.*

Of like mind

EDITOR: The recent letter from Harold Hallikainen ("Open Mike," Oct. 16) is hanging on the bulletin board at KEY 590. When I first read it, I had to read his name twice to be sure that I hadn't written the letter and forgotten all about it. I've written a good many letters that were very similar.

Here in Canada, AM radio is faring considerably better than it is in the United States. In Toronto, the split between AM and FM listenership is still about 50-50. The AM share is dropping, nevertheless, and without some corrective action, we're in for trouble.

There's one point, though, that wasn't mentioned in Mr. Hallikainen's letter. In Canada, and possibly in the United States too, there is now not one make of AM stereo equipment for home use that's still on the market. The last two manufacturers offering AM stereo receivers have ceased production in the last few months.

Meanwhile, AM stereo is still available in automobiles, but in many cases, it's available only with the low-end sound systems. If you upgrade to premium equipment, you lose AM's stereo capability. Furthermore, there are strong rumors that some car manufacturers will drop it from even their base line systems in the near future.

I share his frustration in what I perceive to be the industry's lack of action in resolving this matter. All of the major Toronto AM stations are broadcasting in stereo. Here at KEY 590, we are running an ongoing series of promotional announcements to call attention to AM stereo. We have continued to run these, even after home sets have been withdrawn from the market, because we want our listeners to create a demand at the retail level. Audio retailers tell us that they're receiving calls for sets,

but there's no product available.

When I talk to other broadcasters, or to industry associations, I get a variety of responses. "We can't control what the set manufacturers do." (The heck you say! If we create a demand, the sets will be there.) "Manufacturers won't make the sets, because AM sound quality is too poor." (Hogwash! As Mr. Hallikainen pointed out in his letter, NRSC AM stereo can't be distinguished from FM stereo on the average radio.) "We're working on it, but it takes time." (This response from industry associations really upsets me, because activity is measured by results, and there are presently no results.) "Forget it...it's a lost cause." (This response is the most maddening of all when it comes from an AM broadcaster who's broadcasting in stereo.)

We need more people to speak up. AM stereo will not, single-handedly, result in the rebirth of the AM radio industry, but it's one important ingredient, and I'm not ready to see it fall by the wayside.—*Dave Lyman, vice-president-general manager, KEY(AM) Toronto.*

On the job

EDITOR: I noted with concern that your story in the Oct. 23 issue, "Bay area radio covers the quake," failed to mention KNBR(AM)'s tremendous effort. Realizing that phone communications were difficult during the quake and for several days thereafter, I thought you might find it interesting and revealing to know how KNBR responded to this extreme situation. As the flagship station of the San Francisco Giants, KNBR was in the middle of our World Series pregame program when the earthquake hit. KNBR was the only major AM radio station in the market not to be knocked off the air. KNBR is also the Emergency Broadcast Station for the Bay Area and was utilized as such to broadcast EBS announcements from San Francisco Mayor Art Agnos throughout the night, along with messages from Lt. Governor Leo McCarthy.

While KCBS(AM) and KGO(AM) are the major news outlets in the market, the entire KNBR staff provided Northern California with "continuous" coverage from 5:04 p.m. Tuesday until 5 a.m. Thursday when we began airing commercials again and moved back into regular programming. It should be noted that KGO radio suffered severe damage to its transmitters and KCBS radio was also knocked off the air for a period of time. KNBR, which is a 50 kw clear channel station, was able to stay on the air with only brief interruptions. Our staff of news and talk personalities provided eyewitness accounts and up-to-date traffic and transit information and took thousands of calls from our listeners in all of the quake-affected areas. KNBR's building was affected by the quake and lost all its power and electricity. KNBR's emergency generator came on and we were able to continue to broadcast news and information. We were working under severe handicaps: no lights—just flashlights, no wires for 48 hours, no air conditioning and only limited phones.—*Tony Salavatore, vice president-general manager, KNBR(AM)-KFOG(FM) San Francisco.*

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A television commentary by Lynne M. Grasz, executive director, Television Information Office, New York

Something is definitely happening to television in 1989.

The wide pendulum swing of public concern has caused many to think that 1989 may someday be referred to as the year television lost its conscience.

Since its black and white beginning, television has usually been middle of the road, beaming sanitized programming into America's living rooms. Television sometimes was so bland, the harshest words uttered about the medium were that it was "America's babysitter." Yet for 50 years, it's left indelible images in our minds and left its imprint on our lives.

And while we weren't particularly aware of it as it happened, television slowly homogenized our nation, merging regionalism, dialect, values, culture, fad and fashion. No matter how people felt about television, it left as its heritage the most highly sophisticated, educated, intellectual, confused, apathetic audience anywhere in the world.

During those 50 growth years, every broadcaster knew the rules and regulations and played by them.

But something peaked in 1989, television's 50th anniversary year, that changed our outlook on the medium. It was almost as abrupt and colorful as when Dorothy, in the "Wizard of Oz," opened the door after the tornado and looked out on the Technicolor Oz.

Neither is television today in the mainstream of middle America.

When history looks back at television in 1989, there will surely be a footnote to the year. What history reports about television's apparently wide pendulum swing in 1989 may be characterized as the year television lost its conscience.

Television priorities did change. To some, that change was obvious and dramatic, perhaps as a reaction to the previous year's station buyouts and mergers, the continuing decline of network share, the evolving technologies and the impact of cable and VCR viewing. As many in the industry have said, 1989 was the year stations paid more attention to debt service than public service.

Certainly, all station owners and managers were concerned about meeting all the increasing costs of doing business. But they were also concerned about what was happening on television because their audience was concerned and voicing a strong opinion.

Those complaining were not the zealous pressure groups of the previous two decades. These were the parents, the conservatives, the ministries, Mom and Pop Middle America...television's core audience, dubbed the "New Puritans" by *USA Today*.

1989 was the year of "trash TV" and



" 1989 was the year that television briefly stumbled and lost its conscience. "

tabloid journalism. It will also be remembered as the year of newscast re-creations, dramatizations and simulations, prompting former CBS news chief Fred Friendly to express his belief that television has not lived up to the vision he and other pioneer news journalists had for the medium.

It was also the year the 30-year-old Television Information Office permanently closed. Since 1959, when it was formed to assess the damage done by the quiz show scandals, it had presented the strengths and values of free over-the-air television to society.

TIO swung into action every time the pendulum of public concern swung, through such issues as violence, children's programming, the First Amendment, government regulations, commercial content, sexual situations, profanity, the Fairness Doctrine and contraceptive advertising. Many times, it stood alone in defense of the television industry.

The television industry in 1989 seems to have forgotten the pendulum of pressure groups could swing again, and even more wildly than in the past.

And while to outsiders, TV has seemingly thrown up its hands in submission to various attacks and left the fort unprotected, it continues to be surrounded by the cast of normal detractors:

Action For Children's Television's Peggy Charren, who will continue the fight to

reimpose limits on the number of commercials broadcast during children's programs, somehow never realizing that children watch TV at all hours, and there really is no such thing as "children's television."

Senator Paul Simon, who sponsored a Senate bill to put pressure on the television industry to reduce the amount of violence in programs. Simon says, "It's time for the television industry to forge a partnership with America's families to scale back the atmosphere of violence."

The Rev. Donald Wildmon, whose Christian Leaders for Responsible Television recently targeted its advertiser boycott against Clorox Co. and Mennen Co. products because they happened to advertise in *Knots Landing* and *Miami Vice* programs Wildmon claims are full of "sex, violence and profanity." Wildmon used to target his mailings to network chiefs, but he apparently felt his mailings would have more impact going directly to the advertiser, hoping they would cancel their schedule. Wildmon apparently doesn't realize that free, over-the-air television advertising is still the most efficient way for an advertiser to reach a mass audience.

Reed Irvine, Accuracy in Media, whose aim is usually directed at the network news divisions.

And even though TIO has closed, other industry associations are stepping up their efforts to speak out on behalf of the positive aspects of the world's most powerful medium, particularly the NAB's "Free TV" campaign and TVB's "Turn on the Power" campaign.

But even these two gigantic efforts may not be enough to reach everyone. It's every broadcaster's responsibility to continue to tell television's story.

We are a marketing medium, and we have not yet learned to market ourselves. And the story we have to tell is one of local commitment, local public service, local economic strength. No other industry leaves a 50-year legacy of public concern and commitment as broadcasters.

Something definitely is happening to television in 1989. Only historians will be able to put it into perspective, to analyze it from the luxury of time and distance.

And surely, someone will look back at 1989, see the anomalies, and write that 1989 was the year that television briefly stumbled and lost its conscience.

It remains to be seen what will happen. But right now, all broadcasters have the opportunity to write history's footnote.

We will decide our own outcome by the action or inaction we take in the next several months. We will decide if we will regain our conscience and take control of our own destiny, or whether we will let others decide it for us.

Our fate is in our own hands.

Buffalo's Hot!

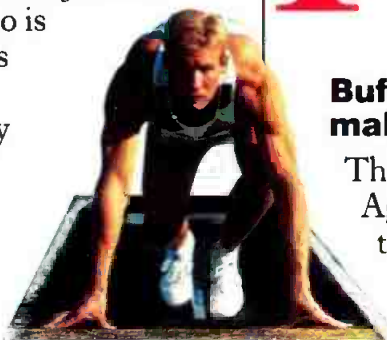
The Wall Street Journal wrote, Buffalo is "hot." Forbes magazine said, "the city is booming."

The World University Games selected Buffalo

for the athletic competition in 1993.

National attendance records were recently set by fans of both football's Buffalo Bills and baseball's Buffalo Bisons.

It's the comeback story of the decade. Buffalo, New York is now one of the hottest cities in America.



Buffalo keeps making news.

The Free Trade Agreement between the United States and Canada is making things happen on Buffalo's international business scene.

Over \$2.5 billion in new development, including a revitalized waterfront, is already in place or in progress



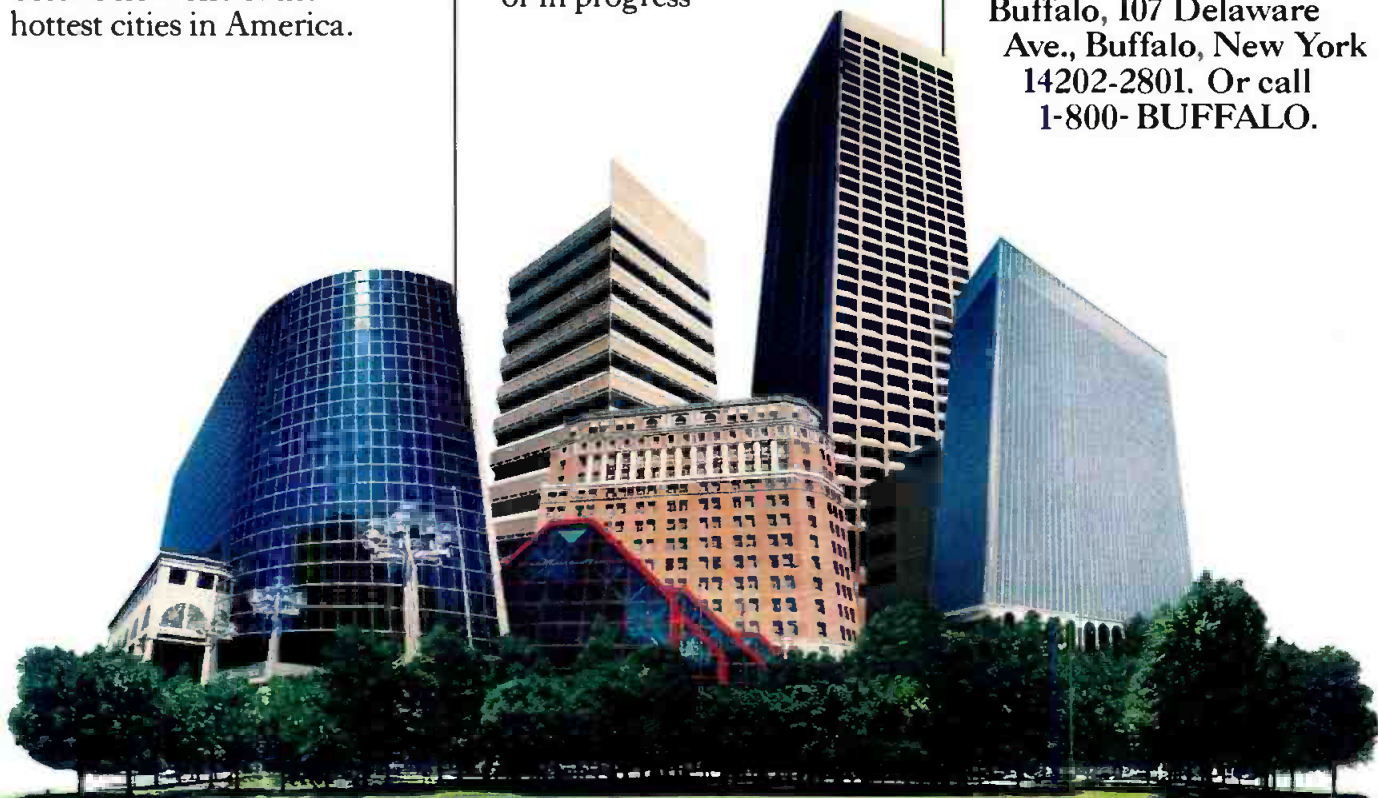
in Metro Buffalo. During the past year, new housing starts were up 31%.

It's time to look at Buffalo from another angle.

We'd like to make a believer out of you with more facts and information. You can get

the full story in our press kit and free

award-winning video, "Buffalo U.S.A." Contact: Campaign for a Greater Buffalo, 107 Delaware Ave., Buffalo, New York 14202-2801. Or call 1-800-BUFFALO.



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Broadcasting Nov 6

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TOP OF THE WEEK

Must-carry negotiations at a standstill

Channel positioning remains impediment to deal; cable wants to stick with Inouye proposal while broadcasters eye Danforth cable rereg bill as alternative

Few Washington insiders were in a betting mood last week as to whether the cable and broadcasting industries would amicably resolve their differences over channel positioning or wind up in a bitter legislative battle on Capitol Hill. It seems that both sides are hardening their positions and have become skeptical about the chances of ever reaching an agreement.

Broadcasters are eyeing proposed cable reregulation legislation as a vehicle to move the must-carry and channel positioning language they favor. Senator John Danforth of Missouri, the ranking Republican on the Commerce Committee, is preparing a major cable reregulation bill that is likely to deal with those issues as well as restore rate reregulation and restrict vertical integration within cable.

And there are some broadcasters who would rather pursue legislation that would eliminate cable's compulsory copyright license and establish a system forcing cable operators to pay a retransmission fee.

That idea drew a strong response from one senior NCTA official, who said: "If they haven't been able to push their channel positioning through the Congress, Lord knows how they think they're going to be able to restructure the whole copyright basis upon which local signals are carried, but these guys do seem to have expansive imaginations."

NCTA wants to stick with Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who has offered to move a must-carry bill. The senator also suggested freezing stations where they are for a year or two and letting the FCC handle the channel positioning issue (BROADCASTING, Oct. 30). Time is running out;

Congress is slated to adjourn Nov. 22 and Hill sources fear that moving a must-carry bill next year will prove even more difficult.

Inouye's proposal has yet to win broadcaster support. He wants to use a children's TV bill as a legislative vehicle for must carry; broadcasters are staunchly opposed to the kidvid measure. They also are reluctant to turn the channel positioning issue over to the FCC where the process is too "unpredictable." The industry is "more comfortable" if this is put in statute, said one source.

Reports out of last week's meeting between representatives of the Television Operators Caucus and National Cable Television Association President Jim Mooney were discouraging. The TOC's proposal on channel positioning is not NCTA's idea of a "compromise."

The TOC plan, which included must-carry provisions, calls for a two-year moratorium on channel shifts, effective Sept. 1, 1989. After the freeze, stations could stay where they are as long as they received a 2% viewing share. The 2% share is the same standard included in the carriage requirements. Therefore, if a station qualifies for carriage, its position is automatically frozen.

If broadcasters fail to meet that standard, they would be moved to their on-channel position, if available. Otherwise, the cable operator could move the station to another location.

Mooney's session with TOC representatives George Castrucci of Great American Broadcasting, Joel Chaseman of Post-Newsweek Stations and Stanley Mouse of Cox Broadcasting was described as "tense." Apparently he and Castrucci sparred frequently and the meeting was said to have ended on a sour note.

The NCTA and the National Association of Broadcasters came to terms on a must-carry proposal earlier this year, but it was rejected by the Association of Independent Television Stations, which did not like its channel positioning provisions.

Under that agreement, broadcasters would be carried on-channel

A really free TV

Broadcasters were giving TV's away on Capitol Hill last week. Senator Arlen Specter (R-Pa.) (c) was one of some 40 House and Senate members who now own a black and white Sony Watchman emblazoned with a "Free TV" logo. The gifts are part of the Association of Independent Television Stations and the National Association of Broadcasters "Free TV" campaign and were bestowed by Philadelphia broadcasters James Boaz, WTXF-TV (l) and Stephen Mosho, WPHL-TV. The INTV-NAB initiative was timed to coincide with a Nov. 1 Senate hearing on cable and sports programming that was rescheduled for Nov. 14. The Boaz and Mosho message: unless Congress acts, "most sports programming is likely to move off 'free TV' to pay TV." Each Watchman cost \$89; members can accept gifts valued below \$100.



if technically possible or on a mutually agreed channel. Cable operators would have to give stations 30 days' notice if their signals were going to be dropped or repositioned. Cable operators would also have the option of carrying all must-carry signals, including UHF stations on the VHF band. And it included a requirement that systems provide converter boxes for all new second set hookups (BROADCASTING, July 17).

"The main thing driving us is to make sure this deal has channel positioning as an element; if it is not there, we are not inclined to make a deal," said INTV President Preston Padden.

TOC entered the picture hoping to facilitate the process and break the logjam on channel positioning. Both INTV and NAB can live with the TOC proposal, which also incorporated many ele-

ments of the NAB-NCTA must-carry deal such as a "leapfrogging" provision.

But there were some changes. The exemption for systems with 12 or fewer channels would sunset in five years. The TOC would force cable operators to provide converters retroactively, something independents feel is essential. Moreover, the TOC plan restricts cable from charging stations for carriage. It also would repeal the FCC's requirement that systems provide A/B switches to consumers, something broadcasters feel cable wants.

By week's end the TOC indicated it was waiting to hear where NCTA stood on the must-carry portion of its plan. And there were sources familiar with the TOC-NCTA meeting who were refusing to call it quits. As one source said: "It's not over yet." —KM

Passing grades: surveying the FCC's sense of decency

Material aired and found not to be actionable by commission contributes to its evolving definition of indecency

"One clergyman said to the other, somewhat self-righteously, 'I didn't sleep with my wife until I was married. Did you?'"

"'I don't know,' said the other. 'What was her maiden name?'"

The joke may or may not be funny, but as far as the FCC is concerned it is not indecent.

The FCC two weeks ago dismissed a complaint against Jacor Broadcasting's WEBN(FM) for broadcasting the joke and others of its ilk two years ago during an early morning "Dirty Joke of the Day" segment.

In imposing fines on five radio stations for violating the statutory prohibition against broadcast indecency over the last two months, the Sikes FCC has further defined what it deems to be indecent.

By the same token, in dismissing complaints against 20 other stations, it has given broadcasters some idea of what kinds of sexually oriented material are acceptable.

Judging by the dismissed complaints, the FCC can live with humor without explicit language; serious discussions of sex and rock songs with explicit language; women's wrestling; steamy mini-series, and scantily clad dancing girls.

The letters dismissing the complaints were sent to the complainants, who included housewives disturbed by what their children were listening to or seeing as well as heads of local indecency groups.

Gail Croene of Cincinnati was so upset by WBEN's early morning jokes that she complained to city councilman Steven Chabot. "My daughter is six years old and has to listen to that all school year because her father does not turn it off," she wrote.

Chabot forwarded the complaint to Theodore J. Schoch, central vice control section commander of the city's Department of Safety. He filed the complaint with the FCC and it was he who received the dismissal notice.

Each dismissal letter contained the same language, pointing out that after review by the agency the material in question was "not actionably indecent. Accordingly, while we recognize that the material in your complaint may be offensive to many, we cannot find the necessary legal basis for

further commission action."

As a matter of policy, the FCC does not notify stations when a complaint is filed against it or when the complaint is resolved either by an enforcement action or dismissal.

Some of the other stations that had complaints against them dismissed:

■ KSHE(FM) Crestwood, Mo., for broadcasting on the morning of April 1, 1989, "Dirty Boulevard" from Lou Reed's *New York* album. The song contains the lines: "Give me your tired, your poor; I'll piss on them" and "The TV whores are calling the cops out for a suck."

■ WMCA(AM) New York for broadcasts of the *Gary Dee Show* in September 1987. According to the complaint filed by A. Casa, of Brooklyn, the show contained such observations as "When you can't call welfare people 'sluts' and 'whores' and 'freeloaders,' then our English language serves no purpose" and "Are blacks better lovers...? Lady told me one time that it's not the size of the ship, it's the motion of the ocean."

■ WAAV(AM) Wilmington, N.C., for airing on July 19, 1988, just before noon, a discussion on the human anatomy by sex therapist Joye Brown: "I'm certainly not denying that there can be painful sex especially if the woman is relatively small and the man is relatively large. However, the body provides for that. It provides in a number of ways. The first way it provides is the fact that the vagina itself is very elastic tissue." The complaint was filed by C.L. Holliday, of Wilmington, president of the Cape Fear American Family Association.

■ WGHP-TV High Point, N.C., for airing during the first week of May this year a news series on topless bars and promos for it. According to complainant Walter Fremont, of Graham, N.C., one of the promos that aired at 5 p.m. contained "a woman's pelvis thrusting in a bump and grind routine as men stuck money in her barely existent bikini bottoms."

■ KTVI(TV) St. Louis for broadcasting on Nov. 2, 1988, at 6 p.m. a segment of *Geraldo* entitled "Unlocking the Mysteries of Great Sex." During the telecast, sex therapist Charles Muir noted: "Well, passion without an erection is what might be frustrating, but intimacy can still be there, and it's not how big your penis is, it's how

well you use it, how much energy you put out through your penis. That's what's important to a woman."

■ KZKC(TV) Kansas City, Mo., for broadcasting *GLOW-Gorgeous Ladies of Wrestling* on Feb. 20, 1988, at 9 a.m. "I was appalled, to say the least," wrote complainant Guy Burks, of Overland Park, Kan. "Nine a.m. Saturday morning is prime time for children to be watching the television and this is definitely not suitable viewing for children."

■ WTVA(TV) Tupelo, Miss., for broadcasting an episode of the NBC mini-series *Favorite Son* on Oct. 31, 1988, starting at 7:30 p.m. "The first scene aired on Monday night shows a woman seductively undressing in front of a woman," wrote complainant Donald Wildmon of the American Family Association, Tupelo, Miss. "A man is watching her from another apartment. The woman is presented in silhouette and the outline of her breast is clearly shown."

■ WFLA(AM) Tampa, Fla., for the on-air comments made by talk show host Bob Lassiter on Oct. 19, 1987, at noon. According to a tape of the broadcast, Lassiter made this observation on lesbianism: "Two vaginas don't go together, no, but if you rub the two of them together there is a great sensation and it feels good. Nevertheless, it's still perversion." Complainant David Catton, president, Tampa area chapter, National Federation for Decency, also alleged that he began a phone interview on that day with Lassiter, but cut it short after Lassiter became abusive and threatened to give out his work number if he did not quit the NFD. Later in the broadcast, Lassiter did give out the number, causing callers to flood his office's switchboard, he alleged.

■ KMSP-TV Minneapolis for airing the mini-series *Shaka Zulu* over five days last May, starting each evening at 7 p.m. "In this mini-series, we are subjected to viewing ten hours of bare black breasts in every imaginable shape and size," wrote Jan Schiefelbein, president, Watchmen Responsible against Pornography, Dakota county chapter, Morality in Media of Minnesota Inc. —HAJ

For the reaction of some broadcasters whose programing was cited for indecency, see story on page 66.

Yes, no and maybe: the season shakes on

ABC announces back-end deals for number of shows; jury still out on remainder of season's freshman class

The crop of first-year shows has experienced two casualties with CBS's cancellation of *The People Next Door* and NBC's axing of *Nutt House*. With the networks now in the process of handing out second-half commitments for new and returning series, the 1989 class of comedies and dramas will be pared down even further.

ABC, which has a press conference scheduled for Wednesday with Bob Iger, president, ABC Entertainment, to talk about its performance to date, gave out many of its second-half season commitments last week, with *Doogie Howser, M.D.*, Wednesday, 9-9:30; *The Young Riders*, Thursday, 9-10; *Family Matters*, Friday, 8:30-9, and *Life Goes On*, Sunday, 7-8, among the new shows getting back-end pickups, and *China Beach*, Wednesday, 10-11, and *Anything But Love*, 9:30-10, among the returnees getting the nod.

New shows waiting to hear whether they will be back in January on ABC include the much-publicized *Chicken Soup*, from Carsey-Werner, which despite its couldn't-miss time period—following *Roseanne*—on Tuesday at 9:30-10, is dropping an aver-

age of eight rating points from its lead-in while averaging a 19.0/30, still the highest rating among the new shows. *Free Spirit*, from Columbia, ranks 70th, while averaging a 9.6 rating and 16 share in its Sunday night 8-8:30 time slot. *Homerun*, produced by Castle Rock Entertainment, starring comedian Daryl Sivad, is ranked 77th, averaging an 8.5/13. *Living Dolls*, the *Who's the Boss?* spinoff from Columbia, has been foundering on Saturday night at 8:30-9, averaging an 8.0/15, ranking it 79th.

At NBC, which started the season with only five new series, the network has not made a decision yet as to the status of its four remaining shows. *Sister Kate*, from 20th Century Fox, and the lone new comedy, has been a disappointment in its Sunday, 8-8:30 slot. Despite the show's 9.8/16 rating average, Harris Katleman, president and chief executive officer, 20th Television Corp., believes the show is starting to find an audience. "Our research shows that people are confused about the show because it was given a preview on a Saturday night and then a Thursday night before it started in its regular Sunday night time slot," he said. Katleman pointed to the 19 share the show received in its last airing as sign of a turnaround, and "chances for renewal look pretty good." He also said NBC has

until Dec. 1 to make a decision about the show.

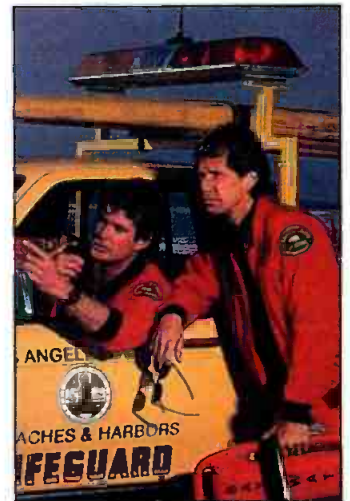
As for the three new dramas which make up NBC's Friday night schedule, *Baywatch*, at 8-9, is averaging a 10.9/20; *Hardball*, at 9-10, is averaging a 9.9/18, and *Mancuso, FBI*, which has only aired twice, is averaging a 10.2/19.

CBS has given second-half commitments to three new series. *Major Dad*, *Wolf* and *Island Son*. *Major Dad*, which has successfully led off CBS's Monday night block of comedies, is the third-highest rated new show, averaging a 14.8/24. According to William Hamm, director of current programs, Universal Television, which produces the show, the studio was given its commitment on Friday, Oct. 27. "We had been expecting it. The numbers are better than what anyone expected," he said. The show started out the season by beating NBC's perennial Monday night winner, *ALF*, four weeks in a row, and has since kept pace.

Wolf and *Island Son*, while also getting picked up, have less sparkling performances to date. *Wolf*, at 9-10 on Tuesday night, has averaged a 9.7/15 with only a 6.8/10 for its most recent airing on Oct. 24, ranking dead last among network series. *Island Son*, which started strong and has a season-to-date average of 12.2/21, only

Freshman class picture

Among the new season recruits still in the running are NBC's *Sister Kate* (left); CBS's *The Famous Teddy Z* (bottom left), part of the Monday night comedy block that was shuffled by the network last week; ABC's *Life Goes On* (below), which will go on, at least through the end of the season; NBC's *Baywatch* (right), and ABC's *Doogie Howser, M.D.*, which has also received a back-end commitment.



MMT resigns 30 stations

MMT Sales informed most of its smaller market station clients last week that it was resigning those accounts effective June 1990. Sources said the consolidation would affect 30 MMT stations, leaving the Meredith-owned firm with 34, mostly larger, stations. The consolidation is, apparently, a strategy reversal, to cope with tough times that have rocked the rep industry generally. Earlier this year, company founder Gary Scollard said MMT was in an "acquisition mode," and looking to acquire up to 75 stations in the next couple of years. However, the firm's heavy losses this year—\$8 million-\$10 million, according to one analyst, coupled with modest forecasts, forced a rethinking. MMT president Jack Oken is said to be the architect of the consolidation, which will also result in layoffs at the firm. Unconfirmed reports last week put the layoff total at between 20 and 30 staffers, with one-third of those coming in the New York office, another third from Chicago and the remaining from other regional offices. At deadline last Friday, MMT executives were still in meetings and unavailable for comment. Stations affected by the move seemed resigned to the situation last week. "Every company has to do what it does to become stronger and survive," said Ray Maselli, vice president and general manager, WYTV(TV) Youngstown, Ohio, and one of the stations MMT is giving up. Maselli said he'd already contacted other reps about representation starting in June. It was not clear last week how MMT's major clients (which include co-owned Meredith Broadcasting, Media General and Gaylord Broadcasting) would react to the plan.

managed a 9.8/17.

"We've been slightly disappointed with the performance of *Island Son*, but it's up against NBC's *Midnight Caller*, which is doing fabulously," said Leslie Moonves, executive vice president, creative affairs, Lorimar Television, produc-

er of the show. "We certainly would like more support from *Wolf*, although that show is not to blame," he said. Moonves also said the possibility of moving the show to another 9 p.m. time slot has been discussed.

CBS has not yet given second-half com-

mitments to five new series. *The Famous Teddy Z*, produced by Columbia, has averaged a 13.5/23 for the season. *Rescue: 911*, an Arnold Shapiro production with CBS Entertainment, is averaging 12.0/19 in its Tuesday, 8-9 time slot. *A Peaceable Kingdom*, which many critics at the start of the season predicted would be gone by Thanksgiving, has a season-to-date average of 9.4/16 in its Wednesday 8-9 slot. *Top of the Hill*, a Stephen J. Cannell production, is ranked 61st for the season, with a 10.5/17 average rating. *Snoops*, which leads into the CBS soaps on Friday night, is averaging only 9.1/17 for the season. *Saturday Night with Connie Chung*, produced by CBS News, is the lowest-rated CBS show, averaging a 7.4/14 thus far. However, in its last airing on Oct. 28, the show improved to an 8.0/15.

As a result of CBS's cancellation of *The People Next Door*, which had been airing at 8:30, the network has reshuffled its Monday night comedy block, moving *The Famous Teddy Z* from a 9:30 start into the 8:30 slot, and moving both *Designing Women* and *Newhart* up, from 10 and 10:30, respectively, to 9:30 and 10, adding *Doctor, Doctor* to the schedule in the 10:30-11 slot. The move pairs *Murphy Brown* with *Designing Women* at 9-10 p.m. as they were last year, and gives *The Famous Teddy Z* an opportunity to be viewed by younger audiences in the 8:30 slot, where it may be more compatible with *Major Dad* than *The People Next Door*. —SC

Cosby renewal package no sure thing

Many stations express reservations over proposal to link 'Different World' launch to basic deal

Viacom Enterprises closed out October with the anticipated announcement of *The Cosby Show* second-cycle renewal terms (BROADCASTING, Oct. 30). But the show's link to the syndication launch of *A Different World* was taken by many *Cosby*-affiliate station managers as less than a marriage made in heaven. Indeed, an informal survey of *Cosby* stations across the country indicated discontent with Viacom's terms for renewing *Cosby* and launching *World*.

Contract offers for the shows were delivered last Monday (Oct. 30), with a response deadline set for Wednesday, Nov. 8.

Despite the offer of bonus runs for *Cosby* and *A Different World*, Viacom could face an uphill battle to persuade many of the 168 network affiliate stations to renew *Cosby*, let alone clear companion *Different World*.

Under the Viacom proposal, stations have the right to accept the contract offer for one or both of the sitcoms, make possible counter-offers or reject the entire process.

As station executives mulled the offer last week, the read from some managers was that Viacom's terms were aggressive, with the expectation that many stations will make a counter-offer. "They're kicking the tires" to see how stations respond, suggest-

ed one station source. In so doing, he said, Viacom will "get a handle on what stations think both shows are worth."

If the company believes that stations are low-balling the programs, one station manager said, Viacom might gauge interest, for one or both shows, in the cable market.

The source added, "What their salesmen are going to do is to shop someone else's \$10,000 [counter-offer] around to see what they can get outside broadcast television. I think the best thing that stations can do is to offer absolutely nothing. They're asking for the world in trying to get 80% more than I should pay for *Cosby*'s renewal."

In a phone interview with Joe Zaleski, Viacom's president for domestic syndication, and Dennis Gillespie, executive vice president for marketing, Zaleski termed the cable charge "absurd," and Gillespie called it "ridiculous." Zaleski stated emphatically: "Right now, those station executives have a contract sitting in their desk drawer with my name signed on it. There is no way, even if just one station signed on for both shows, that I can countermand their offer to buy a show and then take it over to cable. I have signed my name to that contract for them to consider putting their name next to.... Whoever spread this rumor is totally irresponsible."

Officials at both USA Network and Lifetime, two of the more likely cable carriage candidates, said Viacom had so far not given even a hint that a cable deal was a

remote possibility. Some broadcasters also dismissed the notion. Steve Mauldin, vice president and general manager, KHTV-TV Houston, said if Viacom's Zaleski "is sending a contract to stations for a deal, I am sure he is not going to take it to cable. He's got his signature on that contract and he knows his reputation is on the line."

Under the terms of the Viacom offer, stations would receive a minimum guarantee of 269 *Cosby*/*World* episodes and as many as 344 combined episodes. *World* becomes available to the syndicated market in fall 1991, and *Cosby* license renewals would become effective upon the expiration of the first-cycle contract (which could extend to fall 1993, if Bill Cosby stays with NBC's first-run version through the 1991-92 season).

Should no more than 269 episodes become available, the licensing agreements for both shows would expire in September 1998. If the total number of episodes exceeds the 269 total, the term would expire in September 1999. Should stations accept either offer or both, bonus episodes for each program will be provided (five additional episodes each week) throughout the term of the original *Cosby* contract.

Comments from more than half of the general managers in the top 25 markets were critical of Viacom's package approach to the two programs. Stu Powell of Chicago's WFLD-TV said: "Certainly, the only thing we're looking at is a possible bid for a

second cycle of *Cosby*. We have very little interest in carrying *A Different World*."

In Philadelphia, where a competing station source says that Viacom submitted a \$45,000 per week price tag for WCAU-TV to consider both sitcoms, the price appears to be almost two-thirds lower than its reported original billing of \$125,000 per week for *Cosby*'s first cycle (which could run up to fall 1993).

Reports from reps indicate that in many cases, second-cycle asking prices for *Cosby* are off by at least a third of the price received for the first cycle. "Generally, from what I have been hearing, Viacom has reduced the price of *Cosby* by one-third of its original first-cycle cost and by as much as two-thirds in some of the top-10 markets," said John von Soosten, vice president and director of programming for Katz Television. "I get the sense it will come down to old-fashioned negotiating, and that markets will open up for Viacom's sales people."

"I saw their general presentation [in New York] as an effort to tie a lesser liked show to *The Cosby Show*," said Steve Cohen, vice president and general manager, WCAU-TV. "We're an affiliate station that doesn't have the time slots available to support 344 episodes. I don't have the ability to time-shift *Cosby* and *A Different World* like independent stations. I don't even want to get into talking about *A Different World*, when *Cosby* doesn't quite have a 50-50 chance of being renewed at this station."

"*Cosby* has been a great performer for us, but we're leaning against renewing it," stated Bill Scaffide, vice president and general manager, WUAB-TV Cleveland. "We're not even interested in *A Different World*. The price is way out of the ballpark." Richard Lobo, president and general manager, WTVJ-TV Miami, echoed Cohen's sentiments in "leaning away" from second-cycle *Cosby* renewals, and that the station is "looking at the possibility" of getting Viacom to sell the first-cycle runs of *Cosby* to another station in the market. "It just did not perform up to our expectations in the 5 p.m. or 4 p.m. time periods," said Lobo. In regard to *A Different World*, he said, "I don't think any stations will be beating the door down for that one."

Michael Fisher, president and general manager of KTXL-TV Sacramento, looked at "the proposal" price and said that "eight days is more than I'll ever need [to decide]. I know what it is worth to me. Not very much." Glenn Wright, general manager of Seattle's KIRO-TV, says he has no interest in *A Different World*. "To be honest, neither show fits our long-term strategies," Wright said. "I would have to get out of the news and information format to pick up *Cosby* and *A Different World*." Wright added that it would be "fine" for Viacom to pitch both shows to independents in the market, where he feels time slot flexibilities will "open opportunities" to both programs.

In the nation's largest market, station executives at New York's WWOR-TV declined to make any comment on what their plans will be. In Los Angeles, Carol Martz, program director at *Cosby* affiliate KCOP-

TV, said the station has not yet reached "a consensus decision." Martz said, "The bonus runs are a good deal for independent stations, but I don't think affiliate stations will take the deal as it stands. I can't imagine them needing either in double runs."

Some station managers expressed satisfaction with the Viacom offer. KHTV-TV's Mauldin said that Viacom's marketing of both shows was "refreshing, with a good deal of creativity."

Richard DeAngelis, vice president and general manager, KPHO-TV Phoenix, said the marketing plan was "extremely creative" on Viacom's part. "It is important to keep in mind that you don't have a universal group of stations out there," DeAngelis said. "Viacom knew going in that the top 50 markets would have a difficult time of figuring out time period availabilities."

As a result, some observers believe Viacom may have a number of network affiliate station defections on its hands. But independents may take advantage of the opportunity, if the price is right. In the initial *Cosby* cycle, 168 network affiliates

signed up for the show, compared to 16 independents.

Katz's von Soosten observed that there doesn't seem to be "the feeding frenzy" that was prevalent among stations when Viacom launched the original bidding process for *Cosby* in 1987. This time around, von Soosten said, "independents will be instrumental in the type of clearances that Viacom will be looking for."

Considering the type of media and industry attention Viacom has drawn in the past for *Cosby*, Zaleski and Gillespie have appeared to be unfazed by all the new attention. Gillespie says the syndicator made a concerted effort to extend "added value benefits" of bonus runs for both sitcoms to "adhere to the needs of the marketplace." He added, "We have been perfectly specific that we are open to negotiation."

"We are anticipating a favorable response," Zaleski said. "I am not going to try to anticipate the stations' reactions. I am not going to feed the fires of industry rumor. We'll know the stations' response beyond Nov. 9, and we'll all come out in good shape." —MF

HSN turns on the low power

Home Shopping Network plans to build network of low-power TV stations through purchases and affiliation agreements

Pursuing its goal of reaching every home in the nation, Home Shopping Network is kicking into high gear an effort to build a network of "several hundred" owned-and-operated and affiliated low-power television stations this week (Nov. 6-8) at the Community Broadcasters Association convention in Las Vegas.

During the annual gathering of LPTV broadcasters, said James Bocock, vice president, broadcast affiliations, HSN, the shopping network will be looking to buy construction permits and operating stations and to strike affiliation agreements. "We have made a commitment to do it," he said. "We are stepping out and we want to have as many as make economic sense, and that could be several hundred down the line."

According to Bocock, HSN has been testing the LPTV waters for the past year, operating its own LPTV station in New York—its antenna is atop the Empire State Building—and distributing its programming through 13 LPTV affiliates. What's more, he said, HSN has acquired options on or begun negotiations to buy a number of other stations. "They look like good distribution vehicles as long as you run them very tightly," he said.

Bocock said HSN's preference is to buy, particularly CP's. Since FCC rules prohibit permittees from selling CP's for more than they spent in applying for them, he said, HSN should be able to acquire many for between \$3,000 and \$5,000 from people or groups that have not been able to raise

money to build stations.

Once it acquires a CP, HSN will have to spend between \$40,000 and \$100,000 to build a station and another \$1,000 or \$2,000 a month to operate it as passive retransmitters of HSN satellite-delivered programming.

Bocock would not say how much HSN has earmarked for its LPTV network. If a station looks as though it will be a "profit center," he said, "we will have no problem funding it."

HSN's broadcast reach is already considerable. It owns 11 full-power stations in such major markets as New York, Los Angeles and Chicago and has around 60 full-time and part-time affiliates. It also distributes its services over cable.

In other HSN news, it and GTE have reached an out-of-court settlement that calls for HSN to make an undisclosed cash payment to GTE, which will settle all claims arising from litigation between the companies. HSN sued GTE for \$1.5 billion, claiming faulty phone equipment caused it to lose \$500 million in revenue. GTE countersued, and won a \$100 million jury verdict against HSN and two top officers in August. Last week's settlement ends all claims between the parties.

Additionally, HSN released its full-year earning results last week, with the company showing a net loss of \$14.9 million in the fiscal year ending Aug. 31, after a special pretax nonrecurring charge of \$28 million. Last year's net income was \$18 million. The company's net sales in the fourth quarter were \$187.4 million, up 11.5% over last year. For the full year, sales were \$774.3 million, up 6.1% from the year earlier.

HSN said it plans to eliminate certain operations in the financial services division and its mail order pharmacy division. □

Spectrum shifting plan on the move

House bill to reallocate 200 mhz of government spectrum to private sector gets support of Sikes, former NTIA heads at Telcomsubcom hearing; Obuchowski favors alternative plan

Representative John Dingell's proposal to deal with what he considers the crisis in U.S. management of its dwindling supply of available radio spectrum (H.R. 2965) was given considerable support at a congressional hearing on the measure last week. The core issue—transferring 200 mhz of spectrum now reserved for government use to the private sector—was endorsed, at least in principle, by FCC Chairman Alfred Sikes and by five former directors of the Commerce Department's National Telecommunications and Information Administration. The Bush administration—as represented by the current head of NTIA, Janice Obuchowski—was lukewarm to cool, if not cold, to the proposal. She seemed to prefer relying on efforts short of a transfer of spectrum.

That administration reluctance seemed hardly enough to slow, let alone stop, what Representative Edward J. Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, which held the hearing, made clear would be a fast transit to the House floor. Markey, one of the bill's cosponsors, said at the conclusion of the hearing that it "reinforced" his view of the bill's importance. He said there would be one more hearing, to obtain the testimony of the private sector and of local, state and federal users, "so we can move to a markup." Then he said, "Have no doubt of the direction we're moving in."

Markey and Dingell, the Michigan Democrat who is chairman of the parent Energy and Commerce Committee, spoke in separate opening statements of what they said was the need for prompt action, particularly at a time of increasing foreign competition. "The FCC's ability to continue to meet the ever-increasing demand of the non-federal government users is now threatened," Markey said, adding, "Without an assignment of additional spectrum, or some other form of relief, this congestion will prevent the flow of new spectrum-dependent technologies to the American public." Dingell said that the government's use of the 40% of the spectrum assigned to it—a use he stressed was inefficient, a product of "ancient technologies"—"inhibits" domestic growth and American efforts to compete abroad.

Besides providing for the transfer of the 200 mhz to the private sector—the specific areas would be determined by the NTIA on behalf of the Secretary of Commerce—the bill would require the secretary to convene an advisory group from affected industries and the FCC to evaluate the bureaucracy's recommendations regarding the spectrum reassignment, as well as make recommendations to Congress on reforming the present frequency allocation system.

The bill would also bar the auctioning of the spectrum—a proposal that proved the

most controversial aspect of the bill. Sikes joined Obuchowski in opposing it, and each of the former NTIA directors said he could support the bill without that provision.

The 200 mhz figure is an arbitrary one; subcommittee staffers have said it was picked simply as a starting point, and that studies would be done to determine the proper amount. But Obuchowski, who said the administration could not support the bill "in its present form," seemed to find little appeal in reallocation proposals generally. She said NTIA was willing "to entertain" them, but, she said, "their specific terms must be carefully specified, and their consequences fully thought through."

Nor were those the sum total of her catalogue of doubts. Among the others was one of costs. "I am concerned that such a mas-

"The FCC's ability to continue to meet the ever-increasing demand of the non-federal government users is now threatened."

—Rep. Edward Markey

sive reallocation of spectrum could cause costs to the public that are not commensurate with possible benefits, such as the transaction costs of relocating federal government or non-government systems to other frequency bands."

Obuchowski favored other approaches: bringing higher frequencies into use "through scientific breakthroughs and new technology." She noted that some frequency bands that were considered too high in the spectrum to be usable 10 years ago are now heavily used in many areas of the country. She also talked of the benefits of improving efficiency in managing and using the spectrum. Improvements in the past, she said, "have allowed us to reduce the width of radio signals, while maintaining the same information content." And she endorsed auctioning portions of the spectrum; she said that would serve not only as a means for determining the value of the spectrum, but "could raise considerable revenue for the government." The administration has called for auctioning portions of the spectrum not assigned to broadcasting.

Sikes agreed with Obuchowski on the need to improve the FCC's procedures for allocating and assigning spectrum—Obuchowski said it had taken 14 years to bring cellular technology to the market—and said he had already directed General Counsel Robert Pettit and Chief Engineer Thomas Stanley to study the problem. They are to provide recommendations by March 1 as to how the commission can make its decisions more quickly while still protecting the procedural

rights of all concerned. But, Sikes, a former director of NTIA who has been chairman of the commission for about three months, indicated he was not reluctant to take a position independent of the administration.

"Additional spectrum, such as H.R. 2965 envisions," Sikes said, "could provide us the 'elbow room' needed to accommodate future demand." Like others at the hearing who endorsed the transfer idea in principle, Sikes said he lacked the information to take a position on whether 200 mhz would be the correct amount. But he was not persuaded by Obuchowski's arguments that something short of transfer of spectrum might be sufficient. He said improving efficiency, while desirable, "is not without cost." And in response to Obuchowski's suggestion that the FCC and NTIA cooperate in working on the problem, Sikes asked, rhetorically, "Can we do a better job simply by working together?" His answer: "No."

"There are major league forces on both sides that will block action," he said. Indeed, Obuchowski herself referred to "the wide diversity of national interests...both within the government and the private sector" that have a stake in spectrum matters. As the agency responsible for managing the government's use of the spectrum, NTIA counts among its constituents such major elements as the Defense, State and Justice Departments, which exercise considerable influence in spectrum allocation matters. "So," said Sikes, "I support this bill. It will provide a forcing action."

To several of the former NTIA heads who remember what it was like dealing with major departments of government, that was critical. David J. Markey, who is vice president for regulatory affairs for Bell-South Corp. but who was speaking as a former director of NTIA—he held the post in the mid-1980s—said: "The bill's forcing action is the most important part of the proposal." At one point he told Chairman Markey he had better fashion a "hammer" to get the job done. Rodney Joyce, who is now with the law firm of Ginsburg, Feldman & Bress but who served as acting head of NTIA before Sikes took over in 1986, said the bill, in assigning NTIA the task of developing the plan for transferring spectrum to the FCC, would give NTIA "some real political power." And Dale Hatfield, president of Hatfield Associates Inc., a consulting firm in Boulder, Colo., who had been an acting head of NTIA, said: "I still have lingering concerns about the ability of NTIA to assure efficient spectrum use, given the size and power of other executive branch departments and agencies."

The other former heads of NTIA who testified in favor of the bill were Henry Geller, director of the Washington Center for Public Policy Research, who was the first person to hold the Commerce Department job, in the Carter administration, and Bernard J. Wunder, who is with the law firm of Wunder, Ryan, Cannon, and Thelen and who preceded Markey at NTIA.

While none of the former NTIA directors endorsed the proposed ban on auctions, Geller was most vigorous in supporting the use of competitive bidding.

—LZ

Earthquake strikes out ABC's World Series

Analysts see 10-day delay and sweep by A's as reasons for low ratings and loss of estimated \$20 million

ABC's coverage of the World Series may have helped the network break NBC's ratings streak of 68 weekly wins (BROADCASTING, Oct. 23), but two weeks later the Fall Classic brought down ABC's ratings and ended up losing money for the network. Advertising executives placed ABC's loss at approximately \$20 million for the four-game series, which garnered a World Series record low rating of 16.4/29. An ABC spokesman said the network would not comment on the extent of red ink the network absorbed with the series.

ABC faced a myriad of obstacles with an earthquake in the Bay Area forcing a 10-day postponement of the series, a lack of national interest in a regional matchup between the San Francisco Giants and the Oakland Athletics and a lopsided four-game sweep for the A's. Games three and four of the series pulled ABC down to second place in the weekly network race (Oct. 23-29) with a 14.2/24 average to NBC's first-place 14.9/25. The final outcome of the series' ratings overshadowed the fact that games one and two of the series helped ABC mow down NBC's streak with a 14.8/23 to a 13.8/23.4 two weeks ago.

"These [World Series ratings] are the lowest that I have ever been aware of," said Gerri Donini, senior vice president/manager, national purchasing, Young & Rubicam Inc. "I've heard that they [ABC] might have lost \$20 million on the series, but I'm not sure if it was that high. What hurt them is that you generally need up to six games to make a profit or break even on a World Series."

Steve Grubbs, senior vice president, national broadcast buying, BBDO Advertising, said that network research estimates

that ABC needed a 20-24 rating in prime time to "offset the high cost of rights fees, as well as production." Grubbs said: "The standard operating procedure for the networks is no ratings guarantees, but they may have handed some make-goods to some national advertisers. Every negotiation is different."

CBS, which is taking over the network broadcasts of Major League Baseball in 1990, announced last Thursday (Nov. 2) that it will expand its weekend broadcasts of regular season ballgames to 16 games, up from the previously announced 12.



ABC announcers Tim McCarver, Al Michaels, Jim Palmer

Since the deal was made final, the MLB Commissioner's Office had received some criticism from viewers without cable for not providing more over-the-air national telecasts. The addition of four games could be seen as a move to placate those concerns.

CBS bought the rights last year (BROADCASTING, Dec. 19, 1988) for \$1.1 billion over four seasons. As part of the expanded agreement, CBS will air 16 games each of the four years, and will have rights to the All Star Game and all postseason games. ESPN bought the four-year cable television rights to 175 regular season ballgames for \$400 million (BROADCASTING, Jan. 9). CBS and ESPN have yet to release their television schedules.

NBC, like ABC, forfeited its broadcast rights to pro baseball, but considering the escalating rights fees it may have done so with little reluctance. In the last 10 years, NBC's *Game of the Week* Saturday telecasts declined from a 7.6/28 in 1978 to a 5.6/18 average for the 1988 season.

"My assumption is that 175 games on ESPN puts a unique spin on the whole deal," said Jay Rosenstein, vice president, programming, CBS Sports. "I don't know if the ratings will dramatically increase any time soon. But when there has been decreased exposures (on the network side), it has usually created more interest in the upcoming pennant races. Our arrangement with Major League Baseball reflects how pleased CBS is with our continuing association. That's the number of games baseball requested, and we're happy to get them."

Rosenstein said the earthquake-delayed games three and four, on a Friday and Saturday, hurt ABC the most. "Everyone pretty much knows that Friday and Saturday night HUT levels are so much lower," Rosenstein said. "They should put an asterisk next to this series. They [ABC] never had a chance to propel the audience level they needed."

Young & Rubicam's Donini said she does not see CBS being able to "overcome" the ratings problems with Major League Baseball. "There is erosion in everything," Donini stated. "The advent of peplemeters brought in real ratings drops. Advertisers feel they shouldn't pay for the rights fees that CBS paid. We'll only pay what the market dictates. I don't think CBS will really benefit from the whole deal. The prime time airings of the postseason games [League Championship Series and the World Series] will give them a forum to introduce their entertainment programming—that's where they may recoup some of their investment."

—MF

Citizen group alleges fraud by radio licensee

Owner of 'fine arts' WFMT(FM) is charged with using money from fundraiser to support co-owned TV station

A group of Chicagoans is taking a peculiar new tack in its campaign to preserve the "traditions and mission" of "fine arts"-formatted WFMT(FM) Chicago: It asked the FCC last week to deny renewal of the station's license on grounds that the station's licensee, the Chicago Educational Television Association (CETA), conducted a fraudulent fundraiser and breached its obligation as trustee under state law.

Convinced that CETA does not have the best interests of WFMT at heart, Friends of WFMT Inc., which claims a membership of some 2,000 WFMT listeners, has been trying for the past several months to wrest control of the "fine arts" station from CETA and place it in the hands of an independent trust.

To that end, it filed a lawsuit against CETA last June in county court. And in its petition to the FCC, it said that if the FCC decides to renew CETA's license it should do so only on the condition that the station "be administered by an independent board of trustees, who will preserve the station's character as a fine-arts radio station."

The group believes that CETA has been milking WFMT for the past few years to subsidize CETA's noncommercial WTTW(TV) Chicago. What's worse, said Tom Geoghegan, an attorney for Friends of WFMT, the group fears that CETA is planning to make detrimental changes in the operation of the station to make it more profitable or possibly even sell it—all for the sake of the television station. "CETA has no sense of the traditions or mission of the station or what it does for the city," he said.

According to Geoghegan, CETA has refused to talk with his client. "This is not a group that believes in talking to the public," he said.

Asked if he thought the petition would bring CETA to the table, he said, "It would be nice. I don't think they've taken us very seriously."

Raymond Nordstrand, president and general manager, WFMT, who has been with the station for 36 years, said the concerns of Friends are unfounded. Since assuming direct control of the station four years ago, he said, CETA has not made any changes affecting the station's programming or "quality of service." And, as far as he knows, he said, it is not planning any.

Due to the litigation, CETA is not responding to Friends' specific charges. A CETA spokesman limited his comments to saying CETA expects the petition to be dismissed and the license "renewed as it

has in the past."

WFMT is an unusual station. Not only is it a commercial station under the control of a nonprofit entity, it also spends a large portion of its budget on production, much of it live. Although it is best known for classical music, it also features poets and critics. Thus, it considers itself a "fine arts" rather than mere classical music station. And it is a local station with a national audience. United Video distributes the station's signal via satellite to more than 300 cable systems serving some 3 million homes in 45 states.

Listeners first became alarmed about the fate of WFMT when CETA sold *Chicago* magazine in January 1987 for \$16 million

and used the proceeds for the support of WTTW. What remains from the sale—\$9 million—is now in an endowment fund for the television station. WFMT had published *Chicago* and counted on its profits to help support its operations. CETA sold WFMT's property "and put the money in its own pocket," said Friends in its petition.

Because of the existence of the endowment, Friends said, the fundraiser WFMT aired in May 1989 to cover a \$400,000 shortfall in operating expenses was a fraud. "In fact, as CETA knew, there was never a true deficit at all," it said. "The interest on the \$9 million fund created by the sale of the program guide would easily have covered any \$400,000 deficit.... The so-called

deficit was contrived by CETA primarily to get listeners to make contributions they would not otherwise have made."

According to Friends, CETA is now demanding that the station reduce costs and become a "record-playing station" more like crosstown classical music station WNIB(FM) and threatening to require the station to accept recorded commercials. The demands, threats and the sale of one of WFMT's principal assets constitute a breach of the trust obligations CETA took on when it accepted the station as a gift from Tribune Broadcasting in 1969, the petition said.

For both the fraud and the breach, Friends said, CETA is unfit to be a broadcast licensee.

—HAJ

State of the Network Economy

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '88	\$2,526	\$0	\$0	\$0	\$0	\$1,282	\$0	\$3,808
Third quarter '89	3,498	0	0	0	0	1,106	0	4,604
% change	38.48	NA	NA	NA	NA	-13.73	NA	20.90
All other gross revenue from time sales								
Third quarter '88	672,283	81,638	44,790	257,748	34,003	550,719	174,888	1,816,069*
Third quarter '89	855,776	90,383	50,718	229,793	37,828	266,294	175,326	1,706,118*
% change	27.29	10.71	13.24	-10.85	11.25	-51.65	0.25	-6.05
Total gross revenue from time sales								
Third quarter '88	674,809	81,638	44,790	257,748	34,003	552,001	174,888	1,819,877
Third quarter '89	859,274	90,383	50,718	229,793	37,828	267,400	175,326	1,710,722
% change	27.34	10.71	13.24	-10.85	11.25	-51.56	0.25	-6.00
Less advertising agency commissions								
Third quarter '88	101,238	12,245	6,719	38,667	5,086	82,641	26,227	272,823
Third quarter '89	128,891	13,557	7,609	34,467	5,674	39,801	26,299	256,298
% change	27.31	10.71	13.25	-10.86	11.56	-51.84	0.27	-6.06
Total net revenue from time sales								
Third quarter '88	573,571	69,393	38,071	219,081	28,917	469,360	148,661	1,547,054
Third quarter '89	730,383	76,826	43,109	195,326	32,154	227,599	149,027	1,454,424**
% change	27.34	10.71	13.23	-10.84	11.19	-51.51	0.25	-5.99

*Does not include color insertion revenues.

**Includes no political parties/candidates revenues for the 1989 third quarter.

Total three-TV network revenue in the just-completed third quarter was just under \$1.5 billion. The total was 6% less than that which ABC, CBS and NBC reported for the third quarter of last year, a period which had extra revenue from the summer Olympics.

The year-to-year decline was virtually the same as that experienced in the first quarter, which also was matched against Olympic spending in the prior year.

The network revenue figures were provided to BROADCASTING by the Broadcast Financial Management Association and compiled from unaudited submissions made by ABC, CBS and NBC to Arthur Young & Co.

Looked at over two years, and thus skipping any comparison involving Olympic advertising, both prime time and total three-network revenue increased 4½% compounded annually between 1987 and 1989. Late-night revenue growth over the two years was stronger, at 6½% annual growth, as was early morning (A.M.) at almost 9% growth.

Weaker dayparts included both daytime, down just over 1% annually, and children's, down just under 1% annually. Sports was up 4%, while the best performance was registered by news, which posted 14% growth, although some of that increase was due to a redefinition of certain programing (previously categorized as part of prime time) to news.

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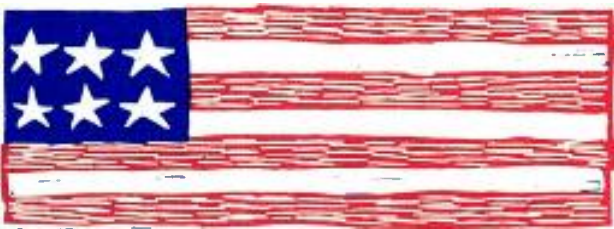
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Kid's Net set to fly with 'Peter Pan'

Animated series, set for debut next fall, will be first component of children's program co-op

The Fox Kid's Network is beginning to take shape. A new animated version of *Peter Pan* has been selected as the premiere half-hour weekday strip in the network, scheduled to debut in the fall of 1990, according to sources (BROADCASTING, Oct. 30).

Officially, neither FBC nor the program's producer, the Los Angeles arm of Japan-based Tokyo Movie Shinsha, known here as TMS Entertainment, would confirm or deny the selection of *Peter Pan* as the debut program. However, sources within the Fox organization confirmed that to be the case.

Sources said the Kid's Network co-op had made a 65-episode commitment to the program, which will be stripped across weekday afternoons, or mornings, depending on individual station commitments.

Sources said TMS originally developed the program for CBS's 1989-90 children's schedule, but that the Walt Disney Co. pressured the network into scrapping the project. (TMS did the initial animation work on Disney's successful syndication program, *Ducktales*.)

Disney recently re-released its theatrical version of "Peter Pan" and did not want the CBS show to divert attention (and possibly box office receipts) from the release, sources said. But Disney does not have the same clout with rival Fox, and the two have clashed in recent battles, including a funding dispute over Rupert Murdoch's London-based Sky Channel, and station clearance of Disney's syndicated animated *Disney Afternoon*.

Commitments that individual FBC affiliates have made to children's programs from other suppliers have more or less dictated a gradual rollout of the FBC children's program co-op. *Peter Pan* will be the sole half-hour strip to debut next fall, followed by a second half-hour in 1991, expanding to a four-program two-hour block by 1992.

Fox will also compete on Saturday mornings in the children's arena, and has committed to a three-hour Saturday block, also to launch next fall. The Saturday block will be used in part as a test for the weekday strip block.

The Saturday block will also expand. According to Joe Taritero, the FBC consultant who is managing the children's program co-op until a permanent director is named, the Saturday block may expand to four hours by 1991. In year one, said Taritero, two of the three hours making up the Saturday block, 9-11 a.m., will consist of new programs. The first hour, 8-9 a.m., will consist of library programs with high

marquee value to attract children.

When the FBC children's co-op is fully rolled out in 1992, it will consist of 14 hours of regularly scheduled children's programming, more than the big three broadcast networks combined currently have scheduled. "This is a huge commitment to children's programming," said Taritero.

Taritero was reluctant to talk about specific projects, but did confirm that Fred Silverman's *Pig Out* was "in contention" for a Saturday morning slot.

FBC is also planning a major promotional blitz of the new children's network in the nine months leading up to its debut. Part of that effort involves development of the so-called "Kid's Club," which will have national and local elements.

The Kid's Club will be designed as part fan club and part promotional tool, with opportunities for local advertiser tie-ins (such as discounts for certain food or mer-

chandise with the presentation of a Kid's Club membership card).

Bert Gould has just been hired to oversee the day-to-day operation of the Kid's Club. He reports to Brad Turell, FBC senior vice president, publicity and corporate creative affairs, who has overall responsibility for the project.

According to Michael Fisher, general manager, KTXL-TV Sacramento, Calif., and chairman of the FBC affiliates board, FBC will start promoting the Kid's Club and network in December. Membership packages will be sent out in January and a Kid's Club newsletter will be launched in March.

"This is all a part of our effort to take control of a business that is rightfully ours," said Fisher, referring to the children's programming business. "We do it all week and the networks do it one day a week. This is our business and we intend to get a shot at the network dollars." —SM

HBO's laugh lineup

New Comedy Channel unveils hosts, schedule prior to Nov. 15 launch



Comedy Channel hosts (clockwise from top left) Steve Higgins, Gruber, Dave Higgins (The Higgins Boys and Gruber), Tommy Sledge, Rachel Sweet and Allan Havey

The Comedy Channel, HBO's ad-supported, all-comedy basic cable network set to launch Nov. 15, last week officially introduced its programming schedule and hosts, and unveiled its new production facility. The 24-hour, dayparted service will include promotional movie and television clips, short and feature-length films, outtakes, stand-up routines and the hosts in their own wraparound shows.

According to Richard Beahrs, president, The Comedy Channel, the new network

will have a subscriber base of 6.2 million during its launch period of Nov. 15-Jan. 1, and then expand to 11 million subscribers during the following few months.

Donald Anderson, senior vice president, sales, told BROADCASTING the service could have total subscriber commitments of 15 million, including "negotiations in progress," by the end of 1989. After the launch period, the Comedy Channel expects to add more than a million subscribers a month, but "this number gets refined," Anderson said. The charter rate is good through launch, according to Anderson, and systems signing on after that will pay an additional 3 cents a month per subscriber.

The Comedy Channel will launch with 12 charter national advertisers, according to Lawrence Divney, senior vice president, advertising sales, who expects to have a total of 25 by the end of the year. Among those advertisers on board are AT&T, U.S. Sprint, Liz Claiborne, Ocean Spray, Nordica Ski Boots, Time Warner Communications, Universal Studios and Anheuser-Busch.

On the programming side, a morning breakfast block, consisting of clips and personality-oriented segments, is being developed with consultant Steve Friedman, former executive producer of *The Today Show*. Afternoons will feature *Tommy Sledge, P.I.*, featuring Tommy Sledge as a comedic, 1940's-style "stand-up detective." His show, hosted from a seedy private eye office set, will include a full-length film, followed by clips. "I like to call it har har

noir," Sledge said. Sledge's credits include a decade of appearances in comedy clubs, movies and television series. He is also the author of *Eat Lead, Clown*, a vaudeville murder mystery set in San Francisco in 1946.

Early prime time on the Comedy Channel will feature Rachel Sweet's *The Sweet Life*, which she describes as "a video diary of my life: imagine *That Girl* with an East Village attitude." A professional singer since the age of six, Sweet has recorded four rock albums, had two Top 40 singles in the U.S., and wrote and performed the title song for John Waters's "Hairspray." Sweet has also recorded four songs for Waters's new film, "Crybaby," slated for a March 1990 release.

The Higgins Boys & Gruber, comprising brothers Dave and Steve Higgins and Dave Allen, will be seen on the Comedy Channel in late prime time. They have been performing together since 1982 in clubs, theaters, and on television and radio, and describe themselves as "three guys goofin' off, drinkin' coffee, smokin' cigs and having more fun hangin' out than most people do on vacation." The set for their show is "an exact replica of the living room and kitchen area of our ranch-style home in California, the sort of house a group of guys live in after college, but before they get real jobs."

Alan Havey's *Night After Night* will be the Comedy Channel's late night offering, and the comedian will "have fun with the uglier side of show business, politics, music, current events, fashion and food." His program will also offer a segment entitled "second opinion," involving Havey's responses to newspaper advice columns. He has worked in clubs, television and theater.

Comedian Rich Hall will do a two-hour show late on Friday nights, entitled *Onion World*. The program, described as an "unorthodox look at American industry through its trade magazines," will feature Hall reporting on published items, as well as commentary and calls to public information numbers. Hall won an Emmy for his writing on David Letterman's morning show, and has written three collections of "Sniglets," which he describes as words that should be in the dictionary but aren't.

Joel Hodgson will host Saturday afternoon's *Mystery Science Theater 3000*, in which he plays a laboratory technician marooned in outer space. Every week, he and two robot "pals" will watch a science fiction film, offering a running commentary from the front row of the theater in their satellite. The weekend lineup will also include Kevin Meaney's remote pieces from various locations around the U.S.

Much of the Comedy Channel's 16,000 foot "studio-without-walls," located on

Manhattan's East 23rd Street, "will remain open so that home viewers will be able to see the writers, comedians and other employees working in the background while the hosts are on-camera," according to John Newton, executive vice president of programming. "We wanted a space that will be flexible and fun, and will encourage the freewheeling, zany quality that we want to be a hallmark of the channel."

The Comedy Channel is also establishing a home for comedy memorabilia, which it intends to display on its walls, similar to the rock 'n' roll items at New York's Hard Rock Cafe. Last week the channel received its initial donation, a dress and wig worn by Milton Berle on the Nov. 13, 1948, edition

of the *Texaco Star Theatre*. "This was the first dress I ever wore on television," said Berle, while making the presentation. Berle also wished the Comedy Channel well on its launch, saying "comedy is the most important element of TV."

"We've been feeling a great deal of momentum within the last few months," said Beahrs. "People now know that we're the comedy channel that is for real."

The Comedy Channel is "the boldest and most exciting [programming venture] in all of HBO's history," according to Michael Fuchs, HBO's chairman and chief executive officer. "No one will say it looks like something else or reminds them of something else. I don't think anyone is going to be able to stop this channel." —RG

Rating the calmer sweeps

Broadcasters, agencies appraise November's reduced stunting, with less glitz receiving mixed reviews

In the past, sweeps periods meant big mini-series, broadcast television premieres of theatrical movies and specials of all kinds, almost anything but episodes of regular season series. Unlike sweeps periods of the past, however, this November is devoid of much of the traditional programming usually seen during the ratings periods, and the networks are focusing their attention and energies on their regular series.

This time last year, ABC was readying the first 18 hours of its 30-hour megaseries *War and Remembrance*, which was critically acclaimed but in the end underperformed expectations. This November, CBS's *Till We Meet Again* at five hours, is the longest of the networks' two-part movies, and pre-emptions for this sweeps period are at an all time low.

Although the move away from loading up the schedules during sweeps periods will not alter the process of setting advertising rates for local stations, the change in programming philosophy is receiving mixed reviews from advertisers, who make their local ad buying plans based on the sweeps numbers, and local station executives, who base their advertising rates on the sweeps.

While some advertisers and local station executives say the traditional sweeps programming added glitz and excitement to the schedule, others charge the mini-series and specials artificially raise ratings and cloud the performance of regular season series, which should be the focal performers during the ratings months.

"They've always programed the sweeps periods as a sort of bogus way of inflating the ratings until February [sweeps] comes around when they do it again," said Steve

Grubbs, senior vice president, national broadcast buying, BBDO.

"A schedule that's not hyped, that may not only have artificially raised the rating of one station while deflating the numbers of another is certainly more preferable," said Marc Goldstein, senior vice president, national broadcasting and programming, Lintas-USA.

"I think they've decided to use this time of year when HUT levels are up to concentrate on their regular schedule, which will be around long after the November sweeps," said Betsy Frank, senior vice president, associate director, media re-

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Dropping out. Orion Entertainment's *Crimewatch Tonight* has become the first casualty of the 1989-90 syndicated season, with the syndicator discontinuing production upon completion of the half-hour strip's 26-week commitment to client stations. The cancellation comes on the heels of the program's loss of two major market stations, WWOR-TV New York and WTXF-TV Philadelphia (BROADCASTING, Oct. 23), due to severe rating declines. In the latest weekly national ranking (Oct. 16-22) from Nielsen for all syndicated barter product, *Crimewatch Tonight* earned 54th place ranking with a 2.2 rating on 87 stations (81% coverage).





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search, Saatchi & Saatchi-DFS Compton. "Also, they found that minis of four, five or more nights interrupted viewing habits," she said.

Frank thinks the networks have hurt themselves in the past when scheduling mini-series during sweeps periods. "The networks have probably figured out over the past few years that mini-series can backfire as often as they succeed. Also, many times one network would schedule its mini-series against another network's, and there would be this cannibalistic situation," she said.

On the other hand, Gerri Donini, senior vice president, manager, national television purchasing, Young & Rubicam, thinks there are several reasons why some advertisers will miss the big mini-series. "Mini-series got a lot of publicity and generally did pretty well. For advertisers, the cost-per-thousands for big minis was high, but they're more visible. These are the things that make the schedule more exciting," she said.

Neil Kuvn, general manager, WHAS-TV Louisville, Ky., agrees. "I think we could use more special-type programing. If CBS had better prime time programs, we could be more bullish in our selling. But since they don't, the sweeps are all we've got—those three ratings periods—because we're not a metered market, plus it's exciting and it's hype to promote the product.

Donini also says advertisers will miss the steady ratings over a four- or five-day period that a longer form mini-series would deliver. "Your everyday network schedule doesn't work that way," she said.

However, many station general managers or sales managers aren't mourning the loss of the special sweeps programing, and feel that increased emphasis on the regular season schedule will benefit themselves, their

Moving to D.C.

Noncommercial WETA-TV Washington will become the presenter of the National Geographic Society TV specials on PBS in 1992. The society will move specials production completely in-house at that time. The partnership will supplant a 15-year co-production agreement with noncommercial WQED(TV) Pittsburgh.

networks and advertisers.

"Everyone's goal is to get more stable programing so we don't have to depend on stunting during sweeps," said Robert Myers, president and general manager, KFMB-TV San Diego. "If you come up with regular programing to handle the need, you won't need the other."

"[Setting ad rates during sweeps] probably is based more on regular series programing which we use week in and week out," said Al Seethaler, KMGH-TV Denver. "The benefit from the big mini-series are their promotional value, especially to promote news. As for the ratings that they attract, while they sell for more, they are usually factored out in determining a station's performance."

Rick Moeller, national sales manager, KING-TV Seattle, welcomes the move away from special programing and thinks the trend will only make their schedule and advertising rates stronger. "You want to get a good consistent number from your regular series, and if you can, it's easier to sell the time. We're a lot better off with strong programing running four times during the sweeps, than with special programing."

Saatchi & Saatchi's Frank doesn't think, however, that the decreased usage of

sweeps-type programing will bring about a November, February or May identical to the other months of the television season. "As long as those three times of the year are designated as advertising setting periods, you're going to see some programing changes, whether from the networks or from the local stations themselves." —sc

Movie package deals include more than just films

MGM/UA offers movies for unlimited five-and-a-half-year run; Republic deal includes profit sharing

Two movie packages, consisting of mostly "B" titles, are being marketed for the 1990 syndication market, and station reps say they offer some special purchase incentives. Although the packages are "deal driven," the titles (about 430 in all) are usable, the reps said. But stations are cautioned to examine the titles, and their needs, closely, "to make sure they're not just picking up more tonnage that will sit on the shelf," said John von Soosten, vice president, programing, Katz Television.

The packages are being distributed by MGM/UA Telecommunications and Republic Pictures.

Starting in July 1990, MGM/UA Telecommunications is offering *The Movie Pool*. For a cash fee, stations will have access to 300 films with unlimited runs over a five-and-a-half-year license period.

According to Dick Cignarelli, executive vice president, domestic syndication, MGM/UA Telecommunications, the package was devised partly in response to sta-

Syndication Marketplace

Worldvision Enterprises has acquired the rights to *Future Stuff*, a new weekly, half-hour first-run series due to launch next fall. Based on the recently published book of the same name, *Stuff* will feature new consumer products to be displayed and critiqued by the show's co-hosts. The program will be produced by Laurel Entertainment in association with Marathon Entertainment.

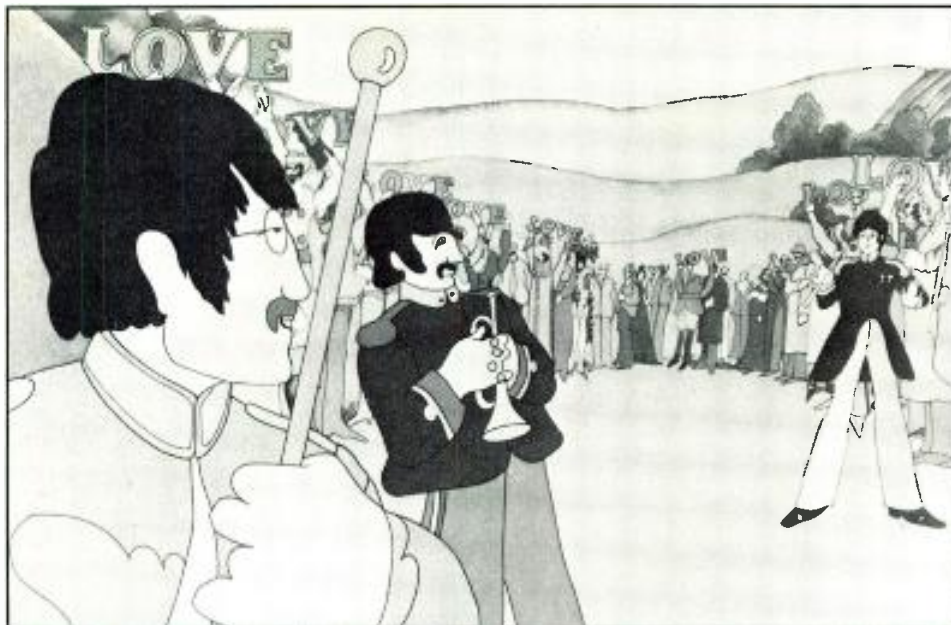
Worldvision has also acquired domestic distribution rights to *Voice of the Heart*, a four-hour mini-series adapted from Barbara Taylor Bradford's novel. Lindsay Wagner, James Brolin and Victoria Tennant star, and the program is slated to premiere domestically next spring.

Group W Productions' *There Really is a Santa Claus*, one-hour holiday special, has been cleared on 115 stations, representing 81% of the country. Produced in association with Buccaneer Productions, Group W is also distributing the special, which will air between Nov. 23 and Dec. 17. The host is former NBC anchor Jack Perkins.

JM Entertainment's half-hour animated specials, *The Great Bear Scare* and *The Bear Who Slept Through Christmas*, have been cleared in more than 130 markets, representing more than 85% of the television households, for airing in 1989. *Scare* fea-

tures the voices of Tommy Smothers, Louis Nye and Sue Raney, while *Christmas* features Smothers, Barbara Feldon, Arte Johnson and Casey Kasem.

Bob Vila, former long-time host of PBS's *This Old House*, will host a similar series to debut in syndication next spring. The program, with the working title *Home Again with Bob Vila*, will be produced by **Sears, Roebuck & Co. and Ogilvy & Mather advertising agency, in conjunction with Vila's BVTV Productions**. The show will be a weekly half-hour for weekend airing between 10 a.m. and 6 p.m., with between six and seven minutes of ad time. One-third of that time will be used by Sears, with the remaining time sold to other advertisers. According to Ole Riise, vice president, account supervisor, Sears Home Improvement, at Ogilvy Chicago, who is overseeing the project, several distributors are vying for the program, with a decision to be made in the next several weeks. No decision yet on the terms under which the program would be offered to stations. The first year will have 39 original shows and 13 repeats. The first episode will be available in April. In addition, Vila has signed a deal with Sears to be the exclusive spokesman for all Sears home improvement marketing programs. The first commercials under that agreement will hit the airwaves next March. Vila left *This Old House* last spring after complaints from the program's underwriters over his outside interests, including sponsoring competing products.



"Yellow Submarine"

tions generally cutting back on film inventories, to reduce capitalization expenses in recent years. "Over the last several years stations have reduced inventories to below a thousand titles, retaining mostly 'A' product," he said. "This is an opportunity to access a 300-film library for fringe programming in a way that maximizes value and minimizes investment."

That is accomplished, he said, by not making stations commit to a specific number of runs per title over the life of the license period. In addition, he said, if a station doesn't feel the package is working, it can take advantage of escape clauses built into the standard contract that kick in after 18 months and each year thereafter. To exercise the option, he said, stations would be required to "pay a percentage of the total license fee."

Of the 300 films in *The Movie Pool*, Cignarelli said 116 films would have their first television exposure, while 25 of the films have had network exposure. Titles include "Yellow Submarine," "The Fuzzy Pink Nightgown," and "The Girl in Black Stockings."

Republic is packaging 130 titles (repeated once over a 52-week license period) in a film series called the *Republic Pictures All Nite Movie*, that will be available in the fall of 1990. Designed as a late-night package, stations will be offered a choice of two films each night on a strip basis, said Chuck Larsen, president, domestic TV distribution at Republic.

The special incentive to stations comes in the form of profit sharing. Republic, which is offering the package on a barter basis, will take 20% of the package's annual profit and split it up among stations. Larsen said the station payments will probably be determined by each station's market contribution to the total clearance of the package.

The films, to be delivered by satellite, will be cut to a two-hour format with 24 minutes of commercials. Republic will hold 11 minutes for national barter, and stations keep 13 minutes to sell locally.

Larsen said the incentive rebate is being

given in part due to the late night time period for which the films are being packaged. "One of the things we're up against in the time period is home shopping services and real estate programs," he said. "Many of those shows do give stations some revenue. We felt it was a good way of signaling to stations [that] if we make money, they make money."

Larsen described the package contents as "good all-American films," with stars such as John Wayne, Cary Grant and the Marx Brothers. —SM

KRON-TV moves prime time as 'public service' to post-quake commuters

NBC's San Francisco affiliate KRON-TV pushed back its prime time hours to 7-10 p.m. (PT) to provide what News Director Al Goldstein said was "public service" to Bay area commuters who were going to bed earlier because of earthquake-related morning gridlock. Goldstein said the same-day decision to go with an earlier expanded hour newscast at 10 p.m. was made Oct. 23, and ended three days later (Oct. 26). Although West Coast NBC general managers have been seeking network approval of a general rollback of prime time, the four-day rollback "should not be construed as a test," Goldstein said.

Monday's overnight ratings for KRON's 10 p.m. newscast garnered a strong 9.2 rating/18 share compared to a 9.8/19 for Oakland independent KTVU(TV)'s long-established 10 p.m. news operation, but KRON's early news venture slipped to an 8.9/17 and 5.8/12, respectively last Tuesday and Wednesday. KTVU's ratings actually improved to 11.4/21 Tuesday and 11.3/22 Wednesday. KRON returned to an

8-11 p.m. prime time on Friday.

"The ratings were still at least two rating points higher on average than our 11 p.m. newscast," Goldstein said. "We didn't have three days to promote a 10 p.m. news. We just ran some crawls promoting the newscast, and promoted on-air during our earlier newscasts (midday, 5 and 6 p.m.)."

KRON trimmed its 6 p.m. local newscast to a half-hour, moved syndicated *Jeopardy!* into the 6:30 p.m. slot, and preempted *Wheel of Fortune* for the entire four days. *Jeopardy!* lost ratings in the shuffle, going from an 11/22 pre-quake 7:30 p.m. average to a 6.8/12 last Tuesday. Network programs were mostly down, with *Matlock* earning a 9.2/14 at 7 p.m. Tuesday (from 12.5/20 two weeks before); *In The Heat Of The Night* at 8 p.m. scored an 11.2/16 against KGO-TV's 21.2/31 for its regularly scheduled *Who's the Boss?* airing; and *Midnight Caller* at 9 p.m. fell to a 9.5/14 after averaging 13/22 for the same time last season. *The Tonight Show With Johnny Carson*, which moved up a half-hour to 11 p.m., was the beneficiary of a 3.5/11, compared to a 2.4/17 average. □

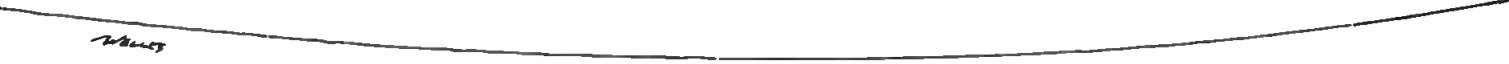
Reiss says Request, Viewers Choice are likely players in Olympic PPV deal

Jeffrey Reiss, chairman of Reiss Media Enterprises, reported that two pay-per-view services, Reiss's Request and Showtime's Viewers Choice, "may very well be involved" in the 1992 Olympic events that NBC and Cablevision have indicated would be offered on a PPV basis. "There is limited capacity," he said. If NBC and Cablevision expect any sizeable penetration, he said, both Request and Viewers Choice, which control most of that capacity, would have to be involved. No talks had been scheduled at deadline, however.

Reiss's remarks came at a New York luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences. He said that pay per view and local advertising sales will be the primary sources of new revenue for the cable industry in the 1990's. And since both sources depend so much on local promotion and marketing, Reiss said, "we must create a retail mentality for cable."

Reiss, who earlier this year sold half of his Request-TV pay-per-view service to Group W Satellite Communications, said "there will be a lot of experimentation in pay-per-view programming." He also said the trend would be toward specialized, less expensive events, perhaps in the \$10-\$20 range. As a result, high-priced guarantees to talent may become a thing of the past, he said. "We can't talk about \$6 million guarantees," he said.

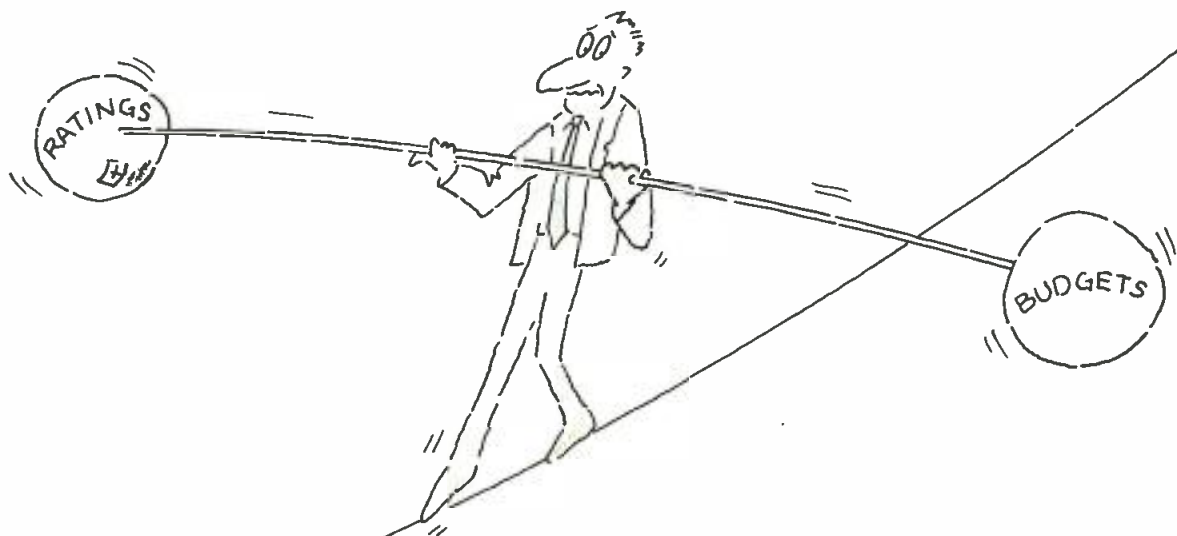
Reiss predicted gross sales for the entire PPV business would total between \$300 million and \$350 million for 1989 and perhaps as much as \$450 million or \$500 million in 1990. □



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New ACT takes the stage in Europe

The Association of Commercial Television in Europe, a newly formed lobbying group of leading private broadcasters, is playing down the possibility of competition with the region's dominant European Broadcasters Union.

But the association, in a press briefing, said its members want to become involved in joint cinema and TV co-production and other forms of cross-investment in each other's companies.

The group, known as ACT, was founded last summer by Italy's Silvio Berlusconi; France's leading broadcaster, TF1; Luxembourg broadcaster CLT; Britain's Independent TV Association, and West German satellite channel Sat1, partly owned by the dominant German TV distributor-producer Kirch Group. Its membership roles will be opened to other European commercial broadcasters in 1990.

ITV Association head Richard Dunn of Thames TV, explaining the formation of



ITV's Richard Dunn

the group at a briefing, said: "This is not an Anti-EBU club. [But] there are matters of common interest for commercial broadcasters in Europe," such as regulations on program content and advertising, program exchange and co-productions.

Dunn also said co-productions could occur among members for cinema, TV movies and series, and noted that the group would also consider the acquisition of program rights, which could bring them into competition with EBU for sporting events and other programming.

TF1, for instance, has an agreement with Berlusconi and Kirch Group TV arm Beta Taurus to co-produce mini-series and other TV productions in a joint venture called Tricom. Another joint venture, Mercury, involves TV co-productions between TF1 and Beta Taurus.

Regarding the group's focus as a regulatory lobbying force, Dunn added: "This is a momentous period for European TV, during which there will be an explosion of demands for TV programs, a multiplicity of channels and the need to transmit across frontiers. If a free flow of information in Europe is to mean anything, it must mean a minimum of regulation, rather than a maximum of regulation."

According to ACT Secretariat Soune Wade of TF1, representatives of the founding companies will meet in Milan today, Nov. 6, in part to begin organizing working groups on various special interests, including committees to consider fiction production and advertising issues. The working groups will begin meeting early next year.

The group will also continue discussions on ACT's policy regarding common buying of sports rights, Wade said. □

Video news release gets international exposure

Colombian president sends by satellite televised message about drug war that airs on American newscasts

Video news releases—which some in broadcast journalism say raise ethical questions, presenting information in the guise of news when it is serving a private party's self-interest—apparently can serve a government's interest, as well. Take, for instance, the case of Colombian President Virgilio Barco's dramatic televised statement to the American people Aug. 28, calling on them to eliminate their use of cocaine and thus help his country in its war with the cocaine cartels.

It was produced by the president's aides, but it was distributed by satellite to American television stations and networks by Medialink, the nation's largest distributor of VNR's and other video public relations material. Medialink said the VNR registered more than 75 million impressions (which includes some viewers seeing the piece more than once), making it the company's most successful video news release thus far in 1989.

Within hours of Medialink's transmittal of the Barco VNR by satellite from New York to television newsrooms across the country, the Colombian president's statement was incorporated into the newscasts of the three major networks—ABC, CBS and NBC—as well as those of CNN, FNN, the Public Broadcasting Service and local television stations across the country. In the following days, the VNR was aired on the *Today* show, *Good Morning, America* and

CBS This Morning.

Medialink bases its estimates of viewership on Nielsen Media Research estimates, based on published reports of network and station airings of the VNR. "There is," said a Medialink spokesman, "some overlap" of viewership. Even so, the price for a VNR is not great; the Colombian government was billed \$4,350 for what Medialink describes as "a full USA telefeed." That includes advisories to networks and stations, transmission and tracking.

Laurence Moskowitz, president of Video Broadcasting Corp., which operates Medialink, attributed the success of the VNR to its news value and to the manner in which the material was distributed to television newsrooms. He noted that the video involved "a powerful appeal by a world figure in the midst of a crisis that has galvanized the public's attention." Video and satellite technology, Moskowitz added, enabled Barco to address the international community directly, "in a way that was both dramatic and intensely personal."

The VNR was scheduled for distribution at 1:30 p.m., which Moskowitz said research has shown to be the most effective "window" for satellite transmission of VNR's. Medialink sends advisories of upcoming VNR's by means of its dedicated high-speed newswire, the only service of its kind, to more than 600 stations and networks. The advisory contains information as to the time, length and content of the coming VNR, as well as the satellite coordinates necessary to receive the feed. □

European radio gets its due

Commercial radio's expansion in Europe, often overshadowed by the higher-profile spread of commercial TV in the region, has been as rapid and as dramatic in its effect, according to international radio executives at a conference on radio news in Washington last week.

As with established TV broadcasters, however, existing radio operators have managed to meet the competition.

But speakers at the conference, co-sponsored by the European Broadcasting Union and the North American National Broadcasters Association, advised attendees not to underestimate the strength of the new broadcasters.

The growth of commercial radio was

cited by broadcasters from throughout Europe. During the Wednesday, Nov. 1, panel on private broadcasting's influence, for instance, Walther von La Roche, head of news for Bavarian Broadcasting in West Germany, said that in the five years since private radio was authorized, new private stations have grown to represent 80 of the nation's 120 radio channels (although many are smaller, local services). Two-thirds of West German listeners can now receive a domestic commercial radio station, he added.

Radio France's Andre Lemans, director of international relations, pointed out that since earlier this decade, some 3,000 local radio stations have taken to the air, while panel moderator Michael Good, managing editor of radio news for Radio Telefis Eir-

PAUL MILLER

WASHINGTON REPORTING FELLOWSHIPS

Applications being accepted.

The Paul Miller Washington Reporting Fellowships program is designed to help Washington-based print and broadcast bureau chiefs and staffers do a better job of developing locally oriented news stories in the nation's capital.

Beginning in Spring 1990, 15 fellows will spend two days a month for 12 months meeting with experienced Washington journalists, visiting the places where local news originates, learning how to obtain information, and getting to know prominent newsmakers and behind-the-scenes news sources.

Eligibility The fellowships are designed primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm recipients will be permitted to attend all sessions.

Selection Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

Schedule Applications are due January 15, 1990 and recipients will be announced in February 1990. Classes start in April 1990.

Location Many of the sessions will be held at the National Press Club in the National Press Building at 14th and F Streets, N.W. Others will take place on Capitol Hill.

Faculty The associates who will teach the sessions include experienced Washington reporters, analysts, public-affairs specialists, lobbyists, and other Washington-based experts.

Fees The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

Affiliation The fellowships are an operating program of the Gannett Foundation of Washington, D.C., in cooperation with the National Press Foundation, and using the facilities of the National Press Club.

Additional information and application forms are available from:

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P.O. Box 12310, Arlington, VA 22209, Phone: (703) 284-6727
after November 15, 1989: (703) 875-0920

Distant Signals

Television advertising spending in Western Europe was just 22% of the total \$44.4 billion ad spending last year, but the growth of commercial TV outlets has already taken away from print revenue, according to an annual study by London research firm CIT. Overall, ad spending was up 8% for the year, it said.

CIT said that while European TV advertising is "slow to develop, it shows great potential if structural and organization problems can be overcome." The study also said that the expansion of commercial TV in the region is affecting the press sector, with general consumer magazines hardest hit by the phenomenon and newspaper circulation stagnating or falling.

□

British Satellite Broadcasting, the five-channel UK direct broadcast service scheduled to launch in mid-1990, has signed the television arm of London producer-distributor **Palace Group** to provide programming for its music channel, The Power Station. Palace, formed in 1982, has produced theatrical films, including "Mona Lisa," "Letter to Brezhnev" and "Scandal."

□

CNN International will now be received by cable viewers in Israel, following a deal with Israel Cable Programming. ICP, which acquires programs for Israeli Cable systems, will launch the service next January in some systems and in first quarter 1990 in others. CNN estimated its reach would be 80,000 cable viewers by the end of 1990, and 500,000 viewers in five years. ICP's ownership includes four of six Israeli cable franchise holders, totaling more than 700,000 potential households covering 83% of the current Israeli cable market.

eann in Ireland, noted that one new commercial service began broadcasting in recent weeks and another competitor was scheduled to go on air within days.

Lemans of Radio France noted, however, that despite the competition, which he said "is of very good quality and deserves our respect," Radio France listenership has not eroded. Irish radio broadcaster Good added that with new private competition, "we're a quicker, meaner animal than ever before."

Bavarian Broadcasting's von La Roche added that his company was expanding its services in the wake of private competition. A new fifth channel it has planned, however, will not compete head-on in the crowded youth-rock music market, but rather will be an all-news service, which, he said, better complements the company's public service goals.

An American perspective on the market for radio news came from Jim Russell, producer of American Public Radio's *Marketplace* half-hour business news program.

According to Russell, the U.S. has witnessed the "showbiznification" of news, and producers have to accept the environment and program within it. He advised radio programmers to become "superb packagers....I'm not asking that we sacrifice our content, but rather I'm asking that we learn how to package it in a sexy, '90s way."

Added Russell: "If you hold onto your old values, I'll applaud you. If you hold onto your old way of doing things, you'll fail."

—AAG

Cable castings

ACE activity

HBO walked off with nearly one-third of the cable ACE award nominations, receiving 103 of the 338 handed out to 30 cable networks last week by the National Academy of Cable Programming.

HBO was followed by Showtime, which had 29, Disney (23), A&E (21) and CNN and ESPN (18 each). Newcomer TNT had 17 nominations.

HBO had four of the top five award winners. Its *Tales From the Crypt* garnered the most, 16, followed by *Murderers Among Us: The Simon Wiesenthal Story* (10), *Vietnam War Story* (8) and *Glory Glory* (6). Showtime's *It's Garry Shandling's Show* was the only nonHBO entry to crack the top five, with seven nominations. The awards will be presented on Jan. 14.

Renewal negotiations

The Connecticut Department of Utility Control will renew the Plainville-New Britain United Cable franchise if it agrees to increase access funding and speed its upgrade plans. The DPUC said United

has 30 days to accept or reject the terms, adding that the terms were not open to negotiation.

United asked for a 15-year franchise renewal, said its upgrade to 60 channels (550 mhz) would begin by July 1, 1993, and be completed by July 1, 1996, and proposed to spend \$85,000 a year on public access, with 5% annual increases each year.

The DPUC countered with a franchise renewal term of 12½ years, an upgrade to begin by Jan. 1, 1992, and completed by Jan. 1, 1995, and an increased level of public access funding. The state did not go as far as the Office of Consumer Counsel's suggestions that yearly funding be \$325,000. It said the company and the OCC should choose "an independent public access operator" that would prepare a budget between those two figures (\$85,000 and \$325,000) with 5% yearly increases, depending on the level of public interest and use of access.

The DPUC also said that if the franchise is renewed, but the system is subsequently sold, the franchise term would automatically be reduced to five

WHEN THE STOCK MARKET PLUNGED, WE JUMPED.

years when the new owners took over.

Sports deal

SportsChannel Ohio has reached an agreement with the state's high school athletic association to carry five state boys high school football championship games, as well as four state basketball championship games for both boys and girls. The three-year agreement begins with football finals Nov. 24-26 and concludes with the March 1992 basketball finals. Initially, the football games will be carried on a taped-delay basis, while the basketball games will be live.

Car crazy

Dennis Amodeo, a carpenter from Huntington Station, N.Y., is the winner of VH-1's Corvette sweepstakes, in which the network gave away 36 Corvettes, one for each model year from 1953 through 1989. VH-1 received more than 2.2 million entries in competition.

Record breaking

CNN and Headline News broke audience viewing records during their coverage of the Northern California earthquake Oct. 17. At 10 p.m. on Oct. 17, CNN recorded a 6.9 rating and 10 share. The next day, CNN's 24-hours scored a 2.4 rating and 7.1 share. Its average September rating for that

period was 0.6/2.1 share. Headline News scored 0.7/2.0 on Oct. 18. In September it averaged 0.4/1.3. Quake coverage helped *The World Today*, CNN's new one-hour news program from 6 to 7 p.m. It scored 1.1/2.3 its first week; 0.7/1.5 in its second, still 40% ratings/25% share increase in time period.

Weekend winner

Lifetime is in the middle of a four-week *Molly Dodd* promotion in which one viewer will win a weekend trip to New York and "a genuine Checker Cab with \$5,000 cash in the trunk," the network said. Four other winners will receive \$1,000 in cash, chosen in each week of the promotion. The grand prize winner will be chosen on Nov. 22.

Cox home video

Cox Cable has purchased the Southeastern Retail Management Corp., home video retailer, which the cable company plans to integrate into its new Home Video unit. SRMC is Blockbuster franchisee, operator of 10 stores with rights to build another eight. Cox made a \$15 million equity investment in Blockbuster last month.

'Dinner' and dancing

TNT is joining with Night Spice fragrance in a sweepstakes promotion revolving around the TNT movie "Dinner at Eight."

Viewers can enter the contest (deadline is Nov. 17) by sending in a postcard or filling out a form in stores carrying the fragrance. The grand prize is a trip for two to New York to attend the premiere of the movie Dec. 6, and includes airfare, three nights in a hotel, formal rental wear, limousine service and \$500 spending money. The movie is a remake of the 1933 classic and stars Lauren Bacall, Charles Durning, Ellen Greene, Marsha Mason and Harry Hamlin. It premieres on TNT Dec. 11. In another Turner promotion, WTBS is reuniting 10 living cast members from 1939's "Gone With the Wind" (part of Turner's film library) as part of the week-long festivities (Dec. 10-16 in Atlanta) surrounding the 50th anniversary of premiere of the film. Surviving actors and actresses will appear at re-creation of the premiere ball Dec. 14 and attend a theater screening Dec. 15. Among attendees will be Evelyn Keyes, Ann Rutherford and Butterfly McQueen. Olivia de Havilland is unable to attend.

Wonderful world view

The Disney Channel will offer cable subscribers a free eight-day preview, running from Nov. 26 through Dec. 3, in cable systems participating in the campaign. Actor Robert Urich will host the preview, which will include an 800 number viewers can call to receive a complementary Disney Channel wall calendar. Among programming that will

ALL THE WAY TO TOKYO.

Nothing strikes fear in the hearts of investors more than a market nose dive. On the afternoon of Friday, Oct. 13, fear struck. The crucial information, the information that investors desperately banked on, was the reaction of the Tokyo markets. Would there be panic? Would reason prevail? On Sunday evening, while others speculated on the news, CNBC brought it back live. Here's how investors saw it:

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premiere during the preview is the Urich movie, *Spooner*, which debuts Dec. 2. The preview kicks off with *A Conversation with Bob Hope*, a live interview with the comedian Nov. 26. The special on the Seoul Olympics, *Seoul '88: 16 Days of Glory*, premieres Nov. 29. British rock series *Ready, Steady, Go* premieres Dec. 3. The preview culminates with a Disney push for new subscribers that also includes two advertising campaigns that have been launched and will continue throughout the quarter. The twin themes of "Celebrate Me Home" and "Isn't That What You Really Want?" are designed to appeal to subscribers and nonsubscribers, respectively. The former campaign focuses on "special family moments." The latter campaign, which premiered last month on cable networks and spot television, is designed to communicate the range of benefits of the channel and clear up misconceptions about the service, one being that it is only for children.

Syndex guide

The Prevew Guide plans to offer affiliates updated listings of prograding subject to syndex blackouts for a "small additional fee." Listings will include information on superstations and regional distant signals if notification is received within 48 hours of appearing on TV.

Speaking of speakers

Robert Klingensmith, president, video division, Paramount Pictures, will be the keynote speaker at Cable Television Administration and Marketing Society's pay-per-view seminar, Dec. 12, the day before the Western Cable Show. Other speakers include Robert Levin, president, Buena Vista Pictures Marketing; Ron Castell Sr., vice president, Blockbuster Entertainment; Larry Higby, president, *Los Angeles Times* Orange County Edition (and former marketing and prograding executive at co-owned Times Mirror Cable), and Steve Smith, president, Rowland Co. Other speakers that day will include Scott Kurnit, president, Showtime Event Television; Lloyd Werner, president, Request Television; Margaret Durborow, president, chief operating officer, CTAM; Jerry Maglio, senior vice president, United Artists, and Don Mathison, vice president, marketing and prograding, Media General.

Bucking blackouts

The state of Connecticut has written letters to the commissioners of the NBA and the NHL, asking for an explanation of the league's blackout rules, which it said is hurting cable subscribers in the state.

The state's Office of Consumer Counsel wrote the commissioners last week, describing how systems carrying the Madison Square Garden Network will have to black out the Knicks and Rangers in certain areas of Connecticut beyond the league's rights boundaries. The OCC said United Cable's three franchises around Hartford, for instance, will have to black

out the games, even though subscribers there and elsewhere in the state are New York sports fans.

Acting Attorney General Nardi Riddle said "league blackout rules were formulated in another era when teams wanted to insure a full arena. To black out Knicks games in Connecticut in order to fill the Boston Garden makes no sense."

PPV going downhill

Reiss Media Productions has landed the PPV rights to *White Magic*, a 90-minute skiing production by Warren Miller. The Jan. 10 offering is priced between \$7.50 and \$9.95. The program was filmed across five continents and shows top skiers on the Miller tour on ski events at some of the world's most popular resorts.

Come together

TNN's Viewers' Choice Awards and the Music City News Awards will merge into one live telecast next year, The Nashville Network announced. The new TNN Music City News Country Awards, a TNN live presentation from the Grand Ole Opry June 4, will continue to be produced by Jim Owens.

The cable awards program ran on TNN in 1988 and '89, while the Music City awards ran in syndication from 1976 through '87. The combined awards program will have 14 categories. A two-step balloting process will be used, with the November and January issues of *Music City News* carrying initial ballots, with the final ballot being a combination of voting from another magazine as well as a 900 number announced over TNN.

For laughs

Dick Beahrs, president, The Comedy Channel, has announced four additional hosts for the basic service scheduled to launch Nov. 15. Comedian Tommy Sledge will host a show entitled *The Comedy P.I.*, a Sam Spade takeoff; The Higgins Boys and Gruber, comedians from Iowa, will host a show at 12 a.m. weekdays; singer Rachel Sweet will have a movie clip show entitled *The Sweet Life*, and Alan Havey will host a show called *Night After Night*.

Ad push

The Cabletelevision Advertising Bureau board has made several moves to promote advertising sales, including "aggressive" marketing of its CableCume, the newest component of CAB's Cable Planning System.

CableCume allows a media planner to estimate reach and frequency of a cable buy on a demographic basis across standard dayparts. CAB plans to demonstrate CableCume to agencies, advertisers and media planning groups.

Additionally, CAB said its staffers will increase their participation at local systems and interconnect sales presentations next year, with the video portion of CAB's planning kit to be upgraded.

The association also said it would create "an electronic data exchange between buyers and sellers of cable advertising, to be linked to network traffic and agency stewardship systems, "third party" posting similar to broadcast, and standardized local system contract and affidavit/invoice forms."

CAB also will increase the program promotion portion of its monthly tune-in kit (BROADCASTING ■ CABLE, Oct. 23).

The board also elected seven new members: John Rigas, chairman and chief executive officer, Adelphia Communications; William Bresnan, president, Bresnan Communications; Ron Dorchester, senior vice president, Prime Cable; Paul Freas, president, TKR Cable; Mike Wheeler, president, FNN; Michael Callaghan, president, Scripps Howard Cable, and Chris Forgy, senior vice president, marketing, sales and prograding, Times Mirror.

Quake benefit

The Discovery Channel will carry a three-hour benefit Dec. 15 to help victims of last year's Armenian earthquake last year and the San Francisco earthquake three weeks ago. The program, *Discovery Presents: Christmas with the Stars—An International Earthquake Benefit*, will be carried live from Los Angeles at 8 p.m., and will be repeated the next day. Gosteleradio will broadcast the program Dec. 16 in the Soviet Union. Discovery said in certain areas of the U.S. having large Armenia populations, the special will be shown on broadcast stations. Stars slated to attend include host Dudley Moore, Crystal Gayle, the Beach Boys, Dionne Warwick and Chaka Kahn. A 900 number will be used for donations.

Stone send-off

Showtime Event Television has landed the PPV rights to the grand finale concert of the Rolling Stones current Steel Wheels tour. The concert, scheduled for Dec. 19 at a yet-to-be-announced venue, will be a prime time, three-and-a-half hour program. It will be broadcast in stereo with ABC Radio and Budweiser committing more than \$2 million in radio advertising to the event. Discussions over a radio simulcast by ABC continues. The event will be priced at \$19.95.

Channel choices

Jones Intercable has announced the results of a viewer preference survey in the channel carriage dispute in Janesville, Wis., involving Rockford, Ill., and Madison, Wis., stations. The survey shows subscribers prefer on-channel carriage of stations. The first survey Jones sent out provided three options: status quo, placing stations on-channel or moving Rockford stations on-channel while leaving Madison stations on a lower channel. The latter two choices received nearly equal amount of votes, and in a subsequent runoff, 63%

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perferred on-channel assignment, while only 36% preferred the option that put Rockford stations on-channel and Madison stations on lower positions. As a result, Jones will make the shift to on-channel carriage Dec. 1, after the November sweeps. In three cases, stations will receive better position than their on-channel assignment. WQRF-TV Rockford (ch. 39) will be placed on ch.8; WMSN(TV) Madison (ch. 47) will move to ch. 10, and WHA-TV Madison (a PBS station) on ch. 21, will be placed on ch. 11. Additional Madison on-air assignments are channels 3, 15 and 27, while additional Rockford assignments are 13 and 17.

Big league move

TNT, which passed 30 million homes in July, allowing to begin carrying the NBA games that had been carried on WTBS(TV) Atlanta, was scheduled to launch its NBA schedule Nov. 3 with more than 35 million homes.

Several large systems are responsible for much of that total, with Cox putting up 620,000 subscribers in San Diego; Oklahoma City; Norfolk, Va.; Virginia Beach; Spokane, Wash., and Lubbock, Tex.; Viacom's 185,000 homes in San Francisco and Dayton, Ohio; Multimedia's 100,000 homes in Oklahoma City; Multivision's 380,000 homes nationwide; 300,000 homes from Century, including 150,000 in Los Angeles, and 260,000 homes from Continental in the Los Angeles area.

Dotted line

New Yorker's for Fair Cable has so far collected 1,500 signatures in a drive to ask Congress to provide cable with more competition. The citizen's group was created during MSG-Cablevision Systems dispute over carriage, and has continued activity, meeting with congressional aides, asking Congress for either reregulation of cable or allowing the phone companies in and for giving local franchises more control over programming and pricing. The group is shooting for 10,000 signatures by Thanksgiving.

Legal tangle

The dispute between Cablevision Systems and the state of Connecticut is moving closer to a resolution, as both sides have presented settlement agreements that each has rejected. The case now, however, goes to the Department of Public Utility Control.

The OCC had recommended last summer that Cablevision be fined \$1 million related to its dropping of MSG from its service. Cablevision filed a settlement agreement with the DPUC in which it said it would refund \$490,000 to subscribers if the OCC petition was dismissed. The OCC made a counter offer: the \$490,000 refund (included in the DPUC's draft decision), and a cable hookup between high schools and Cablevision as well as a \$50,000 in grants for each high school.

Cablevision rejected that offer, and the matter now rests with the DPUC.

Promotional punch

The Nashville Network said it received more than 150,000 responses during its Nashville Now-Country Time lemonade flavored drink mix promotion. Country Time sponsors auto racing on the network, with five semi-finalists in the contest winning tickets to Daytona 500 and being eligible for 1900 Pontiac Grand Prix grand prize.

Shop talk

The QVC Network announced completion of its acquisition of CVN Companies, total consideration of which is \$462 million. QVC said the net worth of the combined companies is roughly \$213 million. The deal will be financed by \$347 million in senior debt from a group of banks, lead by the Bank of New York, as well as \$30 million in subordinated debt from Comcast. The banks have also issued a \$65-million revolving line of credit to QVC. The network has to make a \$50 million payment by Jan. 31, 1990, and has the option to borrow that amount from Tele-Communications Inc. In addition to finances, the deal's closing includes an agreement by 30 cable operators serving 17.5 million subscribers to carry QVC until 2004, done in conjunction with the issuance of preferred stock, which can be converted into common stock at the rate of one-half share per subscriber. From programming services, the best products from both will be blended together into one network reaching 32 million homes. The network plans a second "multiple merchant shopping service," that will reach seven million homes on freed-up cable channels.

High marks

The Discovery Channel, C-SPAN, The Learning Channel and CNN were among the top five programming services used by schools—behind the Public Broadcasting Service. That's according to a survey conducted by PBS, which gathered 417 responses from 1,068 elementary and high school AV directors. Of those, 49% of the school districts used PBS an average of 14.2 hours per month. That was followed by Discovery (34%, 12.5 hours), C-SPAN (26%, 6.2 hours), The Learning Channel (25%, 8.2 hours) and CNN (21.1%, 11.6 hours).

Rate advice

Robert Miron, president of Newhouse Broadcasting and chairman of the National Cable Television Association, called on top cable executives to ease up on the financial returns expected from their cable systems so they can keep rate increases at a minimum.

"If we can keep our own expectations and demands in order," Miron said in a speech before the Washington Metropolitan Cable Club, "we will go a long way toward helping our systems solve some of their long-term political and

business problems." Hefty rate increases not only cause political fallout, but they increase churn and retard increases in penetration, he said. "Our industry's long-term health is worth a lot more than a point or two of cash flow." After the speech, Miron said how much the Newhouse systems will raise basic rates next year will vary from system to system, but that the overall revenue-per-subscriber increase would not exceed the rate of increase (14% over two years) found by the General Services Administration's 1986-88 survey.

In the running

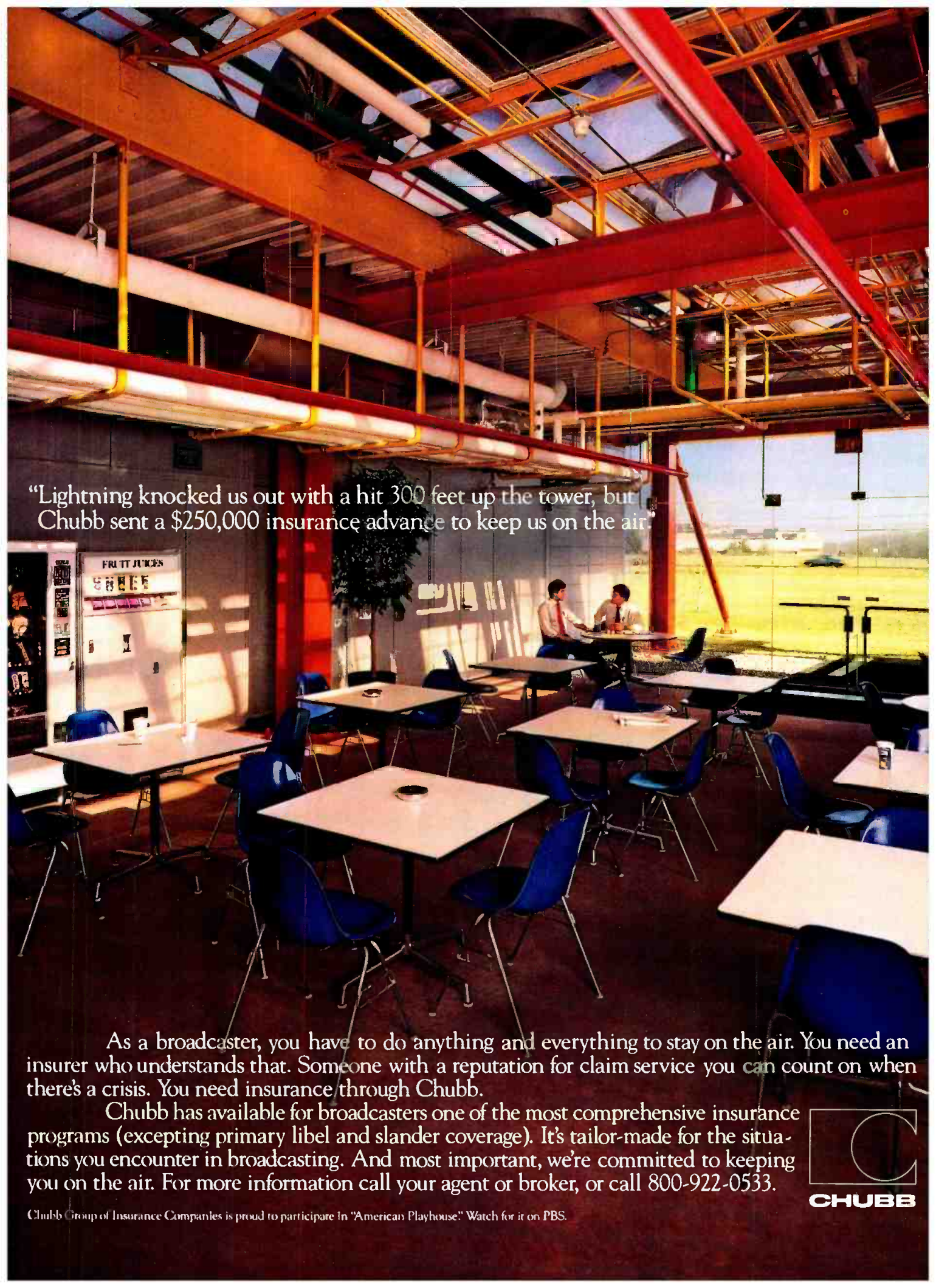
The National Academy of Cable Programming has announced eight finalists for its "Golden ACE" competition, with the winner to be announced during ceremonies Jan. 14. Finalists are: *A&E: Live Coverage of the French Bicentennial*, a six-hour program that featured live feeds from Paris; Bravo's *Unfinished Stories: Artists and AIDS*, a 13-part program on AIDS; HBO's *Comic Relief*, a comedy benefit that raised nearly \$20 million; CNN's Beijing coverage, beginning with the Sino-Soviet summit and ending with the events in Tiananmen Square; C-SPAN's coverage of ethics in government, beginning with the Oliver North trial and ending with the resignation of House Speaker Jim Wright; The Learning Channel's *Changing Skylines*, an examination of problems in U.S. cities; Lifetime's *Your Family Matters*, an ongoing series on issues such as child care, adoption and date rape, and The Weather Channel, for its environmental coverage.

Library help

Jones Intercable has made a \$1 million grant to the Library of Congress to fund one-hour programs about libraries. Those programs will premiere next year on Mind Extension University, cable service that offers college credit for video courses. In addition, Jones and the library will form a task force to determine how certain library products can be better distributed throughout the country.

More news

Lifetime and Hearst ABC News Services, a new joint venture between Hearst Broadcasting and Capital Cities/ABC, have teamed to produce news programming for Lifetime. *Lifetime Weekly News*, a 30-minute news show featuring highlights of the week's news of particular interest to women, will be co-anchored by former ABC network correspondent Carolyn Sawyer and former KJL-TV Los Angeles news correspondent Ronda Pierson. It will be seen Fridays and Saturdays at noon ET. Sawyer and Pierson will also alternate as anchors of *Lifetime News Update*, a 60-second news insert which will air six times each weekday. Both shows will be produced in Boston.



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'Nightline' marks its 10th year

Born of hostage crisis in Iran, ABC program has become late-night fixture

In the late 1970's, an item high on ABC News president Rooney Arledge's agenda was finding a vehicle for a late-night newscast. He was hunting for a story that could launch it by making it worth the affiliates' while to give up time after their local news shows went off the air. The visit of Pope John Paul II to the U.S. in October 1979 served as a hook for a late-night newscast, but only for the seven days of the visit, which ended on Oct. 7. Then, on Nov. 4, 1979, Iranian students seized the American embassy, took its personnel prisoner and, to the shock and dismay of the U.S., refused to give up either. The story was not ending; indeed, it was burning itself into the American psyche the longer it lasted: Arledge had his vehicle.

On Nov. 8, 1979, ABC News went on the air at 11:30 p.m. ET with *The Iran Crisis: America Held Hostage*, with the late Frank Reynolds as anchor. It and succeeding shows offered a detailed look at the hostage story—scenes of blindfolded Americans being paraded in front of the media and of angry crowds at the embassy gates burning the American flag. On Day 12, Arledge was ready to go public with his plan: the network would continue its late-night specials until the crisis was resolved. And then some. For on March 24, 1980, with the hostages still under Iranian control, *America Held Hostage* gave way to *Nightline*, a name that allowed the network to do any story that was at the top of the news on any given day. And Ted Koppel, a diplomatic correspondent who had anchored



Ted Koppel

Hostage on several occasions, was installed as the permanent anchor.

As ABC was preparing to celebrate the 10th anniversary of the embassy takeover, on Friday (Nov. 3) with a one-hour special edition featuring former President Jimmy Carter, it is clear that *Nightline* has made itself as much a broadcast news institution as any morning or evening network news show. More so. It is regarded, as writer Arthur Unger puts it in the current *Television Quarterly*, as "the thinking man's news show."

In part, that is because Koppel has impressed himself on the American consciousness as an intelligent, no-nonsense journalist. (Koppel's importance to the show is evident on the nights when he is not in the chair.) It is due in part also to the increasingly strong bench of journalists on which Koppel can call. Then, too, there is the fact that most—even if not all—newsmakers are drawn to the show. Henry Kissinger, a friend of Koppel's, is a fixture. George Bush and Michael Dukakis, at a time, during the final weeks of their contest last year when they were not giving interviews, showed up, separately, for chats with Koppel, though to the advantage of neither candidate. (Bush, for instance, insisted on calling Koppel "Dan." Dukakis, Koppel says, failed to take advantage of the opportunity to make the kind of positive statement that might have helped his disintegrating campaign.) And the show has done as much as any piece of broadcast journalism to introduce officials of foreign governments, friendly and not, to the American people.

It is in that connection that Koppel feels the show has made a contribution to television journalism. As he notes, neither *Nightline* nor its predecessor, *Hostage*, was the first to do an interview with a person who was somewhere else than in the studio and

was seen in a chromakey screen. Edward R. Murrow did it in the 1950s and the *MacNeil/Lehrer NewsHour* more recently. But *Hostage* was the first to interview several people in distant locations, each in a chromakey screen, to enable them not only to answer the interviewer's questions but to comment on each other's answers. He recalled a *Hostage* show he anchored that featured the then-Secretary of Defense Harold Brown, in Washington; the foreign minister of Iran, in Teheran, and Vladimir Pozner, the Soviet journalist, in Moscow. "At one fell swoop," Koppel says, "we shrunk the world into a global village." Now that kind of technological wizardry is so common as to go unnoticed.

If the introduction of that technique was driven by necessity, so was the technique Koppel calls "Petacque." Several years ago, when appearing on *Nightline* did not carry the same cachet it does now, Koppel was having trouble finding a first-line correspondent to do a story on Chicago. So the order went out: "Find the best crime reporter in Chicago." One was found, and interviewed, and his comments were edited as they would be for radio, and covered with video. Voila! A handsome piece on the Chicago mobs, without the intrusion of a correspondent. The reporter's name? Art Petacque, of the *Chicago Sun-Times*.

If *Nightline* is sometimes viewed as validating the importance of a day's event by focusing on it for the better part of a half hour (or more, sometimes, as affiliates will attest), its producers and Koppel have tried to contribute to the understanding of complex problems by picking up and moving to the trouble spots—as they did in 1985, when they went to South Africa to explore the issue of apartheid, and in 1988, when they went to Israel to examine the Arab-Israeli problem and, in the process, hold an extraordinary town meeting attended by 500 Israelis and 150 Arabs. That show, which also featured panels of prominent Arabs and Israelis, ran for more than three hours.

Nor were those the only foreign excursions. In 1985, *Nightline* was in Ho Chi Minh City, on the 10th anniversary of the American withdrawal from Vietnam. Koppel recalls that program particularly for the interminable answer Politburo member Le Duc Tho gave in response to a question of his, in the sultry heat of late morning on the roof of the Caravelle Hotel, as Henry Kis-



'The Iran Crisis: America Held Hostage' with Frank Reynolds (above) was precursor to ABC News's 'Nightline' with anchor Ted Koppel.

singer sat, fuming, in the ABC News studio in Washington, waiting to be interviewed and, when he was, criticizing *Nightline* correspondents for what he said were their one-sided accounts favoring the Vietnam position. And in 1986, it was Manila, to cover the ouster of Ferdinand Marcos as president. That was not easy, either.

Koppel and his crew, held up in Hong Kong because the Manila airport was closed, arrived at the presidential palace just in time to see helicopters flying off, carrying Marcos, whom Koppel had planned to interview. Because of the 12-hour time difference and the double duty Koppel and his staff were pulling—anchoring *World News Tonight*—Peter Jennings was in Moscow—and then *Nightline*, the missed connection with Marcos, Koppel says, was the start of four days and five nights without sleep for him and his staff.

In the grand scheme of things, those are minor inconveniences. The show has earned fistfuls of awards, and regularly attracts an audience of between 5 million and 7 million viewers, even if it rarely beats *Johnny Carson*. On occasion it does, though, as it did on the night of May 27, 1987, when Koppel interviewed Jim and Tammy Bakker. The show achieved a 15.3 rating and 42 share, its highest ever. (And to those who turn up their noses at the number of times Koppel had the Bakkers on the show, he points to the amount of front-page space such prestigious newspapers as *The New York Times* and *The Washington*

Post have devoted to the Bakkers.)

But has *Nightline* had an impact on events? Koppel has no illusions. "All we [journalists] can hope for," he said, "is that we bring events to the attention of people in government and to the public's." It is the people in government who do things—not the journalists, he said. And it is the people who must become engaged.

Which led Koppel to recall a line from Dante's "Inferno" that he said was a favorite of President Kennedy: "The hottest places in hell are reserved for those who, in time of great moral crisis, maintain their neutrality." "That's a definition of a journalist," Koppel said.

Perhaps. But *Nightline* and Koppel will continue to run the risk of that fate as they proceed in the months and years ahead to deal with the heavy budget of news being thrust upon them: the extraordinary changes going on in the Soviet Union and the rest of Eastern Europe and China and South Africa, as the people there press their demands for greater freedom and democracy; the ongoing crises in the Middle East, and the problems the U.S. will have in adjusting to those conditions—not to mention those it faces in restoring itself to the status of a truly world-class power. Arledge appears to have been right, 10 years ago, when he bet there would be enough news to sustain a late-night newscast, provided it was given the talent and resources to do the job. All it took to get started was an American disaster in Teheran. —LZ

important, the news directors reported that crime and personal safety, drug abuse and environmental issues remain the top concerns to viewers. Compared to the findings last year, accountability of politicians has risen in importance to viewers, while AIDS has dropped. —LZ

Radio news report

Radio broadcasters' cutting of news-information programing to save costs is a short-term solution that undermines one of the medium's strong points. ABC News executive Jim Farley, director of program development for radio, told international radio news executives at a Washington conference last week.

"There is less news today on the radio in large American cities than there was five years ago. The number of full-time radio news jobs in the U.S. has decreased drastically, and many radio stations have fired their entire news departments," he said.

Farley acknowledged that the shift by listeners in recent years from AM to FM has forced AM's to cut costs to match falling revenues and audiences. But the executive was critical of broadcasters who were unwilling to make long-term investments in new formats, and challenged "quick-fix" remedies that often translated into cutting news budgets or entire news departments.

On a more optimistic note, Farley said commercial radio in the U.S. has often faced adverse markets and emerged stronger. He cited as evidence of the health of the medium recent surveys that show that virtually every American household has at least one radio and that nearly 95% of the people in the United States listen to the radio at least once every week.

"Radio is still the dominant medium in the United States in the morning and in the middle of the day," added Farley.

Regarding the importance of news-information programing, Farley argued that AM stations that make the top-10 list in the 50 largest U.S. markets have one element in common: "They all do a credible job of programing news and information. That's what keeps them competitive with FM radio stations in their markets."

Formats include all-news, talk, news-talk, full-service and personality-based radio, said Farley, "but each of these successful AM radio stations in the top 50 markets has carved out a niche in providing news and information."

For other, less successful stations, particularly AM's, Farley said format experimentation is a must. Among new forms that have been taken up by broadcasters in various markets are all-sports radio, all-financial or money-oriented programing and children's radio.

Farley acknowledged, however, that not all format experiments succeed. Among those he said have had to be abandoned after brief tries: all-weather radio in Minneapolis, car radio in Los Angeles, game-show radio in San Francisco and all-comedy radio in Washington. —AAG

More news is the news

Survey shows TV stations adding coverage, especially in morning; percentage of stations with no newscasts has dropped

The distractions with which television news operations must contend in seeking to build audience are not prevailing, according to the nation's news directors. Media, Pa.-based ARBOR Inc.'s fourth annual news director survey, at least, indicates that news directors feel that viewers' appetite for news continues to increase. Since 1987, the percentage of news directors who feel that way has risen from 26% to 41%. The number of news directors serving as a base increased in that time from 145 to 173.

And in response to that perceived expansion of appetite for news programing, the survey shows that news coverage continues to expand, especially in the early morning hours. The percentage of stations increasing early morning news increased from 27 in 1988 to 35 this year. And the percentage of stations with no news in the early morning dropped, from 16 to 5. The increase in news programing in the early evening was also significant, from 15% to 22%.

However, the nation's news directors report operating under constraints. For in spite of the expansion of news programing, news directors are reporting operating with smaller staffs. Whereas in 1987 45% of the news directors reported operating with more staff than in the past, this year the percentage was 34, while the percentage of

stations reporting operating with less staff increased, from 14 to 28.

Given those figures, it was not surprising that six of 10 news directors said they have more financial pressure than a year ago. However, the rate of increase is declining. A year ago, the percentage reporting greater pressure than in the previous year was even higher, 79. But news directors in markets 51-100 seem particularly hard hit. Eighty percent of them—up from 78% last year—reported more financial pressure. Considering all markets, however, 31% of the news directors said the pressure is about the same. Last year, that percentage was 17.

If viewer interest is a factor in an increase in the number of news hours, it is also a factor in the decision of news directors to inject some "infotainment" into their news product. Just under four of 10 news directors feel that viewers expect more entertainment from local news. The "infotainment" influence is heaviest in the Midwest, where 42% of the stations report interest in such programing, and in markets 51-100, where the percentage of directors reporting that expectation is 44. To accommodate that interest, stations report using more features, better quality video, newscast cosmetics, and fast-paced news. But while 8% of the 65 stations responding to the question said they were using "entertainment/fluff pieces," another 8% said they were airing "hard news stories/less fluff."

And as for the issues viewers consider

AM stand-alones look for a niche in time

BROADCASTING's sixth installment in an ongoing series on AM radio—previous segments ran July 3, Aug. 14, 21 and 28 and Oct. 9—looks at the strategies of AM stand-alone operators

The decline of AM radio in listener share and market revenue has been documented extensively. And those most affected by the downturn in the elder band's fortunes have been the stand-alone AM operators. But a survey conducted by BROADCASTING last week reveals that many of those operators are far from ready to roll over and go dark. The broadcasters differed in their strategies for keeping AM programming viable, but they all agreed they were committed to the medium for the long run.

Wes Cookman, president, WIDU(AM) Fayetteville, N.C., summed up the views of his colleagues on sticking it out on AM: "Give us AM stereo receivers, help us by cutting down interference, give daytimers nighttime power and I'm willing to stay in business. I think there is a lot of potential here."

Cookman characterizes Fayetteville as a "good radio market" but has some trepidation about a 50 kw FM scheduled to sign on in the market and an 80-90 FM scheduled to be allotted next year. WIDU programs black gospel music with a heavy emphasis on news and community affairs. Cookman sees his as a "niche" format and is convinced that AM operators need to explore niche programming possibilities in their markets to survive.

According to Cookman, a cursory look at the station's performance since it signed on in 1958 shows it was profitable every year until 1980. "From 1981 through last year the station hasn't done anything but lose money," he said. Since last year the station has bounced back, largely due to its programming, said Cookman. He added: "It will never be a terribly profitable operation, but I believe we can stay in business."

Cookman is willing to put his money where his belief is—the station has received FCC approval to boost its power to 5 kw full time, and, Cookman added, they will be installing a new ground system. The station also hopes to go to stereo broadcasts, but Cookman doesn't see that as being a major boon to the station—largely because there are so few AM stereo receivers being sold. "Our plans are to go to AM stereo, but I sure hope the receivers are out there to pick up my signal in stereo," he said.

"Things are extremely difficult for AM. Proposals being discussed are meaningless," said Dick Wright, KSVY(AM) Spokane, Wash. "The answer to AM's problems is to give audiences a reason for listening," he said. "You must give the

audience in a market something that they cannot get somewhere else, and remember, you cannot compete with the FM's for music."

Wright is in what he believes is a unique situation. He is running KSVY temporarily until the station is sold. "This station is on the air to keep the license alive until it can be sold," he said. "There is no effort being



made to sell spots—we are playing 12 hours of big band music Monday through Saturday."

According to Wright, the station went off the air because of prior mismanagement during an ownership transition period. But in spite of the problems at KSVY, Wright believes there is still hope for AM with niches such as talk, information and sports. "In smaller markets it is relatively inexpensive to come up with a successful operation," he said; "any satellite-delivered format cannot beat a local operator with two ounces of common sense."

But there are those who disagree with that assessment. Don Keyes, president and general manager of WTAL(AM) Tallahassee, Fla., sees network radio as the answer to station operators who cannot afford to produce quality programming. "Conceptually, network radio is a great idea," he said. "I switched over to talk [Sun Radio Network] about a year ago—I wish I had done it two years ago. I cannot afford a local news operation," he said.

Mike Dulaney, president, KMRY(AM) Cedar Rapids, Iowa, can corroborate Keyes's success with network radio. Dulaney re-

ports that business is healthy and that KMRY is growing. The station programs Satellite Music Network's Stardust format that targets the 45-plus age group. "We are selling a niche market concept," he said.

The need for niche programming, said Dulaney, has come about because of what he sees as the excessive number of radio stations on the air. His response to the regulatory proposals that would give AM operators low-power FM's is adamant: "The last thing that would be a salvation to the industry is to put more radio stations out there. If you go back and look at the increase in number of radio stations, you will see why the industry has fractionalized itself. There are too many radio stations out there."

Dulaney sees hope for AM in some of the technical ideas being proposed. A technical proposal that has captured the imagination of Dulaney and many other AM broadcasters is the continuous tuning AM-FM receiver.

Keyes would like to see the industry push for the continuous-tune AM-FM set. Said Keyes: "If you are sitting there on the AM band with something wonderful happening as far as programming goes, nobody is going to know about it unless you spend tons of money promoting it and advertising it." In many instances, he pointed out, an AM operator will not have that money to spend. "In a continuous dial situation," he said, "scanning the dial would allow you to sample the AM programming as well as the FM without making the extra effort of flipping the band on."

Some of the AM operators contacted declined to comment about their station's situation. But all of them reiterated their belief that the downward slide of the band can be turned around. Dulaney echoed their sentiments with his assessment of the AM-FM dichotomy: "As I go back to the reasons that we lost listeners from AM in the first place—overcommercialization, too much not playing music and playing too many other things—and then I look at FM's coming into that position that AM's had in the past, I see FM's have started making those mistakes." Dulaney believes that AM can benefit from FM's vulnerability and gain back its audience.

Another area where Dulaney sees room for improvement is in the way AM sells itself. "The biggest mistake we make as an industry is to sell against ourselves instead of other media," he said. He would like to see the industry band together and take dollars away from other media instead of fight-

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ing over the share they now have.

WKTY(AM) in LaCrosse, Wis., has been on the air since 1947. It is managed by Steven Sach, who also manages co-owned and co-located WSPL(FM). (The AM was included in BROADCASTING's survey because it is marketed and sold independently of the FM.) According to Sach, the station has been a market leader for years. It programs news and local sports, including Green Bay Packers football and Milwaukee Brewers baseball, as well as high school and two area college games.

"We are an aggressive AM. We are not sitting around watching FM take our audience," he said. Sach believes too many AM operators initially said, "we can't win" and just gave up." Although he admitted that life is easier for AM-FM combinations, he sees too many operators using the AM as a "gimme" or, "if you buy the FM for \$25, we'll throw in the AM for \$5 more." They are selling the FM first and using the AM gratis," he said. "We are going to be very aggressive to promote our AM and invest in our programing," he added. "Instead of standing here hoping no one stops listening, we are going to try to convince those FM listeners that we have programing for them. And yet—I have an FM."

Leonard Norcia, general manager of WVJS(AM)-WSTO(FM) Owensboro, Ky., also programs his AM separately from the FM. He, too, believes in the band but is not too optimistic about technical advances such as AM stereo. "Our AM broadcasts in stereo," he said, "but the only thing stereo helped was to boost morale at the station—there are no receivers around to tune us in in stereo."

But Norcia believes AM can be a money-maker. "Treat it like a radio station, not an

AM station," he advised. "It won't make money like FM, maybe, for now, but certainly you will make money."

"I look around as I'm talking," Norcia continued, "and I think: 'Our AM radio station built this complex.'"

—LC

FCC sets stage for AM hearing

Nov. 16 en banc hearing on improving AM includes mix of engineers, broadcasters, NAB staff and members, others

The FCC's lineup for its Nov. 16 en banc hearing on ways to improve AM radio, which was released last Tuesday (Oct. 31), includes five panels and 25 broadcasters, trade association executives, consulting engineers and receiver manufacturer representatives.

At the urging of the National Association of Broadcasters, the FCC voted at its September meeting to hold the day-long hearing. Not surprisingly, NAB staffers and members are well represented on the schedule.

The panels and panelists:

Overview: Lowry Mays, president and chief executive officer, Clear Channel Communications, and NAB joint board chairman; William R. Sanders, president, KICD-AM-FM Spencer, Iowa, and NAB radio board chairman; David Hicks, president and chief executive officer, Hicks Broadcasting Corp, and John Abel, NAB executive vice president, operations.

Receivers: Art Suberbielle, president, KANE(AM) New Iberia, La.; Michael Rau, NAB vice president, office of science and technology; Tom Friel, group vice president, Consumer Electronics Group, Electronic Industries Association; Mark Horiki, Matsushita Electric Corp. of America, and Frank Hilbert, manager, modulation sys-

tems laboratory, corporate research, Motorola.

Expanded band: Jim Johnson, president, WDAO(AM) Dayton, Ohio; David Honig, attorney representing minority interests; Tom Kigin, vice president, Minnesota Public Radio; John Quinn, owner, WJDM(AM) Elizabeth, N.J., and Bayard Walters, owner of four AM stations and former chairman of the NAB Daytimers Committee. (The panel will explore possible uses of the 1605 khz-1705 khz band, which will open up next year.)

Technical and assignment issues: Wallace Johnson, president, Moffet, Larson and Johnson; Jerry Smith, operations manager and chief engineer, WPDQ(AM) Jacksonville, Fla.; Alan Okun, president-general manager, WGFP(AM) Webster, Mass.; Wayne Eddy, president-general manager, KYMN(AM) Northfield, Minn., and Arlen Diamond, general manager, KSMU(FM) Springfield, Mo.

AM improvement and the future: Ted Snider, owner, KARN(AM) Little Rock, Ark., and co-chairman of the NAB's conference of AM broadcasters last March; Richard Harris, chairman, Group W Radio; Wayne Vriesman, vice president, radio, Tribune Broadcasting, and president, Clear Channel Broadcasting Service; Paul Synczak, vice president, general counsel, Corporation for Public Broadcasting; Dorothy Brunson, president, Brunson Communications, and Richard Blackburn, broker, Blackburn & Co. □

Radio broadcasters troubled by Sikes FCC 'moving the goal posts' on indecency

Those targeted by commission's indecency sweep question enforcement process, seek clearer guidelines; some may fight fines

Several of the four radio broadcasters fined two weeks ago by the FCC for airing allegedly indecent broadcasts may fight the commission's judgments (BROADCASTING, Oct. 30). And two stations that received letters of FCC inquiry in August concerning potential indecency violations have framed responses that, in part, seek to broaden the definition of community standards upon which the FCC's enforcement is based.

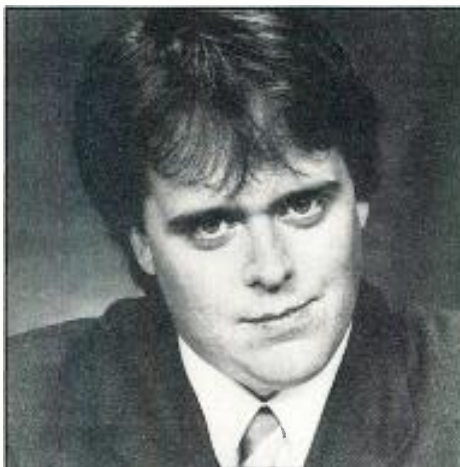
Executives at two of the four stations fined—WZTA(FM) Miami and KLUC(FM) Las Vegas—declined comment, saying they will use the coming weeks to investigate facts and options open to them.

However, Cox Broadcasting, owner of two stations hit with the stiffest fines, and KFI(AM) Los Angeles talk show host Tom Leykis, whose program drew three of the fines against Cox, were anything but reticent in expressing dismay over what they

perceived as inconsistent interpretation of unclear indecency guidelines at the FCC.

Apparent inconsistency between the "old" FCC under former Chairman Dennis Patrick and the "new" commission under

Chairman Alfred Sikes most troubled Michael Faherty, executive vice president, radio, Cox Broadcasting, and Michael Disney, vice president at Cox's WIOD(AM) Miami. The latter was fined \$10,000 for



KFI's Tom Leykis



WIOD's Neil Rogers

airing four song parodies and one spoof of a commercial within the *Neil Rogers Show*. The fines against Cox's KFI for three dialogues within the *Tom Leykis Show* added up to \$6,000.

The company, said Faherty, had early last week begun a week to 10-day process of deciding whether "to appeal to the FCC, appeal to the courts or [do] nothing at all."

Faherty emphasized that "the old FCC" under Chairman Patrick—by virtue of the fact that it did not act on the same complaints lodged 10 to 12 months ago concerning the same WIOD-*Neil Rogers Show* broadcasts—"clearly did not interpret [the parodies and spoof] as indecent." The station had "voluntarily" pulled the four parody songs and one spoof of a commercial from its airwaves last January, yet, Faherty complained, the "new FCC went back to old tapes...to expand its interpretation [of the community standard for indecency], and with no warning to broadcasters. To say that this is unfair is understating the case."

In issuing the notices of indecency liability, said Faherty, the FCC "moves the goal posts and doesn't say how far. There is no question that there is a chilling effect" on program content.

Disney also expressed the belief that inaction on the part of the Patrick FCC was tantamount to a decision that the *Neil Rogers Show* broadcasts were not indecent. "As broadcasters, we scream for guidelines," but get instead, he said, "two commissions, the same guidelines and two different interpretations. My best gauge is Arbitron," which he said shows Rogers is the most popular talk show host in Miami. "Nobody in the nation beats his share," and advertiser support of Rogers—another tangible measure of community support, he argued—"is strong."

Both men stressed that what they saw as contradictory interpretations by consecutive commissions pointed to the "vague and ambiguous" nature of the FCC's indecency guideline language. Noting that enforcement must be based on material "patently offensive as measured by contemporary community standards for broadcast media," Faherty said: "The FCC offers no guidelines to measure those standards. Programming acceptable in Los Angeles or Miami might or might not be considered offensive elsewhere," he said.

"I don't know how any group in Washington can set themselves up as defining community standards in each market in the nation. A better measure might be ratings" and/or documentation of the audience's qualitative response to the shows, Faherty said, adding that WIOD received "far more letters of support than complaints" concerning Rogers's program.

Although Rogers himself did not return a call for an interview, his Chicago-based agent, Saul Foos, Saul Foos & Associates, said: "The management of the station has had to put a chilling effect on him [Rogers]. They want to protect their license without censoring what he does, so they sit down like reasonable human beings and work out what to do. I know the station is probably going to challenge the fine," he said.

At the same time, two stations cited in August for possible indecency violations have told the FCC that no fines should be levied against them. Those stations also expanded the issues, arguing that community support of a program reflects community standards.

WLUP(AM) Chicago told the FCC that although it does not "seek to defend or condone indecent programming," survival in the current marketplace requires "spontaneous, free-wheeling discussions of controversial issues in a creative, informal and humorous manner." Expressing the "strong view" that the station "has not broadcast indecent material," the response argues that the three broadcasts include "no specific references to sexual or excretory

activities or organs...only innuendo and double entendre not explicit or readily understandable by children."

The station does, however, concede that "material on its talk shows often addresses sensitive subjects and may, on occasion, be offensive to some listeners. WLUP(AM) earnestly seeks not to cross the line that separates such provocative programming from indecency."

However, joining Faherty and Disney in their argument that the popularity of a program should be included in the determination of contemporary community standards, WLUP(AM) argued that its *Steve and Garry Show*'s "high ratings and approximately 500 letters supporting it demonstrate that the show is not patently offensive by con-

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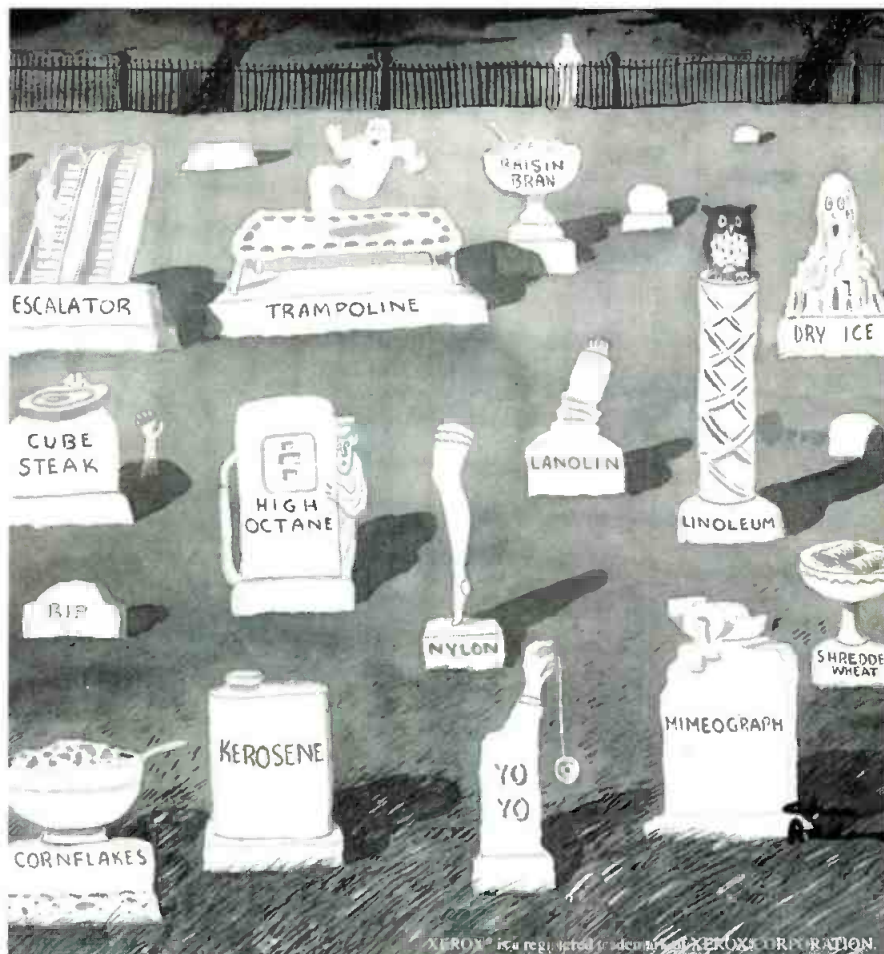
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temporary standards; rather, it is a reflection of those standards."

WFBQ(FM) Indianapolis also sought to go beyond attempting to document its innocence in the specific charges. The station submitted to the FCC results of a Gallup poll and other documentation of market support of its *Bob and Tom Show*—"a unique and convincing way to address the FCC [which] we believe puts the community standards issue into perspective," said WFBQ General Manager Christopher Wheat.

WFBQ also argues that language in the four *Bob and Tom Show* segments cited consists "entirely of double entendre and innuendo, not four-letter words, except the four-letter word 'dick,' which was taken out of context"—a comedy piece portraying a former president Richard Nixon as "MegaDick" who has become overweight from overeating.

But in addition to arguing that the *Bob and Tom* material consisted of "phrases that could mean different things," the response appears to challenge the broader concept of defining community standards only on individual complaints.

"Arbitron would be one measure of support," said Wheat. But because "not everyone listens to radio," the station randomly queried listeners and nonlisteners through the Gallup poll, which, he said, "becomes a significant document which may even more thoroughly represent the community than [does] Arbitron."

Noting that his station is "licensed to serve the community," Wheat added: "We



Wheat



Faherty

feel that the community at large ought to be included" in the enforcement process.

Declining to comment specifically on the three incidents of alleged indecent dialogue during his KFI(AM) Los Angeles call-in show, host Tom Leykis concurred with Wheat. "It is hardly a democratic process," he told BROADCASTING, "when 999,999 out of a million listeners like it [Infinity Broadcasting's Howard Stern show] and one listener doesn't and writes a well-documented complaint" that leads to a fine. "When we talk about the public interest, it appears the public is interested" in shows such as Neil Rogers's and his own, rated at or near the top in listenership in their markets, according to the stations. "So which broadcasters are broadcasting in the public interest? I think it's subjective," said Leykis.

He said he does not "go out of my way, like a Howard Stern, to titillate. I talk about issues people really care about. Sometimes they are controversial," he said, likening his

talk show approach to driving a sports car by "a speed limit sign that is blank. I like to drive 100 miles an hour. I ask the cop, 'What is the speed limit?' And he says, 'No, I won't tell you'. What you end up doing is driving 10 miles an hour [or] playing chicken with the federal government."

There is, said Leykis, "lots of evidence that [the FCC] has lots of confidence in the free market when it comes to high rollers with no broadcast background repeatedly buying and selling stations. But when it comes to program content, the conservatives that dominate the FCC have very little confidence in their beloved free market." Arguing that competition calls on broadcasters to "create interesting programming so investors in this station can make some money," Leykis charged: "Every time we do it, we have no idea of what is allowed or not allowed. If the FCC would issue a guidebook with what's in and what's out, I believe we would all follow it to the letter. But they will not do that."

Claiming that his program is "consistent with community broadcast standards across the country" and includes material that can be found "on any of the tabloid TV shows," Leykis also complained of "a double standard" in enforcement standards between radio and TV, and within radio. "There are radio stations in this market that play songs including the words 'fuck' and 'shit,'" he said. "The question becomes: 'Can a handful of commissioners in Washington police 10,000 radio stations fairly?' I don't think they can." —PDL

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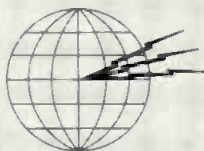
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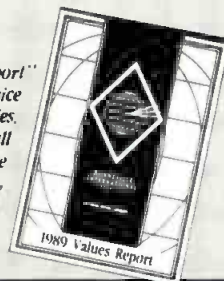
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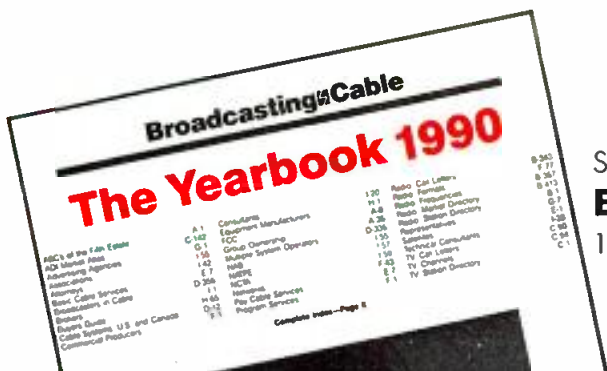
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Arbitron struggles with ScanAmerica

Service talked about for five years and planned to combine TV viewing data with household purchasing information has hit number of snags; now company says it's on track and will debut next October

In the five years since The Arbitron Co. announced it would develop a product—ScanAmerica—that would revolutionize the television ratings business, the company has repeatedly postponed its development and delayed its introduction. As late as this spring, Arbitron publicly predicted that ScanAmerica would be launched before the end of the year. Last week, Arbitron President Rick Aurichio told BROADCASTING that mechanical problems with the system, first noticed last December, had caused delays in the expansion of the system beyond its original test market; Aurichio now predicts ScanAmerica will be operational in October 1990.

Delays in the development of the service have made marketing it more difficult, Aurichio said, especially with Nielsen's development of products with which Arbitron will have to compete. In addition, marketing ScanAmerica is made even more difficult by Arbitron's need to introduce local and national versions simultaneously, he said. But Aurichio denied assertions made by former employees that factors such as limited financial support from Arbitron's parent company and difficulties in developing software had contributed to the intro-

duction delay.

ScanAmerica would provide single-source television ratings data—that is, data that combines viewing and purchasing statistics from the same households in its sample. Ideally, single-source data enables researchers to discover clear relationships between what people watch on television and what they buy. To collect viewing data, Arbitron's single-source system uses peplemeters. To collect purchasing data from the same households, the system uses bar code scanners installed in the same households and written surveys. Arbitron plans to offer single-source services for local markets along with a parallel national service known as ScanAmerica. So far, Arbitron's single-source service is operating only in Denver, where the company began testing it in 1985.

If Arbitron were to launch the national ScanAmerica service, it would be the company's first venture into national television ratings. If it were launched locally, it could be the first widespread use of a peplemeter in local markets. (Nielsen Media Research is planning to put peplemeters in the New York market in 1990.)

Aurichio offered two explanations for the delay in the development of the local and national single-source services. The company slowed development of the service for nine months in 1987 because of the competition between AGB and Nielsen to establish a national peplemeter sample. "We didn't think it was appropriate to get into

the middle of that one," he said.

The launch has also been delayed by hardware problems evident since last December, Aurichio said. These problems included failing chips in the peplemeters, malfunctioning data transfer between parts of the household system and the meter's inability to recognize playback from VCR's.

But former Arbitron employees—all of whom spoke on condition of anonymity—and other company observers pointed to additional factors that may have slowed the development pace.

One of those factors is money. The projected cost of developing the national service is \$125 million, Aurichio said. Observers question whether Arbitron's parent company, Control Data Corp., has been forthcoming with the money necessary for ScanAmerica's development. Control Data has had financial difficulties over the past few years: the company had an operating loss of \$4 million in 1986 and operating profits of \$29 million in 1987 and \$67 million in 1988, according to Prudential Bache Securities figures. Control Data had a net loss of \$494 million for the first six months of 1989, including a \$457 million restructuring charge.

But Aurichio said lack of money has not been a problem. Following the original estimates made on the project earlier in the decade, "we sure have spent everything we said we were going to spend, and I will tell you that we sure haven't brought in what we said we were going to bring in," he said. "And Control Data has never blinked."

However, one former employee cited examples of alleged insufficient monetary support for the project. One major problem was that the pay scale for programmers was not competitive for the Washington metropolitan area, the employee said: "Career programmers tend to leave in a year.... The majority who are leaving are [leaving] for financial reasons, without a doubt."

Aurichio said the company had suffered from "higher than normal" turnover among its programmers, and it found out six months ago that the company had not kept up with pay scales for software people in the Washington area. "But I don't think that had any impact on our schedule. We have not had a delay to date that was caused by software," he said.

One former programmer who spoke positively about working at Arbitron said: "It's a difficult product to program. That's where a lot of the delays have come in."

Another former employee suggested that ScanAmerica suffered from a corporate focus of money and time on Control Data's SAMIBurke operation acquired in 1987. "It is true that we had to invest a lot of



The three parts of Arbitron's local market single-source audience measurement are (from left): remote access keypad, data wand and meter which records information for overnight retrieval.

money in the SAMIBurke operation...especially for SAMI," said Aurichio. "But it didn't take anything away from the expenditures that we were making according to our plan on ScanAmerica."

Aurichio also denied that the single-source service was being hurt by problems at SAMI, which collects the ScanAmerica data and processes the product purchase data. Approximately 30 employees have been laid off from SAMI in the past month, "potentially reflective of the fact that there's been about a 20% decline in revenue," he said. "But none of the development projects have been impacted at all."

Not helping the product's development, according to the former employees, were poor relations between the marketing staff in New York and the product development staff in Laurel, Md. One ex-marketer said that difficult relations between marketing and operations staffs were common at many companies, but, the staffer continued, "I've never seen the trenches dug as deeply as they are between Laurel and 57th Street."

A person who formerly worked in product development agreed: "That is as accurate a statement as I have ever heard... There was honest-to-goodness deep-founded antagonism between us and marketing."

Whatever the factors affecting the timing of the development of single-source at Arbitron, the company faces stiffer competition from Nielsen, in both the local and the national arenas, than it faced when it started its project. In 1987, Nielsen established

NPDNielsen to build a national single-source service. Already, NPDNielsen has a panel of 15,000 households from which it gathers viewing data; 3,200 of those households also supply product-purchase data, and the company will expand that part of the sample to 7,500 homes, according to Nielsen.

In the local sector, Nielsen has expanded from nine markets with household meters at the end of 1984 to a projected 23 by the end of this year. Arbitron has gone from 10 metered markets at the end of 1984 to 14 today, including the Denver single-source service.

Does Nielsen's electronic expansion hinder introduction of Arbitron's service? "The answer is yes and no," Aurichio replied. "Obviously, the fact that we're late from what our original plan had been makes it a little bit tougher to get implementation right now, but we think that the ScanAmerica meter outmodes the household meter quite rapidly." He said there was not a "great" price differential between household and single-source service.

Aurichio confirmed there had been debate within Arbitron over the relative timing of the introductions of the local and national services. As it is planned, the services will be rolled out together. Several former employees said they thought the national service would get a better reception and should be rolled out first. Manufacturers and their national advertising agencies would be especially interested in the data, they said. Those groups and the broadcast

networks would have greater resources and incentive to use ScanAmerica data than would local stations, they said. Certainly, local stations have used the product-purchase data to make sales: a salesman at independent KWGN-TV Denver, for example, was able to win increased automotive and financial advertising by demonstrating that certain of the station's shows had the same qualitative audience as affiliates in the market, according to KWGN-TV General Sales Manager John Hummel. But, said one former Arbitron employee, many stations don't have the time and personnel to use the data. Stations would be more likely to accept single-source if it "trickled down" from the national level, several Arbitron employees contended.

"That's a good point, and it's something that's been discussed here many times," Aurichio said. "If we had forever to do this, that's probably the direction we would go." But given the need Arbitron has to support local markets and Nielsen's metered market expansion, "I don't think we, from a business perspective, can afford to ignore the local markets for any period of time," he said.

Arbitron faces other hurdles in its quest for acceptance of its service. Its potential customers may be wary about receiving a mountain of new data to analyze. Stations have not been overwhelming supporters of peplemeters in local markets. Advertisers and broadcast researchers contacted by BROADCASTING said that Arbitron still had the burden to prove that the single-source

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data Arbitron plans to generate outside of Denver will be valid data. Aurichio said he was confident Arbitron would be able to overcome such obstacles.

The company installed its first meter for the national service two weeks ago, Aurichio said. The current schedule calls for installing measuring equipment in 1,000 households by next October and adding 3,000 more homes over the following two years. "It wasn't until really just recently that we said we're now on a schedule," Aurichio said. "We can pretty much guarantee that it will be operational in October." On the local side, Arbitron plans to have three more markets operating in the first quarter of 1991. The company has yet to determine which markets will be installed first, Aurichio said; that decision, to

be made next January, will be partially based on local broadcaster support. Arbitron has enough hardware on hand for 3,000 meters, he said. The product is "pretty clearly defined" at this point, he said.

Another hurdle that Arbitron will have to overcome is a sense of doubt in the market that the company will indeed introduce an acceptable single-source service outside of Denver. The skepticism appears to arise from the delays in ScanAmerica development, people's perception of Arbitron's grasp of the project and Arbitron's moratorium on formal presentations of the systems earlier this year. In an extreme example of an image of ScanAmerica in the marketplace, one market researcher at General Foods kept referring to the product in the



Arbitron President Rick Aurichio

past tense when interviewed by BROADCASTING.

"I can understand people talking about ScanAmerica in the past tense," Aurichio said. "We had said we were going to be operational in October and we didn't make it.... And we blew it, no doubt." He continued: "Probably they don't believe us now.... When you miss it, the next time you say it, it has less impact." —GM

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TVB talks to the advertisers in L.A.

According to new president, Jim Joyella, meeting addresses members' desire to mingle with more customers

Tagged "Marketing: Selling the values of Television," the Television Bureau of Advertising's annual meeting next week is the type of meeting that its members have been asking for, says newly appointed TVB President Jim Joyella. The meeting takes place in Los Angeles Nov. 13-15.

"Our members have been asking to see more of their customers, and this year more of the customers will be here than ever before," he said.

Toward that end, Joyella said the TVB, for the first time, will schedule "meet the advertiser workshops," in which members will meet with advertisers representing the automotive, agriculture, education, childrens, and financial industries, among others. He said three advertisers from each industry will attend each workshop. "The workshops are running concurrently, but many of the morning workshops will be repeated in the afternoon," said Joyella.

Joyella expects this year's meeting to be very substantive, with a number of issues to be discussed. One such issue, he said, "is just how big can the automobile advertising category get? There's a certain amount of turmoil going on in that industry right

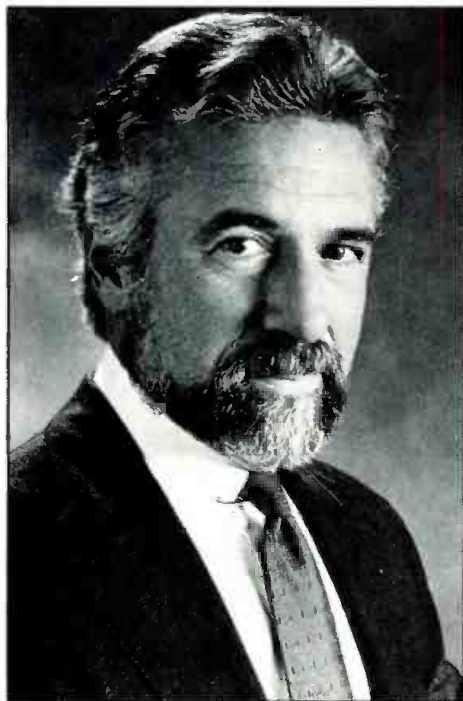
now," he said.

Also, he expects questions and discussions regarding beer advertising, especially during college athletics, as well as questions regarding the retail industry, which he says has been in some trouble. "Many of the manufacturers are up for sale, and that could be good or bad for advertising," he said.

According to Joyella, attendance at this year's meeting is expected to top last year's mark of 730. He also said the number of exhibitors is up from last year, with 20 expected to be on hand next week.

Keynote speakers attending the meeting include Larry Light, president and chief operating officer, Arcature Corporation, and formerly chairman and chief executive officer, Ted Bates International, on Monday afternoon. On Tuesday, Carey Watson, vice president, marketing, Burdines, speaks at breakfast, with Michael Roarty, executive vice president and director of marketing for Anheuser-Busch, the speaker at lunch. On Wednesday, members will hear from Laurel Cutler, vice chairman and director of marketing planning for FCB/Leber Katz, who is also vice president, consumer affairs, for Chrysler, and from California Governor George Deukmejian.

The meeting kicks off on Monday, Nov.



TVB President Jim Joyella

13, with a report from Bill Moll, former TVB president, and currently vice president and general manager, WNBC-TV. During the remainder of the day, members will hear presentations by Bob Coen of McCann-Erickson Inc., who will make predictions about the prospects for broadcast television in 1990; a discussion about the hot political races of 1990, by Bob Squier of Squier-Eskew Communications, and a report from Joyella.

On Tuesday, the advertiser workshops take up most of the day, with several presentations scheduled, including "Changing Demographics in the 1990's" and "How to Build an Effective Marketing Plan for Your Station."

-MF

Bottom Line

Ear for music. Japanese media concern Fujisankei Communications Group has agreed to pay about \$150 million for 25.1% of U.K.-based Virgin Music Group. Fujisankei partners own television and radio stations in Japan.

Viacom's third quarter. Viacom had operating income of \$47.4 million for third quarter, up 42% from corresponding quarter one year earlier. Net loss attributable to common stock was \$21.7 million, less than half of loss of \$56.9 million recorded in third quarter 1988. Revenue was up 11% to \$345.5 million. Company took \$7 million reserve for costs related to expected 1990 relocation of company's world headquarters.

Just say no. Association of National Advertisers urged Senate Communications Subcommittee to reject proposal on children's TV that would limit advertising on children's programs aired on cable. Subcommittee passed bill Oct. 5 that would impose restrictions on commercials during children's programs aired by broadcasters, and subcommittee may extend those restrictions to cable (BROADCASTING, Oct. 23).

Asking for a raise. General partner of Falcon Cable Systems limited partnership is seeking amendment to partnership agreement that will enable Falcon to borrow more money off its assets. Amendment would raise debt limit from 40% to 65% of either cost of partnership assets or their fair market value, whichever is greater. Falcon said greater borrowing would facilitate its effort to continue both strategic acquisitions and dividend payments over next three years.

Refinancing finished. Turner Broadcasting System completed \$1.6 billion refinancing including repayment or redemption of most of its outstanding long-term debt and outstanding Cable News Network class A preferred stock. Refinancing was funded by \$900 million of borrowings under bank credit facility, \$550 million of senior subordinated debentures, and \$200 million from liquid yield option notes. TBS said it expects to report fourth-quarter extraordinary loss of \$122 billion related to redemption expenses.



Multimedia moves. Multimedia announced last week that Walter E. Bartlett (l), president and chief executive officer, has been additionally elected chairman of the board. Bartlett succeeds Wilson Wearn (r), who was named chairman emeritus and who, the company said, "...will serve as a consultant to the chairman and the board of directors of Multimedia." Wearn will stay on the board and continue as chairman of the executive committee until his term expires in April 1990. He previously had been president of Multimedia Broadcasting and, later, was president and chief executive officer of the company. Wearn is credited with the introduction of the "leveraged recapitalization," which resulted in a cash payment to shareholders and enabled Multimedia to stay intact following an intense bidding war for the company in 1985. Since then the firm's stock has been a stellar performer in the Fifth Estate.

The new and improved at SMPTE

While attendance was lower than expected, those at annual TV conference saw new advances in CCD cameras, graphics and effects

Exhibitors were disappointed by the attendance at the Society of Motion Picture and Television Engineers Equipment Exhibit (BROADCASTING, Oct. 30). Official total attendance will not be released until next week, but it is now estimated 15,125 were at the show held at the Los Angeles Convention Center, Oct. 21-24. That figure was well below the approximately 15,500 that attended last year's conference at the Jacob Javits Center in New York, and the 18,000 that were expected for this year's conference. The low numbers came in spite of the highest pre-registration ever posted for an SMPTE fall conference.

Those who did attend found a few product introductions and several production models of prototype technologies shown at the National Association of Broadcasters Convention last April. Video graphics and effects equipment and other tools for the

post-production studio were the most active areas. In cameras, the steady development of CCD (charge-coupled device) technology continues, as one company, Panasonic, has advanced an all-digital camera to the production model stage.

High-definition video, which again was the top story at the SMPTE technical conference, is gaining more importance at the equipment show as more HDTV gear is developed. Automated equipment for TV stations has been gaining a higher profile at TV conventions over the past year. At SMPTE, a paper session was scheduled to match the automation activity at the exhibition.

Many at the near-record number 259 booths began complaining soon after the show's start that weekend traffic at their booths seemed light compared to past years, but expressed hope that it would pick up on Monday. But except for a slight flurry on Monday afternoon, the rest of the exhibition was just as slow.

In contrast, most of the technical sessions appeared to be well attended. That was one

of the factors some said contributed to the lack of customers on the floor. Others blamed the growing dominance of the National Association of Broadcasters Convention spring convention as a premiere show-place for video production and post-production gear. Others speculated that customers who attended the International Teleproduction Society exhibition, held six weeks before SMPTE, also in Los Angeles, decided not to attend SMPTE. There was also some feeling that earthquake anxiety led some non-Californians to stay home.

The featured product at the Grass Valley Group's booth was its new video processing system, the EMPHASYS Encode System. It is designed for 10-bit digital processing to maintain consistent colorimetry. The system converts any component standard into either composite analog or composite digital. Grass Valley expects broadcasters to be interested in EMPHASYS because it uses independent luminance and chrominance processing, according to Dwane Hemphill, engineering manager. NTSC and PAL versions will be available when shipments begin next February. It will sell for less than \$10,000.

Grass Valley also introduced some upgrades to established video effects systems. The KURL option was developed to add new page turn, page roll, ripples, enhanced light modeling and other effects to the Kaleidoscope Digital Effects System. It sells for \$13,500. A new effects package for the Grass Valley MASTER-21 system with 10 new wipe patterns, an RGB chroma keyer, matte generator and other features was also introduced.

Quantel showed its new Presenter, a low-cost accessory which can transform a Quantel Paintbox system into a still store. A main selling point is its wide range of applications. "Graphics are often considered a luxury in [mobile production] trucks," said Bill Aitken, product marketing manager. It can also be installed for on-air graphics, in a digital post-production studio, and is user-friendly enough to be applied to high-end corporate productions, Aitken said. The system's memory is expandable with a hard disk. Alone, the Presenter sells for \$15,000; it costs \$115,000 in a package with a V-Series Paintbox.

There were a number of announcements from the Chyron Group of video graphics companies, which include Chyron, Melville, N.Y.; DSC, Gainesville, Fla.; CMX, Santa Clara, Calif., and Aurora, Redwood City, Calif. Chyron announced two milestones with the deliveries of more than 500 ACG character and graphics generators since the systems began delivery last February and over 250 Scribe Jr. systems since

Happy birthdays, film and TV

Throughout the five-day Society of Motion Picture and Television Engineers Conference, a double celebration was held marking two anniversaries. 1989 marks the 100th anniversary of the invention of motion picture film and the 50th anniversary of television transmission in the United States. To celebrate, mixed into the technical sessions were papers on significant milestones in the history of the two media. An especially popular paper for the television engineers was presented by Charles E. Anderson, who was part of the six-man team that designed the first marketable videotape recorder for Ampex Corp. in Redwood City, Calif. Anderson detailed how decisions, such as the helical design of the first VTR, were made and described the excited reaction to the machine when it was introduced at the 1956 National Association of Broadcasters Convention in Chicago.

SMPTE's annual opening night reception for the fall conference was significantly better attended than those of recent years. Eastman Kodak Co. co-sponsored the evening to celebrate movie film's centennial. Attendees were treated to a show at the Academy of Motion Picture Arts and Sciences' Samuel Goldwyn Theater in Beverly Hills, which included clips from movies produced over the past 100 years. The program included "The Sneeze," a 10-second clip shot by Thomas Edison in 1893, and clips from "Gone With the Wind," "Lawrence of Arabia," and from the original 70 mm print of "Oklahoma!"

The MC for the evening, Len Coleman, a former SMPTE president and vice president and general manager of Kodak's motion picture and audiovisual products division, used the occasion to announce the development of Kodak's CCD HDTV telecine and high-resolution graphics system, which are expected to help lengthen film's dominance as the acquisition medium for TV and movie production (see story above). Speaking generally on the revolutionary technical advances that have taken place in both media, Coleman spoke of the balance that must be maintained between art and technology. Technology alone cannot guarantee a good production, he said, but it can extend the abilities of artists. "Nothing is inevitable. The future is like clay, and we can shape it in any way we wish," Coleman said.

they became available last June, sales figures Chyron President Isaac Hershey called "very successful." At the same time, Chyron announced that its newest system, iNFiNiTi!, which adds 3-D animation, paint and still store capability to the regular line of character features, will begin deliveries early next year.

DSC announced that its DiSC disk recording system has passed the testing phase and has now gone into full production with new software. Among the new features are variable speed play, one-frame recording and automation interfaces. The system outputs composite digital signals for editing with D-2 videotape recorders, but with optional analog interfaces can convert up to eight NTSC signals into up to three D-2 channels.

Aurora introduced a new product, the AU/260 paint system, an upgraded version of the earlier 200 series with a bandwidth of 33.3 mhz. It sells for \$69,950, and is now available. Animation capability for the 260 system is an available option.

It was announced that a CMX 300 editing system, introduced at NAB 1989, was sold to a film studio, RYP Filmworks in Milwaukee. "We had not anticipated that the film industry would have any interest in the CMX 300," said CMX's Laurence Weiland. The off-line editing system was purchased for posting commercials shot on film.

Just getting started in the on- and off-line editing business is Avid Technology Inc., Burlington, Mass. The two-year-old company showed its first product, the Avid/I, at NAB last spring and immediately sold five systems. It currently has 14 systems in operation and announced at SMPTE that it is ready for mass marketing.

As part of the five-part strategy, Avid President William Warner explained at an SMPTE press conference, the company is seeking to develop less sophisticated, low-cost editing systems that can be used for applications ranging from corporate production to high-end post-production. The Avid system is software-based, running on Apple Macintosh PC's. The basic Avid/I sells for about \$58,000, while a high-speed 4.2 gigabyte system sells for \$81,000. The next generation of the system Warner foresees will introduce totally tapeless editing. "I'm not talking five years. We predict that in two years we'll have full video output," he said.

Asaca/Shibasoku Corp. of America introduced its ADS-300 still store system. The \$58,000 system stores up to 1,600 full-color frames on removable two-sided magneto optical disks. Asaca also sells the disks at \$259 each. Effects built into the system include cuts, pushes, pulls, freeze frame, rolls and limited cropping. The system is now available for delivery.

Pegasus, a new production switcher from Alta Group Inc., San Jose, Calif., was introduced. It routes 600-line Y/C (separate luminance and chrominance) component video over a 5 mhz channel. With features including three internal colorizers and 24 wipe patterns, Alta claims that it has all the capabilities of a high-end switcher at a substantially lower price. Pegasus sells for



Symbolics's HDTV animation "A Little Death"

\$8,900 and will be ready to begin shipping in January.

The Montage Portable Picture Processor, dubbed a "workstation on casters," from the Montage Group, Burbank, Calif., was shown for the first time as a production model. Built with the same features as Montage's standard System II editor, the portable system is modular.

Pinnacle Systems, Santa Clara, Calif., announced that it has arranged for five tests sites for its Video WorkShop, Macintosh-based desktop video editing system, which was introduced at NAB. When completed, the package will include A/B roll editing capability along with some digital effects and still store memory. It will sell for about \$1,000.

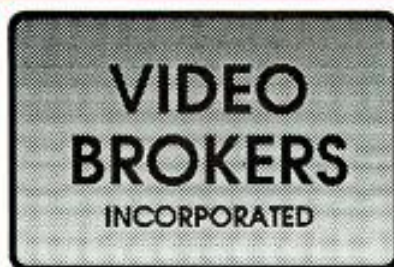
In the area of video processing, SMPTE occasioned the first showing of new 8-bit and 10-bit frame synchronizers by Microtime Inc., Bloomfield, Conn. Both feature D-2 (composite digital) output signals. The 10-bit version also comes with an optional

built-in time base corrector. The 10-bit model, priced at \$11,995, and 8-bit model, \$5,995, are both scheduled for first shipping in January. □

High-definition television does not yet dominate broadcast equipment demonstrations as much as it dominates the technical sessions. But there was enough at the show to turn some heads.

The graphics division of Symbolics Inc., Los Angeles, has been demonstrating its HDTV animation system for more than two years. But at this year's show, it had an especially powerful demonstration. A recently finished animation, *The Little Death*, was shown at the Symbolics booth. It is, Symbolics claims, "the longest high-definition television computer graphics film ever produced in the United States." The approximately two-minute show features computer-generated human figures with extremely life-like bodies and facial expressions. It was produced using the Symbolics Paint and Animation system and recorded on Sony analog and digital VTR's simultaneously. According to Symbolics's Matt Elson, director of the project, "displacement animation techniques" were used to create the characters' emotions and make them appear to participate in a conversation. A version of the production was transferred to 35 mm film and shown during the SMPTE conference to demonstrate that high-quality film/HDTV animations are feasible, with high quality retained after the transfer.

Much of the attention at the Canon USA



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booth was on the digital HDTV-CODEC, which was used to encode and decode the first all-digital HDTV transmission that was received at the SMPTE convention (BROADCASTING, Oct. 30). But also on display was a half-inch HDTV cassette videotape recorder. The specifications of the VTR are similar to earlier introduced models by Sony, Matsushita and Hitachi. It is built according to the 1,125/60 (SMPTE 240M) system and records on metal tape cassettes up to 63 minutes. Canon also announced the development of a prototype HDTV-compatible cassette digital data recorder, designed to interface with other digital post-production studio equipment, which will record up to 120 minutes on half-inch metal tape. It incorporates Canon-developed technology for picture coding, error correction and high density recording.

Another technology that was the source of a great deal of excitement was the CCD telecine (for film to video transfer) announced by Eastman Kodak, which will be manufactured and marketed in partnership with Rank Cintel, a developer of earlier tube-based HDTV telecines. Rank announced at the show that it had found its first commercial customer for its flying spot HDTV telecine in a Florida company, the Club Theater Network (CTN), which is establishing a 14-location chain of theaters that will present movies in high-definition video. CTN is waiting for an 1,125/60 version of the telecine to transfer first-run films for showings at the theaters.

Playback and display equipment is in place, but full HDTV showings cannot start until after delivery of the telecine. In the meantime, CTN is operating one theater in Boca Raton, Fla., using enhanced-NTSC video. The first screens will be 12 by 6 feet, although the company plans eventually to expand to 20 by 10 feet. Movie sites will be operated as dinner theaters, with restaurant meals included in the price of admission. About 80% of the showings will be first-run movies; the rest will be live programs such as sports events and fashion shows.

The plan calls for the movies to be transferred to video and played back from a central location in Pompano Beach, Fla. Theaters will be connected by a fiber optic network to be built by Southern Bell. Southern Bell says its deal with CTN is not yet complete and that it is waiting for CTN's specific requirements for the network before it can figure costs of the system and begin connecting the network.

Tektronix Inc., Beaverton, Ore., added

to an already long line of HDTV signal measurement equipment for HDTV researchers with introductions of two more products at SMPTE. TSG-1000 series HDTV generators have been built for testing of signals in the three major proposed formats, 1,125/60, 1,250/50 and 1,050/59.94. Outputs can be set at 30 mhz analog or the parallel digital bandwidth. The test set includes color bars, monitor setup, linearity, shallow ramp, multiburst, timing and many others. Options include a programmable zone plate signal and a test pattern generator.

The Tek 2467BHD Oscilloscope, designed to work with the TSG-1000 series, will measure all three formats. It comes with autoset capability to count lines, trigger and display signals. It sells for about \$15,000. Deliveries will begin in January.

Nikon introduced four new HDTV lenses at the convention—the R5.5x12.5A-HD2 TV-Nikkor ED 12.5-70 mm f/1.8 Zoom; the R7x12A-HD2 TV-Nikkor 12-84 mm f/1.8 Zoom; the RF-15A-HD2 TV-Nikkor 15 mm f/1.2 fixed focal length lens, and the RF50A-HD2 TV-Nikkor 50 mm f/1.23 fixed focal length lens. Nikon General Manager Doug Howe said the company currently supplies 85% of all HDTV lenses. He said the four new HDTV lenses "virtually eliminate" light fall-off by ensuring the farthest exit pupil position. Howe also noted Nikon's Express Loaner Service, which promises a lens replacement for ENG/EFP camera users within 24 hours if a lens should fail.

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Automated TV studio systems were a hot topic at SMPTE, both on the exhibit floor and at the technical sessions. All the established automated library system manufacturers, including Sony, Ampex, Panasonic, Odetics and Asaca/Shibasoku, held demonstrations. No new software or hardware was shown, but manufacturers concentrated on the wide variety of applications for the systems.

There were some new features introduced by the robotic camera system manufacturers' automated pedestals. The three exhibitors, Total Spectrum Manufacturing (TSM), Valley Cottage, N.Y., A.F. Associates Inc., Northvale, N.J., and Vinten Broadcast Inc., Hauppauge, N.Y., use dramatically different software and transportation systems to manipulate the movements of up to eight cameras each.

Viacom said that one of the main considerations in buying D-2 format VTR's for its

cable services was its effectiveness when used with Sony's computerized LMS system. "MTV is the best example of the creative elements the LMS systems afford us," said Scott Davis, senior vice president, Viacom Network Operations. The capability of holding all of its music video playlist in one computer-controlled system will increase the efficiency of the technical crew and make keeping the network on schedule an easier task, he said.

Computer control over VTR's and other functions at TV stations has been something that broadcasters have been looking at more closely in the last few years. It was one of the main technology stories at the NAB Convention last spring, and at this year's SMPTE fall conference was the subject of a full paper session for the first time. A number of different applications for multicart machines used at both the network and station level were suggested.

CBS's purchase of LMS's last spring was for the purpose of equipping its new automated master control system in New York, the Broadcast Origination Center (BOC). Three separate computer systems will be used to control the BOC, according to John Beyler, CBS associate director, engineering. The overall controlling unit, programmed with the play-on-air schedule, will be a HOST computer that will download into two MicroVAX II's, which control the routing switchers. The HOST computer will also control playback of taped programming on either a D-2 or Type C (one-inch) VTR. It will also interact with a Sony NEWS (Network Engineering Work Station) computer, controlling the LMS's that will play back commercials.

The proper communication between the HOST and NEWS computers will be one of the most critical functions of the BOC, Beyler said. Also critical will be the availability of backup LMS's in case one of them is forced out of service or is unable to complete a command because of a missing cassette. In some cases, "it's more preferable to show a black picture than to skip to the next available spot, which would cause you to run over into spots from the next break. We're selling time based on position within a break," Beyler said. As an example, he cited some recent two-part aspirin commercials in which a person takes a tablet at the beginning of the program break and then returns feeling relieved at the end of the break after several other commercials have run. If the timing is not right with the LMS's, part two of that commercial could be delayed until the next break.

Beyler said that the flexibility of the LMS programming will also be valuable in keeping track of commercials that have played in cases of program over-runs, which are most common at the end of sports events. For an added layer of convenience, the NEWS computer will communicate with the network's traffic department. The LMS's are scheduled to be on the air by the end of the year, Beyler said.

Traffic software was the topic of a paper presented by Dave Thomasberger, applications engineer for Panasonic Broadcast Systems' M.A.R.C. video library systems. "In order to realize the complete

automation cycle, it has become a popular belief that the walls between the traffic department, on-air operations, and engineering must disintegrate," he said. Thomasberger described several techniques to consider when writing functional traffic software, such as which are the best ways to link library and traffic computers, how to read out accurate duration times on the automatically generated logs, and how to handle breaks in the log that are unaccounted for. But at the same time, it is important to maintain a sufficient amount of human control of the automated functions. "If the human does not know when a game is going into extra innings, or when the President is going to speak, how could the computer know to alter the commercials in the next break to compensate for the time changes?"

M.A.R.C. machines, which operate on the MII tape format, went on line last July as the heart of the network delay satellite feeding system between the Public Broadcasting Service's Alexandria, Va., headquarters and its affiliates. A number of software and hardware specifications had to be met to make the machines suitable for the time-delay applications. The most important considerations were that the system run with a minimal amount of manpower to oversee its operations and that redundant backup systems be built in, according to Lionel Hightower, PBS associate director, audio-visual engineering. It is still too early to determine whether all of their objectives were met, but PBS has been able to take "a lot of the manpower that was originally being taken up by doing tape dubs and videotape floor activities and channeling them into other activities, like standup editing and some other packaging duties. We have an increase in productivity," Hightower said.

News show production with multicart systems is also becoming more common. Odetics Inc., Anaheim, Calif., introduced its News Control Terminal as an option to its TCS2000 Cart Machine at the last NAB convention. With a simple, compact unit, an operator can load and play tapes with much greater speed and flexibility than is possible with a conventional terminal. A large number of short tapes and last-second additions, which are common during newscasts, are more easily controlled with the system, Odetics representatives claim. Among the customers for the New Control Terminal is NBC, which is set to receive four of them.

A number of camera automation system manufacturers were vying for the attention of SMPTE convention-goers with their automated pedestal systems. TSM showed its ACP-8000, A.F. Associates had the Roboped for Radamec EPO systems, and Vinten showed the MicroSwift 200.

TSM Chief Executive Officer Bob Gonnelli said that the ACP-8000's software has been upgraded to include "vast improvements" in collision avoidance protection, and "unique" multiple macros that allow single touch-screen commands to call up a number of multi-camera interview setups. Gonnelli said that existing customers will

be automatically upgraded with the new software improvements.

While TSM uses a black-and-white checkerboard grid system to guide the movement of its cameras, Vinten's MicroSwift system uses magnetic floor tape to guide the X-Y movements of its cameras. Rob Saltarelli, chief engineer for Vinten Broadcast Inc., said their X-Y tape system is more accurate than the "free floating" systems that Radamec and TSM utilize, which, he says, have a tendency to lose their coordinates more easily. Marc Bressack, product sales manager for distributor A.F. Associates, said Radamec's Roboped drive-steer system has made the X-Y system "obsolete," with his system offering freewheeling battery-powered pedestals utilizing a laser tracking system.

As far as other product advancements, Bressack said that an aluminum and fiberglass skin is probably going to be installed on Roboped's pedestal for added protection, and TSM demonstrated the SP-2000 Servo Pedestal, whose proprietary position sensing system achieves a rotational repeatability of 20 arc seconds and zero cumulative error.

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Camera technology reflected the increasing role of CCD technology in field and studio acquisition. Perhaps the most sophisticated example is Panasonic's AQ-20, the first camera to use all-digital processing. It was first shown as a test product at NAB this spring. At SMPTE, Panasonic announced that it is now an available product, list priced at \$32,500. AQ-20 is a field camera that uses frame-interline transfer (FIT) CCD chips. It captures 400,000 pixel pictures with 750 lines of resolution and 60 db signal-to-noise ratio.

BTS Broadcast Television Systems Inc., Salt Lake City, announced its next generation of CCD cameras. The LDK-91 field camera will succeed the LDK-90, and the LDK-910 studio/field model will take over for the LDK-900. Both cameras are built with frame-transfer chips and produce 800 pixels per line compared to 610-pixel performance for both the LDK-90 and the LDK-900. Both new systems promise 700 lines of resolution. Accessories on the 90 and 900 models are compatible with the 91 and 910.

At Ikegami Electronics' booth, Thom Calabro, the company's director of engineering, showed a production model of the HK-355 CCD studio/field camera. Calabro claimed that the SMPTE newcomer is the highest resolution studio/field camera in the business, with 800 horizontal lines of resolution, 0.02% registration error and a signal-to-noise ratio of 62 dB.

The HK-355 also has variable shutter speeds from 1/60th to 1/5,000th of a second. Although he admitted that obtaining improved color imagery has been a handicap for all CCD manufacturers, Calabro said Ikegami has reduced the problem of fixed pattern noise with the HK-355, which has 450,000 pixels. Ikegami also showcased its HC series portable cameras (the HC-230 and HC-240), with Calabro claiming that the HC-240 is the first portable

camera that uses a FIT CCD that "vastly reduces streaking" common among chip cameras. "One of the greatest improvements of our CCD cameras is how well the color imagery is starting to match up to tube cameras," Calabro said.

In regard to tube cameras, Ikegami has developed the HK-327 studio camera, which Calabro said will meet the broadcast industry's "high-end" production needs into the 1990's. The camera utilizes a 30 mm Mag-Sta Plumbicon tube, which Calabro stated is just as compact and lightweight as the 25 mm version tube. He said the adoption of an f/1.4 high performance prism and an f/1.4 lens has increased the minimum brightness two times that of a conventional f/2.0 prism. A new NTSC encoder option is available, in which Calabro says the common problems of color noise and color subcarrier dot crawl have been "significantly reduced."

There were introductions of two interline (IT) CCD cameras from Hitachi Denshi America, Woodbury, N.Y. The SK-F2 is a 3-CCD ENG camera that was designed as a lower-cost equivalent of the earlier introduced SK-F3 model with FIT chips. It sells for \$24,000 and will be ready for deliveries at the end of the year. Hitachi also introduced the Z-One, an IT field model with electronic shutter, 750 lines of resolution and automatic white scale correction. It will dock directly to Betacam SP VTR's or to MII and S-VHS recorders with an adapter. Z-One is list-priced at \$15,500, including lens, and is scheduled for February deliveries.

Fujinon touted its new A55 x 9.5 ESM studio lens as the best new sports lens available for CCD and tube cameras. Bruce Wallace, Fujinon's Midwest regional sales manager, says for the first time the A55x super zoom is being made available to half-inch format cameras. With a 9.5 mm focal length that goes out to 525 mm—and a built-in 2x extender to double its range—the A55x is an agile lens that weighs about 16.8 kg. Wallace also focused on another new Fujinon lens, the A14 x 8.5 ERM (which replaces the A14 x 9 ERM), as the latest advancement in lightweight (1.28 kg) ENG/EFP studio lenses.

In the area of automated remote camera units, Fujinon has eight pan and tilt heads available in the broadcast market. Wallace highlighted the EPT-10 as an economical pan and tilt unit (\$5,000 to \$6,000 range) ideal for corporate needs, and the EPT-11 (\$15,000 range) as best suited for meeting the needs of commercial production operations. He said the EPT-11 can pan at 30 degrees per second and tilt at 20 degrees per second from the controls of its remote unit, which can be hooked up to an RS-232 computer connection.

Canon introduced its newest production lens at SMPTE—the J55x 9B IE field production lens—designed specifically for CCD camera requirements. The 55:1 lens features a 9-500 mm focal length with a relative maximum aperture of 1:1.4 at 9-202 mm and 1:2.8 at 500 mm, and a special function control for macro which permits close focus within millimeters of the front element.

—RMS, MF

Three more players

The Defense Advanced Research Projects Agency (DARPA) has selected three more groups that will be eligible for grants to develop HDTV display technologies. The amounts each group will receive will be determined later. Out of a field of more than 80 applicants for grants to develop HDTV cathode ray tubes, projectors, flat panel displays and display processors, DARPA has now chosen eight. Only one company, Projectavision Inc., has been awarded a contract (for \$1 million).

DARPA's original allocation for HDTV funding was \$30 million. Additional money for the project is proposed in the defense appropriation bill now being considered by Congress.

The newly chosen groups: David Sarnoff Research Center, Princeton, N.J., for an HDTV image workstation it is developing in partnership with Texas Instruments and Sun Microsystems; Adams Russell Electronics and the Massachusetts Institute of Technology, for HDTV compression technology, and Qualcomm Inc., San Diego, for a digital

compression system.

Caption chip

ITT Corp. announced it will develop an integrated circuit to be built into consumer TV sets that will decode closed-caption transmissions. The project is being financed in part with a \$1 million dollar grant awarded to ITT by the National Captioning Institute, Falls Church, Va. It is believed that the chip will be ready for installation in the mid-1990's. NCI now makes and markets set-top closed-caption decoders. Senator Tom Harkin (D-Iowa), chairman of the Senate Subcommittee on the Handicapped, has announced he will introduce legislation requiring consumer manufacturers to include closed-caption decoding chips in all TV receivers.

Capital presence

Thomson Consumer Electronics Inc. will open an office in Washington next month at 1200 19th St. N.W., Suite 601, 20036. The office will concentrate on government affairs and issues affecting the consumer

electronics industry, especially high-definition television.

Continental consensus

Three major broadcasting associations of the U.S., Canada and Mexico have agreed to exchange technical information and collaborate in a plan to implement an HDTV transmission system in North America. The executive committee of the National Association of Broadcasters met with counterparts from the Canadian Association of Broadcasters (CAB) and La Camara Nacional de la Industria de Radio y Television (CIRT) of Mexico in Williamsburg, Va. The three organizations agreed to coordinate research efforts to measure consumer acceptance of HDTV.

Among other joint resolutions also passed were renewed general acceptance of the National Radio System Committee standards to reduce interference on the AM band and agreement to facilitate upgrades from 3 kw to 6 kw of U.S. Class A FM stations located within 200 miles of international borders.

Law & Regulation

High court says no to TV, radio

In rebuff to petition from news groups, Supreme Court majority decides to perpetuate ban on broadcast coverage of proceedings

Chief Justice Warren Burger's departure from the Supreme Court three years ago was viewed by many observers of the court as the removal of the only serious barrier to broadcast coverage of the country's highest court—and, by extension, all other federal courts as well. Burger's opposition to broadcast coverage was implacable. Other justices seemed willing to open the court to cameras and microphones. But not enough of them, apparently. Last week Chief Justice William H. Rehnquist said the court would adhere "to its past practice...."

Rehnquist sent the message to Timothy Dyk, lead counsel for 17 media groups that in September applied to the court for a change in its rules. A year ago, on a day when the court was not in session, many of the same groups had sponsored a demonstration by two CBS News crews of how television would cover the court. The demonstration, it was hoped, would persuade the court of the unobtrusiveness of the tech-

nology. Rehnquist, along with Justices John Paul Stevens and Anthony Kennedy, watched the demonstration and heard a 15-minute presentation by Dyk.

Neither that nor the application was sufficient to sway the court. Rehnquist in his letter thanked Dyk and his clients for their interest in covering the court's proceedings and for their efforts to acquaint the court with "the technological side" of the coverage issue. But, he said, the court took up the issue at its conference on Friday, Oct. 27, and "a majority of the court remains of the view that we should adhere to our past practice and not allow camera coverage of our proceedings." The court does not reveal how individual members vote in conference.

Dyk conceded that, "for now," the Supreme Court's ban on coverage by radio and television remains in effect. He professed to see the issue as still alive, however, with respect to the lower federal courts. The Judicial Conference, which sets the rules for the federal courts, is scheduled to consider the matter in March. But a committee of the conference in September issued a report containing the tentative con-

clusion—endorsed by four of its five members—that the current ban on broadcast coverage of federal courts be maintained. The majority noted that the Judicial Conference in 1984 had denied a petition by 28 news organizations requesting that the ban be lifted, and said its consensus "is that circumstances have not changed so drastically" since then "as to warrant further extension at present (BROADCASTING, Oct. 9)."

Tony Mauro, who covers the Supreme Court for *USA Today* and who has been active through various organizations in seeking to lift the ban on broadcast coverage, said: "I don't know where we go from here," other than to attempt to find some place in the judicial system where an experiment would be allowed and an effort could be made to make broadcast coverage "more attractive to the Supreme Court." But, he said, "it will take years.... This is definitely a setback."

Among the groups that requested the rule change were CBS, CNN, Capital Cities/ABC, NBC, Gannett Co., the National Association of Broadcasters, Public Broadcasting Service, the Radio-Television

News Directors Association and the Times Mirror Co.

Three years ago, with Burger still on the bench, the court rejected the request of Steve Nevas, a correspondent for the Mutual Broadcasting System, to broadcast arguments in the case in which the constitutionality of the Gramm-Rudman-Hollings deficit-reduction act was being challenged. But three members of the high court—Justices William Brennan, Thurgood Marshall and John Paul Stevens—said they would have granted the request.

Still, Mauro said the court's response to the application for a change in its rules was "not too big a surprise." For one thing, he cited the position of the committee of the Judicial Conference on cameras in the federal courts. For another, he and others cited the reaction of members of the court to television's coverage of the Bork hearings.

Mauro said his information from the court was that the hearings the Senate Judiciary Committee held in the fall of 1987 on the nomination of Judge Robert Bork to the Supreme Court "was a downer for Marshall and others on the court. They thought Bork was skewered." And Bruce Fein, the former FCC general counsel who is regarded as an expert observer of the Supreme Court, offered as "educated speculation" that the justices "were frightened if not horrified by the Bork hearings." The discussions of cases and decisions, he said, "brought home" to the justices that viewers unskilled in the law might be confused in following the arguments before the court and that the coverage might be "more counterproductive than productive." Fein also said the justices were concerned about the potential for "distortion" in the editing of the coverage, with a justice's questions intended simply to probe used to show the justice's position on a case.

Tim O'Brien, who covers the court for ABC, offered another reason for the court's rejection of the request for coverage. "It will take time and new justices" for the court to change its position, he said. "The court doesn't want to be in the vanguard" of any movement. Dyk offered a similar theory. "Basically, we're asking for a change," Dyk said. "And for traditional institutions, change comes slowly."

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C-SPAN Update, the network's weekly newspaper, last week provided a footnote to the story of the court's position on broadcast coverage. It reported that Justice Antonin Scalia barred television cameras from his appearance at Case Western University in Cleveland, where he was to address the law students. Initially, Scalia had specifically asked that the C-SPAN crew be barred, since he said he had not prepared his remarks for a national audience. And when C-SPAN protested the discrimination, the request was made to remove all cameras from the hall, including those of local stations and one hired by the university.

Supreme Court spokeswoman Toni House said the justice's request to bar television coverage of the speech was in line with a well-established policy. She said he makes many speeches, and feels

that if they were televised, it would appear that "he was running for something." However, the ban may not be absolute. C-SPAN said it is scheduled to carry a Scalia speech to the American Enterprise Institute next month. —LZ

Children's TV, cable among hot topics at NTIA hearing on Hill

Exon says government should take more active role in insuring quality children's TV programing, complains about local cable service

At a hearing on an NTIA authorization bill last week, Senator J. James Exon (D-Neb.) made it clear he had no patience with the argument that the First Amendment prohibits the government from finding broadcast time for "quality children's television programing," not "with all the junk—total junk, especially on cable"—he said is currently dispensed. And Janice Obuchowski, head of the National Telecommunications and Information Administration, indicated that the Bush administration might not be as adamant on the issue as the Reagan administration had been. The new administration,

she said, "will give [the question] a fresh look."

And in another indication of the administration's views on telecommunications issues, she endorsed the idea of providing competition for cable television systems. In taking a position that echoed that of her predecessor at NTIA and current FCC chairman, Alfred C. Sikes, Obuchowski said competition is the way to remedy the problem of a "franchised monopoly."

Obuchowski was testifying before the Senate Communications Subcommittee on the administration's request that NTIA be authorized at the level of \$14.2 million for fiscal year 1990, which began on Oct. 1, and she had been warmly received by Exon, who was presiding in the absence of Subcommittee Chairman Daniel Inouye (D-Hawaii). He said Congress is fortunate to have someone at NTIA "who is knowledgeable, competent and a pleasure to work with." And Senator Conrad Burns (R-Mont.), a member of the subcommittee, commended Obuchowski for her "demonstrated leadership on a wide range of communications issues."

But Exon pressed hard on the children's programing issue. Burns asked about it, too, but without the same degree of heat. "Why can't we find time for quality children's television programing?" Exon asked. "There is a desire for [it]. Why is the administration hung up on the First Amendment of the Constitution?.... It seems we're about to be doing away with the Bill of Rights. Children's television is



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more important than sports programming. Why are we having such a terrible time [in finding room for children's programming]?"

Obuchowski said that "the First Amendment commitment is strong" so far as the Bush administration is concerned, "though not so overwhelmingly we won't listen to arguments." And in response to Exon's charge that "it ain't going to change," she said she could not predict what the Bush administration will do, that the new administration was reviewing the matter "issue by issue." "We're coming from a position where the Reagan administration took an absolute position"—President Reagan vetoed a children's television programming bill on the ground it violated the First Amendment. The new administration, Obuchowski said, "will give [the matter] a fresh look."

Two children's television bills are at issue in the Senate. One, sponsored by Inouye and approved by the full Commerce Committee but not yet introduced, would incorporate an evaluation of each station's service to children as an essential part of the licensee renewal process and would require each station to provide educational programming specifically designed for children. The measure is strongly opposed by the National Association of Broadcasters, which has expressed support for a measure introduced by Senator Howard Metzenbaum (D-Ohio). The bill (S. 707) includes no educational program requirements, stating only that stations serve the needs of children through their "overall programming."

Cable television is another issue that appears to worry Exon. He said that "many members of Congress believe cable has exploited its position as an unregulated monopoly by charging high rates," and asked,

"Are you concerned about cable, about its growing market power? Would you constrain cable abuse of monopoly [power]? This is a matter of increasing concern," one that congressional witnesses raise frequently.

Obuchowski agreed that cable systems have "tremendous market power." She noted they do not face competition from other systems and are unregulated. But she said the "record of abuse is inconclusive." She said cable service "is not all a bad news story." She said it would not have achieved its rapid growth without providing good service. But, she said, "Cable is running close to the edge" with respect to rates. Still, she said, "I wouldn't recommend legislation to deal with the problem."

And when Exon complained about the "junk" offered him by the cable system (Cable TV Montgomery) that serves his home in Bethesda, Md., and said he would willingly pay \$25-\$35 more for a greater selection that might be provided by another system, Obuchowski said Exon had "hit the nail on the head." For the best way to deal with problems of cable, she said, is to deal with the cable system's status as "a franchised monopoly. We'll consider any

suggestion for introducing competition—that's better than micromanaging rates and program content."

In other matters, Obuchowski:

Suggested three steps for dealing with what she described as "the increasingly complex area" of spectrum allocation. She said the government should "plan ahead" in determining spectrum needs, learn how to use the spectrum in the uppermost bands, which now seem less hospitable, and tighten up administrative processes at the FCC, whose current procedures, she said, penalize those proposing innovative uses of the spectrum.

She said there were actions the government could take to help the American electronics industry gain ground in the international race to develop and market high-definition television. She said the government should "get its act together in standards development"—an effort she said NTIA and the commission are making. Passage of the capital gains tax, as urged by President Bush, would also help, she said. And, she said, "antitrust reform" is needed to permit joint ventures in HDTV development. No one else in the world, she said, considers "big as being bad." —LZ

Duopoly question in Buffalo

FCC is asked to turn down request for waiver and reject sale of TV station to Act III because of signal overlap

Act III's purchase of WUTV(TV) Buffalo, N.Y., from Citadel Communications for \$46 million in September ("Changing Hands," Sept. 11), has caused something

of a stir, with rival broadcasters from Buffalo and Rochester, N.Y., busily trying to stop the deal at the FCC.

The problem is that Act III already owns WUHF(TV) Rochester, and owning both would violate the FCC's duopoly rule prohibiting common ownership of TV stations with overlapping grade B contours. Act III has requested a waiver of the duopoly rule.

An overlapping contour is not the only thing upsetting the other broadcasters. At the same time that the WUTV deal was announced, Niagara Frontier Broadcasting Partners sold WNYB(TV) Buffalo to Tri-State Christian TV for \$2.5 million. Part of the agreement for those purchases is that Act III will acquire the program library and studio equipment from WNYB. WNYB, currently a Fox affiliate, will become a religious station. Seymour Knox and Robert Swados, controlling shareholders of WNYB, will be given an equity interest in Act III and board representation for both Act III and Act III-Buffalo.

Act III says that the nature of the Buffalo market makes it virtually impossible for two conventional UHF stations to survive and that WNYB-TV has lost millions of dollars in the last two years. The FCC approved the sale of WNYB last week (see "For the Record," page 93). Petitioners fear this will give Act III an unfair advantage because it will control the only two commercial independents in Buffalo and Rochester. And there is a possibility that Act III may go after a third in Jamestown, N.Y., thus giving it three independents in Western New York.

Act III's waiver petition states that the overlap between WUTV and WUHF is de minimus—minimal—and that the benefits of waiving the rule "outweigh any detriment."

Trying to stop the purchase are Buffalo

Washington Watch

Combination. Washington-based communications law firm Dow, Lohnes & Albertson announced merger with Ingersoll & Blochy Chartered, real estate and financial analysis law firm with offices in Washington and Florida. Combined firms will practice under name of Dow, Lohnes & Albertson. Dow, Lohnes & Albertson, founded in 1918, will now include about 225 attorneys.

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Fairness request. Radio-Television News Directors Association President David Bartlett has written to Senate and House members of Conference Committee considering budget reconciliation bill to urge that fairness doctrine provision be stricken from measure. House included provision in its version of bill. Bartlett, in his letter, said doctrine "is both unconstitutional and unwise," especially when enforced through imposition of fines on journalistic expression, as provided for in House bill. What's more, Bartlett said, fairness doctrine is "extraneous to budget reconciliation." He also said "definitional language" in House bill makes it clear that cable television programming over which cable operators have editorial control is intended to be subject to fairness doctrine. And, he noted, there is "not even the outmoded justification of spectrum scarcity" that could be applied to fairness doctrine regulation of cable television.

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Money matters. FCC reauthorization bill (H.R. 3265) for fiscal 1990 and '91 passed House last week. It would establish funding levels of \$109.8 million for FY '90 and \$121.5 million for FY '91. FCC measure includes amendment that would enable FCC, at its discretion, to assess impact of European Community's directive setting quotas for American programming. House also approved reauthorization measure for National Telecommunications and Information Administration. Agency could receive \$14.6 million for FY '90 and \$14.7 million in FY '91.

Broadcasting Co., licensee of CBS affiliate WIVB-TV Buffalo; WROC Associates, licensee of NBC affiliate WROC-TV Rochester, and Stevens Media Systems Inc., a group looking to buy stations in the Buffalo-Rochester area. All have filed petitions to deny Act III's waiver request.

In its waiver request, Act III says that the overlap, including terrain shielding, affects only 0.1% of the persons living in the region served by the two stations. The waiver goes on to say that without taking terrain shielding into account, the overlap area is 301 square miles containing 41,753 people.

However, WIVB-TV says that the Grade B overlap is more than 1% and that the terrain factor does not aid Act III's claims about de minimus. In fact, according to WIVB-TV, Act III's claim that the terrain between the two regions decreases overlap is wrong, and that the overlap area is actually increased because of the "smoother than average United States terrain." WIVB-TV goes on to state that the only locations in which the commission has relied on terrain factors to reduce Grade B overlap are in Medford and Eugene, both Oregon. In that case, says WIVB-TV, the transmitters were 120 miles apart. The transmitters in Rochester and Buffalo, the petition states, are only 68 miles apart.

In Act III's subsequent reaction to the petitions, the wording to describe the overlap was changed from "de minimus" to "insubstantial" and Act III said it is prepared to have the FCC consider its request on a "worst case" basis.

With regards to the public interest, Act III said that the impact on diversity and economic concentration will be "limited" because the two stations operate in different markets and where there is common service "there exists a broad array of other informational services to the public." Act III also said that the stations will be operated independently of one another and will have separate sales, programming and traffic departments.

As for the public interest, Act III said that by consolidating the operations of the two stations, WUTV will "emerge as a healthy and revitalized competitor and WNYB, as a religious station, will be freed from its reliance on the same programming and advertising sources as a conventional independent station." At present, says Act III, locally produced, community-oriented programming is largely unavailable from Buffalo's independent stations because WUTV's studio equipment is 15 years old, and financial constraints have prevented WNYB-TV from doing more than limited local program productions.

However, WIVB-TV added that "Act III ignores the fact that the proposed transactions would make it the sole operator of conventional, full-range independent stations in the Buffalo-Rochester region as a whole."

Currently, the markets are made up of six network affiliates, three noncommercial stations and one construction permit recently granted in Batavia, N.Y. The other stations are WUTV, WUHF and WJTA-TV James-town, N.Y. The remaining station is WNYB, which will become a religious station. With regards to WJTA-TV, the petition adds that if the transactions are approved Act III will then follow with a purchase of the James-

town station establishing Act III as the only independent TV operator providing coverage throughout Western New York.

Fox Broadcasting Co. may also be affected by this sale. WUHF is a Fox affiliate and WUTV will most likely become one if the deal goes through. This, according to WIVB-TV, reduces the choices available to Fox and its advertisers and increases the leverage available to Act III.

In the petition to deny filed by WROC Associates, many of the same issues are argued. WROC also said that the Grade B overlap is substantial enough that waiver of the duopoly rule, barring great benefits to the public interest, would not be considered. "Act III's plan," according to WROC, "will cause significant reduction to local ownership in the market.... And when combined with Act III's contemporaneous acquisition of Canadian Communications Corp. (CCC), a Canadian advertising representative firm, gives Act III the incentive and ability to gain an unfair economic advantage over its competitors."

Stevens Media Systems Inc., a Buffalo, N.Y.-based group looking into TV properties in that region, is also upset with Act III's purchase and proposed waiver. In its petition, SMS says that the proposed overlap is a "strategically powerful move to monopolize Western New York's UHF market.... They [Act III] would effectively be reducing the diversity of program services while edging out potential competition."

In its response to the petitions, Act III says that the petitioners have "failed to demonstrate that a 1.8% overlap of population and a 5.8% overlap of land area between WUHF and WUTV gives Act III-Buffalo any undue competitive advantage in either the Rochester or Buffalo TV market." With regards to WJTA-TV, Act III is, according to its response, contemplating filing an assignment of license application after the WUTV assignment is consummated.

Media competition in Rochester-Buffalo, says Act III will not be hurt by this assignment: "Even if petitioners' erroneous assumption that there exists a regional market were to be given credence, there are too many competitive media in the region and the degree of market power held by WUTV and WUHF is too insubstantial for competition to be appreciably affected by granting Act III's waiver request."

Bertram Ellis is "confident" that the sale will be approved and says that his competitors' complaints are "totally unfounded." WROC-TV vice president and general manager Thomas Kenney is also confident that the sale will be dismissed, saying that with regards to the overlap, the FCC does not look at the number of people affected, only the overlap itself. He is also concerned that if the sale is approved it could clear the way for an Act III purchase in Syracuse, just as WIVB-TV is worried about an Act III purchase of WJTA-TV. "We just want to be on a level playing field," said Kenney. —JF

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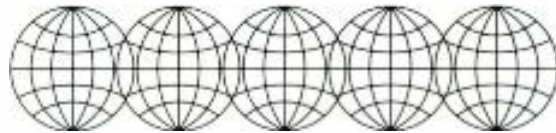
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Playboy, others take offensive against product boycotters

It and other publishing groups file suit against Florida affiliate of Rev. Donald Wildmon's American Family Assoc., charging it with extortion

Playboy Enterprises, Waldenbooks and several publishing trade organizations took the offensive last week against the Florida affiliate of the American Family Association, charging it with extortion under federal and state Racketeer Influenced and Corrupt Organization (RICO) laws.

Playboy et al. filed suit Oct. 31 in the U.S. District Court in Miami. The group cited Florida AFA's pressure tactics aimed at distributors of so-called "sexually explicit" magazines, such as *Playboy* and *Penthouse*.

The national chapter of the American Family Association is headed by the Rev. Donald Wildmon, who has been instrumental in launching a number of boycotts aimed at sponsors of "sex, violence and profanity," as well as "anti-Christian" values in

CAB hopes CableCume will make ad buys easier

The Cabletelevision Advertising Bureau has developed a new sales tool for agencies and advertisers, CableCume, which it believes will make it easier to purchase cable advertising schedules.

CableCume, part of CAB's cable planning system, allows media planners to "estimate the reach and frequency of a cable television advertising buy on a demographic basis across standard Nielsen dayparts," CAB said. Jonathan Sims, vice president of research for CAB, said CableCume is getting "very favorable" reaction, as CAB completes demonstrations for planners at the top 25 agencies.

Sims said CableCume, which is based on numbers gathered from Nielsen's November 1988 people sample of 4,000 homes, can be applied to a wide variety of products. CAB tested the data by running 800 ad schedules, creating reach and frequency curves similar to those developed for broadcasting.

The chief attribute of CableCume, which was developed by James Sasaki, director of research for CAB, may be its simplicity, flexibility and adaptability, said Sims. After inputting GRP's into the computer, all the data a planner needs appears on one screen, said Sims. Planners can input their own parameters of a buy, such as using household GRP's or target GRP's. Additionally, planners can use pay cable, basic cable or total TV households as a base figure. The software is also designed to allow planners to integrate updated cable penetration figures into the buys, said Sims.

A third attribute is that the data can be adapted for local markets. At the moment, CAB is concentrating on demonstrating CableCume to national agencies. But it is testing it in a local market now, and plans to include CableCume in a future CAB local cable planning kit.

Larry Roslow, vice president, media research, at Lintas: USA, welcomed the move, saying "it will give us the ability to check some of the things we've been doing on an ad hoc basis." In that sense, he said, "it will be a big help."

But just as media planners have developed ad hoc procedures based on broadcast models, Roslow said those same ad hoc procedures will need to be developed for cable. With broadcast models, planners have had to come up with ad hoc procedures to deal with roadblocks, or the adjustments needed when the sum of ratings is 43 and the reach is 41, said Roslow. Those same procedures will also have to be developed for cable, said Roslow, before agencies are comfortable with using cable models. Cable models appear similar to broadcast models, said Roslow, "but they are not really the same." Since individual networks aren't identified in CableCume, it's possible a buy could include too much of one network or program, and not spread it out evenly, said Roslow. It is those things that will have to be worked out, said Roslow, although he said "we think we can cope with those generalizations."

It's possible agencies may develop their own models for cable, said Roslow, like some, such as Lintas, have done in the past, based on further data from Nielsen. "We keep evaluating it," said Roslow, and "we keep learning."

SOLD!

ML Media Partners, L.P., has acquired KORG-AM/KEZY-FM Anaheim, California, from Anaheim Broadcasting Corporation for \$15,125,000. Win Communications, Inc. will manage these properties.

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television programs. The most recent boycott was launched against Clorox and Menen last July by the Wildmon-founded CLear-TV (BROADCASTING, July 24).

According to Michael Bamberger, the publishing group's attorney, the legal definition of extortion means "a threat with the purpose of taking money or something of value. If you make a threat to force someone to reduce his business or someone else's business, that is extortion."

Bamberger contended that Florida AFA's activities to suppress sales of magazines such as *Playboy* and *Penthouse* constituted extortion. Those activities included picketing, letter-writing campaigns and threats of criminal prosecution and negative publicity aimed at statewide store chains, book stores, food stores and wholesale publication distributors.

In the lawsuit, the Playboy-led group charged that for the last several years, Florida AFA "commenced an unlawful pattern of racketeering activity to coerce plaintiffs not to purchase, sell or to distribute in Florida numerous periodicals protected by the First Amendment because defendants considered these materials offensive, 'pornography' and 'sexually explicit,' even though they publicly acknowledged that magazines such as *Playboy* are not illegal or obscene."

The suit quoted Florida AFA director David Caton as saying even though *Playboy* (and its distribution) was not obscene or illegal, that publication is "the most dan-

gerous because it is more palatable in the eyes of society."

The lawsuit was filed just one day before a planned press conference (Wednesday, Nov. 1) by Florida AFA where the group was going to threaten to cite various distributors of "illegal magazines," such as *Penthouse*, which the group claimed carried advertisements for "obscene" material.

Florida AFA was also going to threaten to report the magazine distributors to the appropriate sheriffs' departments and other

law enforcement agencies throughout the state and to "demand enforcement" against the distributors for alleged violations of obscenity laws.

Contacted last Wednesday, Caton said the press conference had been postponed indefinitely due to "technical problems." "We are temporarily putting that on hold," he said, declining further comment about the reason for the postponement or the suit filed by the Playboy-led group. "We are really not in a position to discuss any of this right now," Caton said. —SM

Changing Hands

Wcsc-TV Charleston, S.C. □ Sold by Crump Communications Inc. to Anchor Media Holdings Ltd. for \$61 million ("In Brief," Oct. 9). **Seller** is headed by Harold Crump and David Allen and has no other broadcast interests. **Buyer** is headed by Alan Henry and is licensee of WSYX(TV) Columbus, Ohio; KLDD(AM)-KZEW(FM) Dallas; KORK(AM)-KYRK-FM Las Vegas; KZSS(AM) Albuquerque, N.M., and WLOS(TV) Asheville, N.C. Wcsc-TV is CBS affiliate on channel 5 with 100 kw visual and 20 kw aural and antenna 1,960 feet above average terrain.

Wxtr-FM La Plata, Md. (Washington) □ Sold by Ragan Henry to Radio Ventures I. ("In Brief,"

Oct. 30). Purchase price will be based on 10 times station's trailing cash flow up to \$33 million. Station had previously been sold to Louise Heifetz for \$33 million, but deal fell through. Henry currently owns or has interest in five AM's, 12 FM's (two, including wxtr-FM, are in the process of being sold) and one TV. He is also buying five AM's and three FM's. **Buyer**, headed by Jerry Lyman, former RKO Group radio president, is also purchasing WWNC(AM)-WKSJ(FM) Asheville, N.C., and WMBX(FM) Richmond, Va. Henry sold Lyman WMBX for \$23 million. Wxtr-FM is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

WQIK-AM-FM Jacksonville, Fla., and WMYU(FM) Knoxville, Tenn. □ Sold by Jacor Communications Inc. to Channel 17 Associates Limited for \$28 million ("Closed Circuit," Oct. 23). **Seller** is headed by Terry Jacobs and also owns WJLI-FM Cleveland; WGST(AM)-WPCH-FM Atlanta; WLW(AM)-WEBN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver, and WFLA(AM)-WFLZ-FM Tampa, Fla. **Buyer** is headed by David DuBose and also owns WDBB-TV Birmingham, Ala. WQIK(AM) is fulltimer with 5 kw on 1320 khz. WQIK-FM is on 99.1 mhz with 100 kw and antenna at 1,014 feet above average terrain. WMYU(FM) is on 102.1 mhz with 15.1 kw and antenna 1,978 feet above average terrain. **Broker: Americom Radio Brokers.**

KOFY(AM) San Mateo and KOFY-FM San Francisco □ Sold by Pacific FM Inc. to Viacom Broadcasting Inc. for \$19.5 million. **Seller** is headed by James Gabbert and also owns KOFY(TV) San Francisco. **Buyer** is headed by Henry S. Schleiff. Viacom is licensee of WJTV(TV) New Britain, Conn.; WMZO-FM Washington; WLIT-FM Chicago; KSLA-TV Shreveport, La.; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTV(FM) New York and WHC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZO(AM) Arlington, Va., and KBSG(FM) Tacoma, Wash. KOFY(AM) is fulltimer with 50 kw day and one kw night. KOFY-FM is on 98.9 mhz with 6.5 kw and antenna at 1,500 feet above average terrain. **Broker: H.B. LaRue Media Inc.**

WKMI(AM)-WKFR(FM) Kalamazoo/Battle Creek, Mich. □ Sold by Hicks Broadcasting Corp. to Waldron Broadcasting Co. for \$11 million. **Seller** is headed David Hicks and has no other broadcast interests. **Buyer** is headed by H. Patrick Swygert. Regina Goodwind, wife of group broadcaster Ragan Henry, is nonvoting stockholder. Waldron is purchasing KVKI-AM-FM Shreveport, La., and KABFM(FM) Edinburg, Tex. WKMI is fulltimer with 5 kw day and 1 kw night

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Telstar tenant. The Public Broadcasting Service will lease or buy six transponders aboard AT&T's Telstar 401, to be operational by April 1993, both parties announced last week. According to an Oct. 2 report to Congress on its satellite replacement project, PBS will spend \$148,428,000 on its new interconnection system, including \$106,746,500 for the satellite capacity. Additional costs include an estimated \$19.6 million for Ku-band downlinks, \$5 million for Ku uplinks, \$10.5 million for C-band downlinks and \$4 million for C-band uplinks.

National Public Radio expects to wrap up its separate negotiations for next-generation satellite capacity by the end of this year.

PBS will join ABC-TV aboard the large hybrid Telstar satellite designed to carry 24 C-band and 24 Ku-band transponders. Included in the deal is an AT&T commitment to obtain interim service aboard GTE Spacenet satellites to carry PBS during the period between the end of life of the current PBS bird, Westar IV, in 1991 and the launch of Telstar 401, designed to operate 13 years.

If Congress is persuaded that noncommercial broadcasting will save money in the long run (the PBS-NPR report to Congress noted that nonprofit organizations cannot benefit from tax savings afforded by leasing), PBS will purchase a mix of transpon-

ders, including up to five in the Ku-band, because, said Howard Miller, senior vice president, broadcast operations and engineering, PBS, "educational programming potential is excellent." In addition to delivering its own direct-to-school programming to small Ku antennas atop schools, PBS would likely resell its excess capacity to the Satellite Educational Resources Consortium and to regional, state and other educational networks. In the next year PBS will involve 12 public TV stations in Ku-band tests that, among other things, will assess the threat of rain fade.

The GE Astrospace-built Telstar bird, said Miller, will also offer wide bandwidth (54 mhz), allowing PBS to essentially double its capacity by splitting each transponder in half to deliver two video signals of "good," but not quite broadcast quality, TV. The combination of wide band and 60 watts per channel, said Miller, also prepares PBS to deliver a wide array of services including HDTV.

□

Target market. IDB Communications Group Inc., which earlier this year expanded its international data business with the acquisition of Contel ASC's CICI facility (BROADCASTING, June 6), has not forgotten the customers that have made it one of the nation's

continues on page 86

on 1360 khz. WKFR is on 103.3 mhz with 50 kw and antenna at 500 feet above average terrain. **Broker:** Americom Radio Brokers.

WVE(FM) Hamilton (Cincinnati), Ohio □ Sold by Reams Broadcasting Corp. to Entertainment Communications Inc. (Entercom) for \$5.85 million. **Seller** is headed by Frazer Reams and also owns WCWA(AM)-WIOT(FM) Toledo. **Buyer** is headed by Joseph Field and also owns KITS(FM) San Francisco; WTK(FM) Crystal River and WXC(FM) Safety Harbor, both Florida.; KLXK(FM) Minneapolis and WYLL(AM) Richfield, both Minnesota.; WEEP(AM)-WDSY(FM) Pittsburgh; KLDE(FM) Houston; KTAC(AM)-KBRD(FM) Tacoma, Wash., and KLTE(FM) Oklahoma City. WVE is on 96.5 mhz with 19.5 khz and antenna 810 feet above average terrain. **Broker:** Gary Stevens & Co.

WEXY(AM) Wilton Manors, Fla., and **WKQB-FM** North Charleston, S.C. □ Sold by Trident Communications Corp. to QNP Corp. for \$2,450,000. **Seller** is headed by Juno Beattie, trustee, and has no other broadcast interests. **Buyer** is headed by Carl C. Nourse, and has interest in WBBY(FM) Westerville, Ohio. Wexy is daytimer with 5 kw on 810 khz. Wkqb is on 107.5 mhz with 100 kw and antenna 500 feet above average terrain.

KLUE(AM)-KKWK(FM) Muskogee, Okla. □ Sold by Ralph Walsh, trustee, to Green Country Radio Inc. for \$700,000. **Seller** is also trustee for KKWK(FM) Muskogee, Okla. **Buyer** is headed by Betty Wheeler, permittee of following low-power television CP's: K30CT, channel 30; K32CN, channel 32; K22CV, channel 22, and K24CJ, channel 24, all Durant, Oklahoma. Klue is on 1380 khz full-time with 1 kw day and 500 watts night. Kkww is on 97.1 mhz with 100 kw and antenna at 1,274 feet above average terrain.

WTGQ(FM) Cairo, Ga. □ Sold by Faver Broadcasting Group Ltd. to Collins & Daw Broadcasting Corp. for \$510,000. **Seller** is headed by Ronald Verlander Jr. and also owns WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, N.C. **Buyer** is headed by Gary K. Daw and T.O. Collins and has no other broadcast interests. Wtqg is on 102.3 mhz with 3 kw and antenna at 300 feet above average terrain.

WAAH(FM) Houghton, Mich. □ Sold by WAAH Acquisition Partnership to Yupper Broadcast-

ing for \$400,000. **Seller** is headed by Eugene White and Ralph Savage. Savage is former chairman of Sonrise Management Services. **Buyer** is headed by Ronald McCarter, and has no other broadcast interests. WAAH is on 102.3 mhz with 3 kw and antenna 328 feet above average terrain.

KSPN(AM) Vail, Colo. □ Sold by Vail Broadcasting Co. to Vail-Aspen Broadcasting Ltd. for \$250,000. **Seller** is headed by Robert J. Scott,

who is president of Aspen Broadcasting Co., licensee of KSPN-FM Vail, Colo. **Buyer** is headed by Ronald E. Crider, Cara Elbert Cameron, Henry D. Vara Jr. and Charles Goldmark. Vara is chairman of and owns 47.5% of stock of 99 Broadcasting Inc., licensee of WKGR(FM) Ft. Pierce, Fla.; he is general partner of WRCC Partners, licensee of WRCC(FM) Cape Coral, Fla., and has interest in WJTC-TV Pensacola, Fla. KSPN is daytimer with 5 kw on 610 khz.

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largest satellite transmission companies, boasting a large fleet of transportable earth stations and network of 55 fixed uplinks in 35 major cities. Last week, the company formed IDB Broadcast division, to be headed by Peter Hartz, whose title will change from vice president, sales and marketing, to president of the company's fourth division (in addition to IDB International, Hughes Television Network [HTN] and IDB Systems).

IDB Chairman and Chief Executive Officer Jeffrey Sudikoff said the creation of the division "completes the corporate integration started with the purchase of HTN" (BROADCASTING, Jan. 1), and will make IDB "able to meet the needs of all three communications industries: radio, television and data/voice, with equal strength." Hartz, said Sudikoff, "began selling IDB's services to the radio industry four years ago. He is the perfect choice to lead IDB Broadcast."

One after another. Hughes Aircraft, which is already constructing five satellites for its own corporate partner Hughes Communications, is experiencing an autumn to remember. On Friday, Oct. 27, Arianespace successfully launched the Hughes-built Intelsat VI, a three-ton, four-story-tall bird that Hughes said is "the world's most massive commercial communications satellite." That first of five Intelsat VI birds to be built by Hughes is scheduled to begin operations in the first months of 1990, replacing its predecessor Intelsat V satellite at 335.5 degrees east longitude over the Atlantic Ocean. The new satellite carries 38 C-band and 10 Ku-band transponders and will offer what Intelsat Director General Dean Burch called "unrivalled capacity for voice, video and data services through digital modulation and circuit multiplication techniques" that will allow the bird to carry three TV channels and 24,000 telephone calls at once—almost twice the capacity of

current Intelsat birds over the Atlantic.

Hughes will barely have time to catch its breath before Martin Marietta performs its first commercial Titan rocket launch, scheduled to carry Japan's JCSAT 2 into orbit next month. The original Nov. 8 launch was postponed until at least Dec. 4, due to "problems encountered in completing electronic subsystem verification testing," said Martin Marietta. Hughes Communications is a 30% partner in JCSAT, as well as builder of JCSAT-1 and 2, the first of which Arianespace launched last March.

Stay (and fund) the course. "We want continuity in the programs underway," said Chuck Hewitt, Satellite Broadcasting and Communications president, of the SBCA board's reelection of four officers to additional one-year terms. "But this vote is also another sign of the industry's determination to begin the second decade of satellite television united." Indeed, the reelected officers of the 19-person board represent each quarter of the business: Chairman Gordon Main, Main Electronics (home dish equipment retailing); First Vice President Bob Caird, HBO (programming); Second Vice President William Berman, GE Americom (satellite operation) and Past Chairman H. Taylor Howard, Chaparral Communications (equipment manufacturing).

And on the same day, the board appeared to demonstrate its unity by adopting a neutral position on Senator Al Gore's (D-Tenn.) proposed Satellite Television Fair Marketing Act, generally favored by equipment distributors and opposed by programmers. The board approved a 1990 budget of \$2.2 million for antipiracy activities and \$426,000 for public relations. "The real issue for the SBCA is not the bill itself," said Main, "but rather keeping the SBCA's ability to unify all segments of the satellite television industry. The important thing was maintaining the atmosphere of harmony."

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Cellular phones prove vital for radio, TV

News directors are using them to communicate with reporters, satellite newsgathering trucks; some wouldbe journalists, call in news tips

It was a warm night in May, in Jackson, Ga., and Bill Edge, a reporter for WGST(AM) Atlanta, was filing reports on the execution of a convicted murderer he had just witnessed. It was not a microphone or a walkie-talkie but a cellular phone that was providing the link with his station, some 25 miles away. Like radio and television stations all over the country, as well as the networks, WGST had entered the cellular age.

Indeed, like computers and satellites, broadcast journalists are wondering how they managed to do their jobs before cellular phones came on the market several years ago. "I was the only reporter there," Edge said last week of the electrocution of Henry Willis. "I was a witness [to the execution], came out, and phoned in a couple of reports over the cellular. I just dial it up and talk."

It is not only when telephones are not in the immediate vicinity that cellular phones have proved useful. They have eased, if not eliminated, the reporters' dramatic rush to the telephones, pay or otherwise, following a major announcement or happening. Some

network correspondents covering the sentencing of the central figure in the Iran-contra trial, former White House aide Oliver North, in July, for instance, dashed from the U.S. district courtroom in Washington, stopped, and passed the information to producers who transmitted it to New York by cellular phone.

Radio and television stations sometimes see cellular phones as providing them with new reporting sources. WJLA-TV Washington, for instance, says it hopes to enlist the 60,000 cellular telephone customers of Southwestern Bell as part of its "news team." They are being invited to phone in tips.

However, the phones do not yet appear to be opening broadcast news operations to instant stringers, as are camcorders. Would-be photojournalists who tour their communities looking for stories to tape for local stations have provided pieces for the evening news. One example was the pictures of a section of the Bay Bridge giving way during the earthquake in northern California and swallowing up a car that was unable to stop. But George Tyll, news director of WCPX(TV) Orlando, Fla., is still waiting for a big story tip from a cellular phone subscriber.

The station has an agreement with Bell South Mobility, which provides the phones. Callers dialing an abbreviated number—*6—are "hotlined" into the Channel 6 newsroom at no cost to the caller. The idea is to enlist the 11,000 BMI customers as roving reporters. In return, the station promotes BMI with 10-second mentions of it and the service. Tyll said the station gets "about three or four calls a week, usually about automobile accidents" during the morning and evening rush hours. The accidents compound already congested traffic problems on I-4, which links Daytona Beach and Tampa-St. Petersburg. No, said Tyll, in response to a question, there have not yet been reports of a bank holdup in progress.

(However, even traffic accidents sometimes translate into news. WGST(AM) Atlanta several weeks ago used the free call-in service BMI provides it for the use of cellular phone customers participating in talk



Rockefeller replacing Chamberlin at WETA

Noncommercial WETA-FM-TV Washington's board of directors ended a seven-month nationwide search last week, unanimously naming Sharon Percy Rockefeller to replace 14-year President and Chief Executive Officer Ward Chamberlin Jr. ("In Brief," Oct. 30). Beginning Dec. 1, she will take charge of the FM radio station and the television station that ranks third in production of national public TV programming, including *Washington Week in Review*, *Smithsonian World*, *In Performance at the White House* and co-production of *The MacNeil/Lehrer NewsHour*. Chamberlin is expected to work on special projects as vice chairman of the WETA board.

Rockefeller's 15 years' experience includes a seat on the WETA board of trustees from 1974 to 1977 and from 1985 until she resigned from its chairmanship last week; a seat from 1977 to 1987 on the Corporation for Public Broadcasting board, which she chaired from 1981 to 1984. She has also been a member of the Public Broadcasting Service board of directors since April 1987. The 44-year-old daughter of former U.S. Senator Charles Percy (R-Ill.) and wife of Senator John D. (Jay) Rockefeller (D-W.Va.) has also chaired the stations' search committee, a post she also resigned upon entering the running last August. "I can think of no happier prospect," she said, "than to make a full-time commitment to lead WETA aggressively into the 1990's."



shows to obtain news of a massive fatal accident on I-75, 15 miles northwest of the city. "We put several of the calls on the air, including one from a state representative," said Eric Seidel, the station manager.)

And the phones are not invulnerable to the forces of nature. A number of SNG trucks converged on Charleston to provide coverage of Hurricane Hugo. And several news directors said while the phones were

operable until several hours after the storm hit, they were knocked out of service when the storm disrupted power in the area, and were out of service for about 12 hours.

Still, cellular phones are proving an indispensable piece of equipment for radio and television stations in a variety of ways. News directors use them to communicate with satellite newsgathering trucks. John Chastain, news director of WAGA-TV Atlan-

September, 1989

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Viewer response

Television viewers are sending broadcast news operations mixed signals. About half of the population (47%) believe television news crews often stage news or pose shots for better effect. And that impression evidently owes little to accusations that CBS News aired staged footage from the Afghanistan war, according to a Times Mirror News Interest Index for October.

The index shows that only 5% of viewers said they heard much about the staging allegations. But overall, news organizations were given better grades than in previous months for coverage of stories Americans followed most closely. The reason, according to the index, was praise given the press for the most-followed stories, in the print and broadcast press—Hurricane Hugo (followed closely by 60% of viewers) and the East German refugee story (followed closely by 31%). The index also shows that while new prime time news shows—*Yesterday*, *Today and Tomorrow*, *Primetime Live* and *Saturday Night with Connie Chung*—have yet to win followings, evening newscasts and the established night time news shows—*60 Minutes*, *48 Hours*, *Nightline* and *20/20*—have larger followings than well-established entertainment shows, including *The Cosby Show*.

ta, says that station has phones in four of its six trucks. So when a reporter is on the air, broadcasting by satellite, Chastain or on-air personalities at the station can communicate through a phone and an adapter in the reporter's ear. And the phone permits personnel in the truck to communicate with those taking down the satellite-delivered signal.

Then, too, with the laptop computer attached to the cellular phone, a reporter in the field can transmit text—say, a script—from a laptop computer into the newsroom computer. And when reporters assigned to small bureaus are on the road, sources can reach them by the cellular phones in their car. At least they can at WCPX's Daytona

Beach and Cocoa Beach bureaus. "The reporters give their telephone numbers to those who might want to contact them," said Tyll. That, he said, is better than leaving messages on the answering machine in the office.

Ordinarily, cellular phones are used in metropolitan areas where messages are relayed through a series of cells by a combination of microwaves and landlines. But in the relatively brief history of journalists' use of cellular phones, probably nothing tops for drama the incident at Tiananmen Square in Beijing that involved CBS News's Richard Roth in June. He and his cameraman, Derek Williams, were preparing for a broadcast when the troops, bent on removing the protestors who had been camped in the square, moved in on them. And because Roth's cellular phone was tied into the network in New York, listeners were later able to hear Roth's taped account of events leading up to his and the cameraman's arrest: "OK, we've got to get out of here. They're just going after Derek. They're ripping away his camera and they're coming for us." (BROADCASTING, June 12.) —LZ

Where Things Stand

Solid box denotes items that have changed since last month.

AM-FM Allocations

■ FCC Chairman Alfred Sikes has called for an en banc commission hearing for Nov. 16 to examine ways to improve AM, including 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.

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

FCC is also making changes on FM side. At July 13 open meeting, it 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.

Cable Regulation

■ National Association of Broadcasters has

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suggested that Congress consider reregulating cable as common carrier. But most observers believe suggestion was example of broadcasters' trying to put pressure on cable operators in negotiations over language for must-carry law. Cable and broadcasting are in general agreement on law to require cable systems to carry local broadcast signals, but they remain far apart on issue of channel positioning—assignment of cable channels to broadcast signals.

NAB and Association of Independent Television Stations are also up in arms over Time Warner's decision to program local cable channel as TV station (BROADCASTING, Sept. 25). INTV has filed complaint with FCC. NAB wants subject addressed at Sen-

ate Communications Subcommittee hearings on cable 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. 14 hearing on carriage of sports on cable versus broadcasting.

Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete in distributing video services.

General Accounting Office released long-awaited survey on cable rate increases over two-year period. According to GAO, there was 29% increase in basic cable rates and 14% increase in overall average subscriber bill (BROADCASTING, Aug. 7).

Group of mayors and elected officials that 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, 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

■ Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9). Bill requires broadcasters to air educational and informational programming "specifically designed" for pre-school and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

No immediate action in Senate is anticipated and broadcasters are apt to block vote on measure, which has backing of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

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.

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

FCC has also proposed replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. Proposal has garnered little support, however.

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.

Meanwhile, some broadcasters have begun pushing for elimination of license so they can force cable systems to pay for carriage of local signals. 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).

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 of one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

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

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Direct Broadcast Satellites

■ Media Access Project has filed opposition to Tempo Satellite Inc. request that FCC allow it to go ahead with direct broadcast satellite business plans, pending resolution of charges that antitrust conviction of its parent company, Tele-Communications Inc., disqualifies Tempo as applicant to operate high power satellite designed to broadcast services directly to viewers' small home antennas. FCC has reserved, but not yet granted, 11 pairs of DBS channels for Tempo. Therefore, without bona fide grant, Tempo cannot act as if it were permittee, Media Access Project argued.

On Aug. 2, FCC issued complex compromise package of grants, allotting 11 DBS channels each to new applicants 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 (which has since requested additional channels), and 27 channels each to permittees Hughes Communications Inc. and Advanced Communications Corp., both previously had 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.

Seeking most efficient use of spectrum, FCC adopted policy of allocating orbital slots in pairs—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. Because DBS operators cannot serve whole nation from western slots, commission also asked for comments on alternative uses—regional data, voice or other services—to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Permittees believe "true" high-power (200 watt) Ku-band DBS birds would mean direct-to-home TV 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

■ FCC's advisory committee on advanced television service (ATS) set testing schedule for proponents of HDTV and EDTV transmission systems. Tests are scheduled to begin at Advanced Television Test Center (ATTC) facility in Alexandria, Va., in May 1990 with Faroudja SuperNTSC system. Eight other systems will be tested in following months with all tested expected to be complete by fall 1991.

Member countries of CCIR Study Group 11 have agreed 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.

Eight research and development proposals have been chosen to receive portion of \$30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for projects exploring new methods to display HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Only one of eight proponents, Projectavision Inc., has been awarded contract. There is proposal before Congress to allocate additional money to DARPA for HDTV project.

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. Since assuming chairmanship less than three months ago, Sikes has initiated action against 12 radio stations. Of those, five have been fined—heaviest amounted to \$10,000—and seven received inquiry letters that could lead to fines.

It also launched proceeding last month to build record in support of new law banning broadcast indecency 24 hours per day. Law was pushed through Congress last year by Senator Jesse Helms (R-N.C.).

As Sikes promised, FCC also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing 95 others.

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).

In response to new law, FCC unanimously

adopted 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 has 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 safe harbor rulemaking. Instead, it will try to justify 24-hour ban.

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 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.

International

■ Sony Corp. will purchase Hollywood studio Columbia Pictures for \$3.4 billion (not including assumption of \$1.4 billion in debt). Japanese firm, which last year purchased CBS Records for \$2 billion, also plans to buy production company, Guber-Peters Entertainment, for \$200 million, although effort to install Peter Guber as president and CEO of studio has been held up by \$1 billion suit filed against Sony by Warner Bros., which has multi-year production agreement with Guber-Peters.

Qintex Australia's agreement to buy MGM/UA Communications for \$1.9 billion has collapsed following Qintex's missed deadline on \$50 million letter of credit. Qintex's U.S. production arm, Qintex Entertainment, also filed for Chapter 11 bankruptcy after it was unable to meet payment to distributor. NBC, which last year signed Qintex's Australian Seven Network as affiliate and acquired option to purchase 15% of parent, has confirmed it has discussed becoming equity investor with Qintex in renewed effort to buy MGM/UA.

European Community's "TV Without Frontiers" was passed by 10 of EC's 12 member states in October, following extended controversy over anti-U.S. program quotas that threatened to kill document. U.S. government has raised objections with EC and in international trade discussions over plan's call for 50% European entertainment program content "where practicable." Regulatory plan, part of EC's plan to remove trade

barriers by 1992, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

Capital Cities/ABC has taken minority interest in Spanish TV-film producer Tesauro. Capcities/ABC already 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. Company is known to be negotiating at least two more equity deals on continent, reportedly including one in France.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch by December. Studio expects similar deals in second Scandinavian country within six months and third within year.

Land Mobile

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

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

Must Carry

■ Independent television and cable industry remain at impasse on must carry despite Senate intervention on matter. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offered to move must-carry bill (BROADCASTING, Oct. 30). He also suggested freezing stations where they are for year or two, giving FCC time to decide issue. Broadcasters have yet to sign off on Inouye proposal, although cable says it will let FCC settle matter. Inouye also suggested using children's TV bill as vehicle for must carry. Television Operators Caucus also jumped into debate and is circulating channel shifting proposal it feels will break logjam (see "Top of the Week").

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 inter-industry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. 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 has formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16 meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. 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. 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

■ PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993. Plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops. NPR continues to negotiate with several satellite vendors, and expects to make its own deal for future capacity before end of 1989.

Congress failed in late October to override presidential veto of Education, Labor and Health and Human Services bill containing 1992 appropriations of \$251 million for

CPB and \$76 million for next-generation public broadcasting satellite. Veto was exercised because bill included language allowing federal funding of abortions under certain conditions.

CPB met again, and PBS President Bruce Chistensen said unified plan to streamline national public TV programing processes could be resolved this month. CPB, which met again with PBS and NAPTS Nov. 1, must report to Congress next January on national program funding efficiency. CPB so far has taken issue with elements of NAPTS plan to centralize authority over approximately 25% of national programing funds, including most of current CPB Program Fund, at PBS.

On Oct. 18, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at \$6 million plus overhead and promotion this fiscal year. CPB board in September re-elected Kenneth Towery chairman and elected new vice chairman Daniel Brenner.

Syndex

■ U.S. Court of Appeals in Washington denied cable interests' petition for stay of syndicated exclusivity rules. Action on petition came on Oct. 24, day after three-judge panel heard arguments on appeal of FCC order reinstating rules that had been repealed by commission in 1980.

Commission had delayed effective date of new 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 programing on distant broadcast signals.

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 are those challenging. 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. Legislation containing funds for Radio and TV Marti stations were approved by House and Senate.

But 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.

Datebook

"Datebook" continues from page 26.

tions and Information. Washington Marriott, Washington.

Jan. 11—Deadline for entries in 22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association* for "outstanding radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime reading habit." Information: (302) 731-1600.

Jan. 15-19—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

■ **Jan. 21**—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—*Georgia Association of Broadcasters* Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

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

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. New York Hilton, New York. Information: (202) 785-1525.

■ **Feb. 13-14**—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 28-March 2—*Cable Television Public Affairs Association* Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March, 1990

March 1—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

■ **March 26-29**—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

April, 1990

April 1-3—*Cabletelevision Advertising Bureau*

ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 20-25, 1990—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

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

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

June, 1990

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

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

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

June 11-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board*, *Department of Communications*, *Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

July, 1990

■ **July 15-18**—*Cable Television Administration*

and Marketing Society annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

July 19-21—Colorado Broadcasters Association 41st annual summer convention. Manor Vail, Vail, Colo.

September, 1990

Sept. 21-23—Maine Association of Broadcasters annual meeting. Sebasco, Me.

■ Sept. 24-27—Radio-Television News Directors Association international conference and exhibition. Convention Center, San Jose, Calif. Information: (202) 659-6510.

■ Oct. 21-24—Association of National Advertisers annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

October, 1990

Oct. 11-15—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

November, 1990

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union* and *Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens. Information: (022) 798-7766.

For the Record

As compiled by BROADCASTING from Oct. 26 through Nov. 1 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

■ **KLFF-FM** Glendale and **KONC(FM)** Sun City, both Arizona (KLFF-FM: BTC891010EA; 1360 khz; 5 kw-D, 1 kw-N; KONC: BTCH891010EB; 106.3 mhz; 3.5 kw; ant.: 400 ft.)—Seeks assignment of license from Arthur W. Tifford to Arthur W. Tifford and Steven M. Taslitz for \$300,000. Seller has no other broadcast interests. Buyer is headed by Arthur W. Tifford and Steven M. Taslitz. Taslitz is director of Sterling Communications Inc., licensee of **WJDX(AM)**-**WMSI(FM)** Jackson, MS, and **WSSL(AM)** Greenville and **WSSL-FM** Grey Count, both South Carolina. Filed Oct. 10.

■ **KFCM(FM)** Cherokee Village, AR (BALH891005HJ; 100.9 mhz; 3 kw; ant.: 300 ft.)—Seeks assignment of license from Foothills Communications Corp. to KFCM Inc. for \$174,500. Seller is headed by Betty Wetenkamp, and has no other broadcast interests. Buyer is headed by James Bragg, and has no other broadcast interests. Filed Oct. 5.

■ **KMPZ(FM)** Osceola, AR (BALH891010HI; 98.1 mhz; 50 kw; ant.: 107 ft.)—Seeks assignment of license from The Dittman Group Inc. to Diamond Broadcasting Inc. for \$6 million ("Changing Hands," Oct. 2). 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 R. Lee. Diamond also owns **WSBC(AM)**-**WXRT-FM** Chicago and **KOMA(AM)**-**KRXO-FM** Oklahoma City. Filed Oct. 10.

■ **New FM Winton, CA** (BAPH890929HN; 98.7 mhz; 3 kw; ant.: 100 ft.)—Seeks assignment of license from Winton Broadcasting Co. to Tigre Radio Corp. for \$55,000. Seller is owned by Nicolas Henderson and has no other broadcast interests. Buyer is headed by Hector Villalobos. Tigre Broadcasting Corp. is licensee of **KLFA(FM)** King City, CA. Principals of TGR Broadcasting Inc. are licensees of **KTGE(AM)** Salina and **KLOQ(FM)** Merced, both California. Application for improvements in facilities of **KTGE(AM)** is pending before commission. Filed Sept. 29.

■ **KNTV(TV)** San Jose, CA (BTCCT891003KI; ch. 11; 80 kw-V; ant.: 2,770 ft.)—Seeks assignment of license from

Landmark Television Inc. to Granite Broadcasting Corp. for \$59 million ("Changing Hands," Oct. 9). Seller is headed by Frank Batten. Broadcast division is headed by John Wynne, who is also chairman and CEO of The Weather Channel. Landmark is licensee of **KLAS-TV** Las Vegas and **WTAR(AM)**-**WLTY(FM)** Norfolk, VA. Buyer is headed by W. Don Cornwell, who is also purchasing **WPTA(TV)** Fort Wayne, IN, for \$26.5 million ("Changing Hands," Aug. 21). Granite also owns **WEEK-TV** Peoria, IL and **KBJR-TV** Superior, WI. Filed Oct. 3.

■ **KSPN(AM)** Vail, CO (BAL891005EB; 610 khz; 5 kw-D)—Seeks assignment of license from Vail Broadcasting Co. to Vail-Aspen Broadcasting Ltd. for \$250,000. Seller is headed by Robert J. Scott, who is president of Aspen Broadcasting Co., licensee of **KSPN-FM** Vail, CO. Buyer is headed by Ronald E. Crider, Cara Elbert Cameron, Henry D. Vara Jr. and Charles Goldmark. Vara is chairman of, and owns 47.5% of, stock of 99 Broadcasting Inc., which owns 100% of Gulfstream Broadcasting Co., licensee of **WKGR(FM)** Ft. Pierce, FL; he is general partner of **WRCC** Partners, licensee of **WRCC(FM)** Cape Coral, FL; and director and one third owner of **TV 44 Inc.**, general partner of **Channel 44 Ltd.**, licensee of **WJTC-TV** Pensacola, FL. Filed Oct. 5.

■ **WTOP(AM)**-**WASH-FM** Washington (AM: BAL891006KG; 1500 khz; 50 kw-U; FM: BALH891006KH; 97.1 mhz; 22.5 kw; ant.: 690 ft.); **WATL(TV)** Atlanta (BTCCT891006KF; ch. 36; 2,030 kw-V; ant.: 1,170 ft.); **WXIN(TV)** Indianapolis (BALCT891006KE; ch. 59; 2,090 kw-V; ant.: 990 ft.)—Seeks assignment of license from Outlet Communications to Chase Broadcasting of Washington for \$120 million ("Changing Hands," Aug. 14). Seller is headed by David Henderson and owns **WCMH-TV** Columbus, OH, and **WJAR(TV)** Providence, RI. Buyer is headed by Arnold Chase and Roger Freedman and also owns **WTIC-AM-FM-TV** Hartford and **WSTC(AM)**-**WJAZ(FM)** Stamford, both Connecticut; **WKBQ(FM)** Granite City, IL; **KGLD(AM)** St. Louis, and **WPTY-TV** Memphis. Filed Oct. 6.

■ **WEXY(AM)** Wilton Manors, FL (BTC891012EC; 810 khz; 5 kw-D) and **WKBQ-FM** North Charleston, SC (BALH891012HU; 107.5 mhz; 100 kw; ant.: 500 ft.)—Seeks assignment of license from Trident Communications Corp. to QNP Corp. for \$2.45 million. Seller is headed by Juno Beattie, trustee, and has no other broadcast interests. Buyer is headed by Carl C. Nourse, and has interest in **WBBY(FM)** Westerville, OH. Filed Oct. 12.

■ **WTGQ(FM)** Cairo, GA (BALH891010HP; 102.3 mhz; 3 kw; ant.: 300 ft.)—Seeks assignment of license from Faver Broadcasting Group Ltd. to Collins & Daw Broadcasting Corp. for \$510,000. Seller is headed by Ronald Verlander Jr. and also owns **WSMY(AM)** Weldon and **WPTM(FM)** Roanoke Rapids, NC. Buyer is headed by Gary K. Daw and T.O. Collins and has no other broadcast interests. Filed Oct. 10.

■ **WMKO(FM)** Millen, GA (BTC891010HH; 94.9 mhz; 2.0 kw; ant.: 122 ft.)—Seeks assignment of license from Jerry E. and Cynthia J. Kiefer to themselves and Brian E. and Eleanor L. Tolby, for no financial consideration. Neither party has any other broadcast interests. Filed Oct. 10.

■ **WTPC(FM)** Elsah, IL (BALED891004HF; 89.7 mhz; 10 w; ant.: 46 ft.)—Seeks assignment of license from The Principia Corp. to Principia College Communications for no financial consideration. Seller is headed by Dawn Larmer, and has no other broadcast interests. Buyer is headed by Dawn Larmer. Filed Oct. 4.

■ **WZRQ-FM** Columbia City, IN (BALH891010HG; 106.3 mhz; 3 kw; ant.: 400 ft.)—Seeks assignment of license from Summit Broadcasting Inc. to IRP Inc. for no financial

consideration (station is dark). Seller is headed by Myron Marmelstein, and has no other broadcast interests. Buyer is owned by John R. Linn, and Barbara A. Linn (husband and wife). John Linn is 51% shareholder of **WKLC Inc.**, licensee of **WKAZ(AM)**-**WKLC(FM)** St. Albans, WV; 75% shareholder of **WABQ Inc.**, licensee of **WABQ(AM)** Cleveland, OH. Filed Oct. 10.

■ **WTPI(FM)** Indianapolis (BALH891006HR; 107.9 mhz; 22 kw; ant.: 885 ft.)—Seeks assignment of license from Somerset Broadcasting Inc. to Pinnacle Broadcasting Corp. for \$12 million ("Changing Hands," Oct. 2). Seller is headed by Robert McKinney and also owns **WNUS(FM)** Belpre, OH, and **WLTP(AM)** Parkersburg, WV. Buyer is headed by Michael S. Maurer, and also owns **WZTR(FM)** Milwaukee, WI. Renewal application for **WZTR** is currently pending before commission. Filed Oct. 6.

■ **WROI(FM)** Rochester, IN (BTCH891012HS; 92.1 mhz; 3 kw; ant.: 240 ft.)—Seeks assignment of license from Manitou Broadcasting to James Zimmerman for \$81,500. Seller is headed by Zimmerman, Lee Walker, Arthur Weaver and John O'Neil, and has no other broadcast interests. Filed Oct. 12.

■ **KBTB(TV)** Des Moines, IA (TEMP891016; ch. 63; 5,000 kw-V; ant.: 1,800 ft.)—Seeks assignment of license from Home Town Broadcasters Inc. to Iowa Broadcasters Ltd. for \$75,000. Seller is headed by John Menard and has no other broadcast interests. Buyer is headed by Marshall J. Garrison, and has no other broadcast interests. Filed Oct. 6.

■ **WTTT(AM)** Amherst, MA (BAL891004EF; 1430 khz; 5 kw-D)—Seeks assignment of license from Amherst Broadcasting Inc. to Hampshire County Broadcasting Co. for \$200,000. Seller is headed by Edward Peeby, and has no other broadcast interests. Buyer is headed by Robert A. Morley, Edward F. Perry Jr. and Mark H. Burmeister. Filed Oct. 6.

■ **WAAH(FM)** Houghton, MI (BALH891003HL; 102.3 mhz; 3 kw; ant.: 328 ft.)—Seeks assignment of license from WAAH Acquisition Partnership to Yupper Broadcasting for \$400,000. Seller is headed by Eugene White and Ralph Savage and has no other broadcast interests. Buyer is headed by Ronald McCarter and has no other broadcast interests. Filed Oct. 3.

■ **WHPY(AM)** Clayton, NC (BAL891011EB; 1590 khz; 5 kw-D, DA-D)—Seeks assignment of license from Clayton Broadcasting Co. to Double D Communications Inc. for \$217,000. Seller is headed by John Denning and Billy Ray Kirby, and has no other broadcast interests. Buyer is headed by George Anthony Denton and Jokie Dwayne Dupree and has no other broadcast interests. Filed Oct. 11.

■ **WMYK(FM)** Elizabeth City, NC (BALH891004HM; 93.7 mhz; 100 kw; ant.: 940 ft.)—Seeks assignment of license from Edge Broadcasting Co. to Glenn R. Mahone for \$7.5 million ("Changing Hands," Oct. 9). Seller is headed by Paul Lucci and Wayne Suza, who have no other broadcast interests. Buyer is principal of **Paco-Jon Broadcasting Corp.**, licensee of **WGCV(AM)**-**WPLZ(FM)** and **WPLC(FM)** Spotsylvania, VA. Filed Oct. 4.

■ **KLUE(AM)**-**KKWK(FM)** Muskogee, OK (AM: BAL891006EA; 1380 khz; 1 kw-D, 500 w-N; FM: BALH891006EB; 97.1 mhz; 100 kw; ant.: 1,274 ft.)—Seeks assignment of license from Ralph Walsh, trustee to Green Country Radio Inc., for \$700,000. Seller also is trustee for **KKWK(FM)** Muskogee, OK. Buyer is headed by Betty Wheeler, who is permittee of following low-power television CP's: **K30CT**, ch. 30; **K32CN**, ch. 32; **K22CV**, ch. 22, and **K24CJ**, ch. 24, all Durant, OK. Filed Oct. 6.

■ **KHSN(AM)** Coos Bay and **KOOS(FM)** North Bend, both Oregon (AM: BAL891010EC; 1230 khz, 1 kw-U; FM:

100.9 mhz; 56 kw; ant.: 501 ft.)—Seeks assignment of license from Bay Radio Inc. to Bay Broadcasting Corp. for \$675,000 ("Changing Hands," Oct. 23). Seller is headed by Arnold Sias, John Feldman, Arthur Hogan and F. Robert Fenton. Sias, Feldman and Hogan also own KFRD-AM-FM Marysville-Yuba City, CA. Buyer is headed by Laurence Goodman, who has no other broadcast interests. Filed Oct. 10.

■ **WCSC-TV** Charleston, SC (BTCCT890929KF; ch. 5; 100 kw-V; ant.: 1,960 ft.)—Seeks assignment of license from Crump Communications Inc. to Anchor Media Holdings Ltd. for \$61 million ("In Brief," Oct. 9). Seller is headed by Harold Crump and David Allen and has no other broadcast interests. Buyer is headed by Alan Henry and is licensee of WSYX(TV) Columbus, OH; KLDG(AM)-KZEW(AM) Dallas; KORK(AM)-KYRK-FM Las Vegas; KZSS(AM) Albuquerque, NM, and WLOS(TV) Asheville, NC. Filed Sept. 29.

■ **KODA-FM** Houston (BTCH891003HZ; 99.1 mhz; 100 kw; ant.: 2,049 ft.)—Seeks assignment of license from Westinghouse Broadcasting Co. (Group W) to Paul Taft, trustee, for no financial consideration. Seller is licensee of KEZW(AM) Aurora, CO; WJZ-TV Baltimore; WBZ-AM-TV Boston; WMAQ(AM) Chicago; KQZY(FM) Dallas; KOSI(FM) Denver; KFWB(AM) Los Angeles; WINS(AM) New York; KYW-AM-TV Philadelphia; KMEQ-AM-FM Phoenix; KDKA-AM-TV Pittsburgh; KFBK(AM)-KAER(FM) Sacramento, CA; KQXT(FM) San Antonio, TX; KJQY(FM) San Diego, and KPIX(TV) San Francisco. Group W radio division is headed by Dick Harris. Paul Taft owns 64.7% of Taft Broadcasting Co. and 54% of Northern New England Television. Taft Broadcasting Co. owns 83.6%, and Northern New England Television owns 16.4%, of WNNH-TV Inc., licensee of WNNH(TV) Haverhill, NH-Hartford, VT. Taft Broadcasting is also licensee of four multi-point distribution service (MDS) stations in Texas (Dallas, Fort Worth, Galveston and Houston) and point-to-point microwave stations used in conjunction with MDS stations. Filed Oct. 3.

■ **KMUL-AM-FM** Muleshoe, TX (AM: BAL891006EC; 1380 kHz; 1 kw-D; FM: BALH891006ED; 103.1 mhz; 2.9 kw; ant.: 75 ft.)—Seeks assignment of license from Muleshoe Broadcasting Inc. to Southwestern Broadcasting Corp. for \$200,000. Seller is headed by Leola Randolph and has no other broadcast interests. Buyer is headed by Thomas Crane, who has no other broadcast interests. Filed Oct. 6.

■ **New FM Olney, TX** (BTCH891003HE; 97.5 mhz; 50 kw; ant.: 124 ft.)—Seeks assignment of license from Jean L. Ruth to Olney Broadcast Group for no financial consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 3.

■ **KVDA** San Antonio, TX (BTCCT890929KK; ch. 6 mhz; 5,000 kw-V; ant.: 1,650 ft.)—Seeks assignment of license from David A. Davila, to Telemundo Group Inc. for \$1,275,000. Seller has no other broadcast interests. Buyer is licensee of KVEA(TV) Corona and KSTS(TV) San Jose, both California; WSCV(TV) Fort Lauderdale, FL; WNUJ(TV) Linden, NJ; KTMD(TV) Galveston, TX, and WKQA-TV San Juan, PR, and is headed by Saul P. Steinberg. Filed Sept. 29.

■ **WADC(AM)-WMGP-FM** Parkersburg, VA (AM: BAL891005EC; 1050 kHz; 5 kw-D; FM: BALH891005ED; 99.3 mhz; 3 kw; ant.: 210 ft.)—Seeks assignment of license from Signal One Communications Inc. to Dailey Corp. for \$670,000. Seller is headed by Kim E. Colebrook and also owns WLEC(AM)-WCPZ(FM) Sandusky, OH. Buyer is headed by Calvin Dailey and is licensee of WFGM(FM) Fairmont, WV. Dailey is also president, director and 50% stockholder of Randy Jay Communications Corp., licensee of WRZZ(FM) Ravenswood, WV; 50% general partner of Dailey and Reich, licensee of WDXY(AM) Sumter, SC, and 25.5% general partner of Wedgefield Communications, licensee of WIBZ(FM) Wedgefield, SC. Filed Oct. 5.

■ **WNHV(AM)-WKXE(FM)** White River Junction, VT (AM: BAL891012EA; 910 kHz; 1 kw-D; FM: BALH891012HW; 95.3 mhz; 3 kw; ant.: 245 ft.)—Seeks assignment of license from White River Broadcasting Corp. to New Hampshire-Vermont Broadcasting Group for no financial interest. Seller is headed by Terry Boone, and has no other broadcast interests. Buyer is headed by estate of Rex Marshall, and Peter Marshall, and has no other broadcast interests. Filed Oct. 12.

Actions

■ **WLVI(AM)** Manchester, CT (BAL890911EA; 1230 kHz; 1 kw)—Granted app. of assignment of license from Sage Broadcasting to Elio 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. Action Oct. 23.

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

■ **KITV-TV** Honolulu (BALCT890630KG; ch. 4; 100 kw-V; ant.: 50 ft.); KMAU-TV Wailuku, HI (BALCT890630KH; ch. 12; 27.5 kw-V; ant.: 5,910 ft.); KHVO-TV Hilo, HI (BALCT890630KI; ch. 13; 4.68 kw-V; ant.: -823 ft.)—Dismissed assignment of license from Tak Communications Inc. to KITV Television Inc. for \$5 million ("Changing Hands," July 10). Seller is Vienna, VA-based group owner of three FM's and five TV's. Buyer is owned by Anthony Cassara and George A. Vandeman. Buyer will pay \$5 million to Tak in return for 60% of stock in buying entity, KITV Television Inc. Action Oct. 23.

■ **KIKI-AM-FM** Honolulu (AM: BTC890821EC; 830 kHz; 10 kw-U; FM: BTCH890821ED; 93.9 mhz; 72 kw; ant.: -128 ft.)—Granted app. of assignment of license from Henry Hawaii Broadcasting Co. to B. Casey Stangl. Henry Broadcasting Co. is selling its 75 shares (75%) of license company to B. Casey Stangl, 75% owner of licensee company, for \$7,500, plus additional consideration. Henry Broadcasting Co. is licensee of KMJ(AM)-KFYE(FM) Fresno, KDUO(FM) Riverside, KZXR(AM)-KDON-FM Salinas and KRSO(AM) San Bernardino, all California; KVOD(FM) Denver; KFAB(AM)-KGOR(FM) Omaha, and KYTE(AM)-KKCY(FM) Portland, OR. Action Oct. 18.

■ **KNCK(AM)-KCKS-FM** Concordia, KS (AM: BAL890829EB; 1390 kHz; 500 w-D; FM: BALH890829EC; 95.3 mhz; 2.5 kw; ant.: 329 ft.)—Granted app. of assignment of license from General Broadcasting Co. to KNCK Inc. for \$190,000. Seller is headed by W.F. Danenbarger, who has no other broadcast interests. Buyer is headed by Joseph E. Jindra, who has interest in Pioneer Country Broadcasting Inc., Norton, KS, licensee of KQNK(AM) Norton, KS. Action Oct. 18.

■ **KMAR-AM-FM** Winnsboro, LA (AM: BAL890608ED; 1570 kHz; 1 kw-D; FM: BALH890608EE; 95.9 mhz; 3 kw; ant.: 170 ft.)—Granted app. of assignment of license from Bennie George to Boeuf River Broadcasting Co. for \$200,000. Seller has no other broadcast interests. Buyer is headed by Tom Gay, who owns and operates KCTO-AM-FM Columbia, LA. Applicant also owns and operates KFNW-AM-FM Ferriday, KJNA-AM-FM Jena and KAPB-AM-FM Marksville, all Louisiana. Action Oct. 20.

■ **KTGG(AM)-WSAE(FM)** Spring Arbor, MI (AM: BAL890905ED; 1540 kHz; 250 w-D; FM: BALE890905EE; 89.3 mhz; 3.1 kw; ant.: 240 ft.)—Granted app. of assignment of license from Spring Arbor College to Spring Arbor College Communications for no financial consideration. Seller is headed by E. Harold Munn Jr., who with Howard Winters, Roberts Towns, and Leroy Holton, are members of board of trustees and/or officers of board of Spring Arbor College, licensee of KTGG(AM)-WSAE(FM) Spring Arbor, MI. Munn Jr., president, board of trustees of Spring Arbor College Communications, is board member of Christian Broadcasting Association, licensee of KAIM-AM-FM Honolulu, and Blue Ridge Broadcasting, licensee of WFGW(AM)-WMIT-FM, Black Mountain, NC. Action Oct. 24.

■ **KGLX-FM** Gallup, NM (BALH890626GN; 99.10 mhz; 100 kw; ant.: 1,201 ft.)—Dismissed app. of assignment of license from Webb Communications to Skypath Communications for \$10. Seller is owned by Robert Webb, who has interest in WNIV(AM) Inverness, FL, and KLRK-FM Vandalia, MO. Buyer is owned by Tom Troland (51%) and Robert Webb (49%). Troland is partner in Starboard Productions, which holds CP for new FM at Hampton, NH. Action Oct. 17.

■ **WNYB(TV)** Buffalo, NY (BALCT890829KE; ch. 49; 4,932 kw-V; ant.: 1,021 ft.)—Granted app. of assignment of license from Niagara Frontier Broadcasting Partners to Tri-State Christian TV for \$2.5 million. Seller is headed by Seymour Knox and has no other broadcast interests. Buyer is headed by Garth Counce. Tri-State Christian TV Inc. is licensee of WTCT(TV) Marion, IL, and WAQP(TV) Saginaw, MI. Action Oct. 19.

■ **WBTE(AM)-WDJB(FM)** Windsor, NC (AM: BTC890821EG; 990 kHz; 1 kw-D; FM: BALH890821EF; 97.7 mhz; 3 kw; ant.: 300 ft.)—Granted app. of 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 Nov. 1, 1987. His widow, Jean M. Stevens, was executrix of estate, and Mrs. Stevens inherited her husband's stock in licensee

company. Action Oct. 20.

■ **WBEX(AM)-WKKF-FM** Chillicothe, OH (AM: BAL890905EA; 1490 kHz; 1 kw-D; 250 w-N; FM: BALH890905EB; 93.3 mhz; 22 kw; ant.: 335 ft.)—Granted app. of assignment of license from Mid-America Radio Group Inc. to Guaranty Broadcasting Corp. for \$3.25 million. Seller is headed by David Keister. It also owns WKBV(AM)-WFMG(FM) Richmond, IN; WABJ(AM)-WQTE(FM) Adrian, MI; WBAT(AM) Marion, IN, and CP for WCJC(FM) Van Buren, IN. Buyer is headed by Thomas Gammon. Guaranty Broadcasting Corp. is licensee of WGGZ(FM) Baton Rouge. Action Oct. 20.

■ **KWON(AM)** Bartlesville, OK (BAL890825EA; 1400 kHz; 1 kw-U; KNIN(FM) Wichita Falls, TX (BALH890825EB; 92.9 mhz; 100 kw; ant.: 930 ft.); KGTM(AM) Wichita Falls, TX (BAL890825EC; 990 kHz; 10 kw-D; 1 kw-N) and KJNE(FM) Hillsboro, TX (BALH890825ED; 102.5 mhz; 100 kw; ant.: 450 ft.)—Granted app. of assignment of license from Moran Broadcasting Co. to James Crystal Broadcasting Co. for \$2,225,000. Seller is headed by R.J. Moran, who also owns KQXK(AM)-KCIZ(FM) Springdale, AR. Buyer is headed by James C. Hilliard, who is sole shareholder of parent corporation of Eastern Oklahoma Television Co., licensee of KTEN(TV) Ada, OK. LPTV station K08KK, Paris, TX, and television translator station K08GD, Ardmore, OK. Hilliard is also sole shareholder of Oklahoma American Television Corp., which holds 6.9% capital interest in Texas American Broadcasting Ltd., licensee of KETK(TV) Jacksonville, TX. Action Oct. 17.

■ **WWPA(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.)—Granted app. of 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. Action Oct. 18.

■ **WOIZ(AM)** Guayanilla, PR (BTC890825EE; 1130 kHz; 250 w)—Granted app. of assignment of license from Juan C. Rodriguez to Gamaliel Bermudez Ruiz for \$125,000. Seller is headed by Rodriguez, who has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 18.

■ **WAIM(AM)-WCKN(FM)** Anderson, SC (AM: BAL890901EC; 1230 kHz; 1 kw-U; FM: BALH890901ED; 101.1 mhz; 100 kw; ant.: 994 ft.)—Granted app. of assignment of license from Carolina Broadcasting Inc. to ABS Greenville Partners for \$5,970,000 ("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. Action Oct. 20.

■ **WJIT(AM)** Jellico, TN (BTC890905EC; 1540 kHz; 1 kw-D)—Granted app. of 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. Action Oct. 19.

■ **KHRN(FM)** Hearne, TX (BALH890508GX; 94.3 mhz; 3 kw; ant.: 365 ft.)—Dismissed app. of assignment of license from Freckles Broadcasting Corp. to Bryan Radio Group for \$375,000. Seller is headed by Pamela Walker, and has no other broadcast interests. Buyer is headed by Angus Sargeant, and has no other broadcast interests. Action Oct. 11.

■ **KIKZ(AM)-KSEM(FM)** Seminole, TX (BAL890828EA; 1250 kHz; 1 kw-D; FM: BALH890828EB; 106.3 mhz; 3 kw; ant.: 173 ft.)—Granted app. of assignment of license from Seminole Broadcasting Inc. to Tejas Broadcasting for forgiveness of debt. Seller is headed by George Toone, who has no other broadcast interests. Buyer is headed by Esther Copeland, and has no other broadcast interests. Action Oct. 17.

■ **KJQN-AM-FM** Ogden, UT (AM: BAL890816EA; 1490 kHz; 1 kw-U; FM: BALH890816ED; 95.5 mhz; 100 kw; ant.: 680 ft.)—Granted app. of assignment of license from Sherman G. Sanchez Broadcasting Utah, to Abacus Broadcasting Corp. for \$700,000. Seller is headed by Sanchez, and has no other broadcast interests. Buyer is headed by Garrett Haston, who is secretary, director and 20% shareholder of AM-FM Communications Inc., licensee of KZIA-AM-FM Albuquerque, NM. Garrett Haston and Michelle Haston jointly own 31.5% of stock of Sherman Greenleigh Sanchez Broadcasting of Utah Inc., licensee of KJQN-AM-FM Ogden, UT. Action Oct. 18.

■ **WPVA(AM)** Colonial Heights, VA (BAL890831EA; 1290 kHz; 5 kw-D)—Granted app. of 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. Action Oct. 19.

■ WZKT(AM) Waynesboro, VA (BAI.890828EE; 1490 kHz; 1 kw)—Granted app. of assignment of license from Waynesboro Broadcasting to Sluocmedia Inc. for \$155,000. Seller is headed by Leon Harris, who has no other broadcast interests. Buyer is headed by Scott Sluoc, who has no other broadcast interests. Action Oct. 24.

New Stations

Applications

FM's

■ Crystal River, FL (BPED891005MB)—The Potter's Clay Foundation Inc. seeks 90.1 mhz; 10 kw; 400 ft. Address: 1150 W. King St., Cocoa, FL 32922. Principal is headed by Clay Mullins and has no other broadcast interests. Filed Oct. 5.

■ Hawley, PA (BPH89025MH)—Jerry C. Paparelli seeks 105.3 mhz; 1.573 kw; 446 ft. Address: 401 Virginia Ave., Peckville, PA 18452. Principal has no other broadcast interests. Filed Sept. 25.

■ Haltom City, TX (BPH890921MI)—Cynthia Devaney seeks 93.3 mhz; 50 kw; 492 ft. Address: 8617 Hackney Lane, Dallas, TX 76017. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MH)—Mary Gaines seeks 93.3 mhz; 50 kw; 492 ft. Address: 2108 Riverforest Dr., Arlington, TX 76017. Principal is president, director, treasurer, chief operating officer and 50% shareholder of Stuart Gaines Broadcasting Corp., licensee of KSGB(AM) Fort Worth. Filed Sept. 21.

■ Haltom City, TX (BPH890921MK)—Texas Communications Inc. seeks 93.3 mhz; 50 kw; 492 ft. Address: 2000 W. Glades Rd., Boca Raton, FL 33431. Principal is headed by Laurie S. Silvers and has no other broadcast interests. Filed Sept. 21.

TV

■ Gallup, NM (BPT891010KG)—KOAT Television Inc. seeks ch. 60; 24 kw. Address: 1010 Marke St., St. Louis. Principal is subsidiary of Pulitzer Broadcasting Co., headed by Joseph Pulitzer Jr., and is licensee of KTAR(AM)-KKLT(FM) Phoenix, AZ; KLTU(TV) Omaha; KOAT-TV Albuquerque, NM; WXII(TV) Winston-Salem, NC; WGAL-TV Lancaster, PA, and WYFF-TV Greenville, SC. Filed Oct. 10.

Actions

FM's

■ Huntsville, AL (BPED880509MA)—Granted app. of Board of Trustees-Alabama A&M University for 90.9 mhz; 35 kw H&V; 334 ft. Address: 4900 Meridian, Normal, AL 35762. Principal is headed by (Oscar D. Tucker and has no other broadcast interests. Action Oct. 11.

■ Tuba City, AZ (BPED880119MT)—Granted app. of Tuba City High School Board Inc. for 91.5 mhz; 0.1 kw H&V; -82 ft. Address: Box 160, Warrior Dr., Tuba City, AZ 86045. Principal is headed by Lee F. Johnson, and has no other broadcast interests. Action Oct. 11.

■ Santa Barbara, CA (BPH880301NG)—Dismissed app. of Multicomm Broadcasting Inc. for 107.7 mhz; 25 kw; -403 ft. Address: Box 5697, Bryan, TX 77805. Principal is headed by Carolyn G. Vance and has interest in KEEF(AM)-KJCS (FM) Nacogdoches, TX. Action Oct. 11.

■ Santa Barbara, CA (BPH880301OH)—Dismissed app. of George S. Flinn Jr. for 107.7 mhz; 25 kw; -82 ft. Address: 188 S. Bellevue, Memphis 38104. Principal has no other broadcast interests. Action Oct. 11.

■ Enfield, CT (BPH860918OJ)—Granted app. of Laura B. Goldenberg for 97.9 mhz; 3 kw H&V; 328 ft. Address: 416 E. 54th St., Elmwood Park, NJ 07407. Principal has no other broadcast interests. Action Oct. 18.

■ Springfield, MN (BPH881221MD)—Granted app. of James Instad Broadcasting Inc. for 105.7 mhz; 3 kw; 328 ft. 100 m. Address: 232 3rd St. Northeast, Valley City, ND 58072. Principal is headed by James Instad and has interests in KNUK(AM)-KXLP(FM) New Ulm, MN; is controlling (50%) shareholder of KOVC-AM-FM Valley City, ND, and KWAD(AM)-KKWS(FM) Wadena, MN; is minority (29%) shareholder of KQHT(FM) Crookston, MN, and is president and 25% shareholder of KFKA(AM)-KSQI(FM) Greeley, CO. Action Oct. 10.

■ Catskill, NY (BPH870430NI)—Granted app. of Catskill FM Ltd. for 98.5 mhz; 2.1 kw H&V; 393 ft. Address: Box 455, Catskill, NY 12414. Principal is headed by Carmine A. Pizza and has no other broadcast interests. Action Oct.

12.

■ Tobyhanna, PA (BPH870615MJ)—Granted app. of Tiab Communications Corp. for 107.9 mhz; 0.56 kw H&V; 751 ft. Address: 444 Park Ave., Mt. Pocono, PA 18344. Principal is headed by Jeff W. Woberle and has no other broadcast interests. Action Oct. 10.

■ Harlingen, TX (BPED870914MW)—Granted app. of Valley Grande Radio Educations?? Foundation Inc. for 88.9 mhz; 3 kw H&V; 328 ft. Address: 501 E. Fillmore, Harlingen, TX 78596. Principal is headed by Donald Vargas and has no other broadcast interests. Action Oct. 10.

Facilities Changes

Applications

AM's

■ Hilo, HI, KIPA(AM), 620 kHz—Oct. 11 application for Mod of CP (BPH860604AF) to make changes in antenna system.

■ Edwardsville, IL, WRYT(AM), 1080 kHz—Oct. 5 application for Mod of CP (BPH870918AC) to modify the daytime DA antenna system.

■ Park Rapids, MN, KPRM(AM), 870 kHz—Oct. 6 application for Mod of CP (BPH881101AB) to change TL: 3.2 km E. of Park Rapids on Hwy. 34, Park Rapids, MN; and change to non-DA, daytime: 46 55 42N 95 00 22W.

■ Portsmouth, NH, WCQL(AM), 1380 kHz—Oct. 18 application for CP to increase power to 5 kw and make changes in antenna system.

■ Hillsboro, OH, WSRW(AM), 1590 kHz—Oct. 2 application for CP to make changes in antenna system.

■ Braddock, PA, WCXJ(AM), 1550 mhz—Oct. 4 application for Mod of CP (BPH890815AC) to change TL: 0.22 km ENE from intersection of Braddock Forest Hills Rd. and Wolf Ave. and 1.62 km N, 42.5 degrees E, of BRGH Bldg., Braddock, PA: 40 24 47N 79 51 13W.

FM's

■ Linden, AL, WBAN(FM), 102.9 mhz—Sept. 18 application for Mod of CP (BPH860707NE) to change ERP: 40 kw H&V; change ant.: 551 ft. H&V; change class to C2; TL: N of Hwy. 80, 1.8 km E of Faunsdale, AL.

■ Kingman, AZ, KGMN(FM), 100.1 mhz—Sept. 25 application for CP to change ERP: 0.93 kw H&V; ant.: 2.896 ft. H&V; change freq: 99.9 mhz; change class to C2; TL: 35 06 37N 133 52 55W.

■ Kearny, AZ, KCDX(FM), 105.1 mhz—Sept. 29 application for Mod of CP (BPH861209ME) to change antenna supporting structure height.

■ Oracle, AZ, KAWV(FM), 103.1 mhz—Sept. 21 application for CP to change ERP: 0.9 kw H&V; ant.: 502 ft. H&V.

■ Los Angeles, KZLA(FM), 93.9 mhz—Sept. 19 application for CP to change ERP: 18.4 kw H&V; ant.: 3,027 ft. H&V; change TL: Mt. Wilson antenna farm 25 km NE of Los Angeles.

■ Marina, CA, KBOQ(FM), 92.7 mhz—Sept. 22 application for CP to change ERP: .90 kw H&V; ant.: 600 ft. H&V; change antenna height above ground, 170 ft. H&V.

■ San Fernando, CA, KMGX(FM), 94.3 mhz—Sept. 19 application for CP to change ant.: 111 ft. H&V.

■ San Jacinto, CA, KWRP(FM), 96.1 mhz—Sept. 26 application for Mod of CP (BPH870327MF) ERP: 0.058 kw H&V; change ant.: 1,521 ft. H&V; TL: approximately 5.1 km N. of San Jacinto, CA.

■ Madison, FL, WWBA(FM), 104.9 mhz—Sept. 21 application for CP to change freq: 102.7 mhz (per docket 88-379).

■ Sanibel, IL, WRWX(FM), 104.9 mhz—Oct. 2 application for CP to change ERP: 2.6 kw H&V; ant.: 488 ft. H&V; change TL: off Stringfellow Rd. (SR 767), 3.5 km N. of St. James City, FL.

■ Hoisington, KS, KHOK(FM), 100.7 mhz—Oct. 4 application for CP to change TL: 7 miles SSW of Bunker Hill, KS; change ant.: to -893 ft. H&V; 38 46 16N 98 44 17W.

■ Takoma Park, MD, WGTS-FM, 91.9 mhz—Sept. 22 application for CP to change ERP: 50 kw H&V; ant.: 328 ft. H&V; Carroll Ave., Takoma Park, behind Takoma Academy; change antenna pattern.

■ East Lansing, MI, WVIC(FM), 94.9 mhz—Sept. 20 application for CP to change ERP: 50 kw H&V; ant.: 492 ft. H&V.

■ Claremont, NC, WPAR(FM), 88.1 mhz—Sept. 28 application for CP to change community of license: Hickory, NC.

■ Crestline, OH, WHOH(FM), 98.7 mhz—Sept. 18 application for Mod of CP (BPH880125MR) to change ERP: 1.8 kw H&V; change ant.: 400 ft. H&V; TL: 7570 Middleton Rd., Gallion, OH.

■ Houston, KTRU(FM), 91.7 mhz—Oct. 3 application for CP to change ERP: 6 kw H&V; ant.: 173 ft. H&V; correct site coordinates.

■ San Antonio, TX, KSAQ(FM), 96.1 mhz—Sept. 20 application for Mod of CP (BPH890407IE) to change ant.: 596 ft. H&V; change equipment.

■ Winchester, VA, WTRM(FM), 91.3 mhz—Oct. 23 public notice report no. 14582, CP to change ERP: 8.0 kw H&V; install DA, petition for reconsideration filed Sept. 29.

■ Sarasota, FL, WHVE(FM), 102.5 mhz—Sept. 25 application for Mod of CP (BPH850712LC) to change ant.: 1,650 ft. H&V.

■ Sarasota, FL, WKZM(FM), 105.5 mhz—Sept. 29 application for CP to change ant.: 328 ft. H&V; TL: near intersection of Ashton Rd. and McIntosh Rd., Bee Ridge, FL.

■ Fort Myers Villas, FL, WSUV(FM), 106.3 mhz—Sept. 29 application for Mod of CP (BPH820825BZ) to change ant.: 265 ft. H&V; change TL: 16287 Old U.S. 41 S, near Fort Myers, FL.

■ Greensboro, GA, WGRG(FM), 103.9 mhz—Sept. 29 application for CP to change ant.: 328 ft. H&V; TL: W side of Georgia Hwy. 44 at Mount Calvary Baptist Church, 12.8 km SSW of Greensboro, GA.

■ Bushnell, IL, WSRQ(FM), 104.7 mhz—Sept. 29 application for Mod of CP (BPH880616NJ) to change ERP: 2.1 kw H&V; change ant.: 377 ft. H&V; TL: 1.4 km E of intersection of state Rtes. 9 and 41, Bushnell, IL.

■ Buffalo, KY, WRZI(FM), 101.5 mhz—Sept. 25 application for Mod of License to relocate main studio (as per docket 88-526); change to Vine Grove, KY.

■ Winchester, KY, WLFX(FM), 100.1 mhz—Sept. 29 application for CP to change ERP: 50 kw H&V; ant.: 492 ft. H&V; change TL: 1.1 km SW of Russel Cave Rd. and Ironworks Rd. intersection, Winchester, KY; change class from 261A to 261C2 (per docket 88-313).

■ Fort Knox, KY, WASE(FM), 105.5 mhz—Sept. 29 application for CP to change ERP: 3 kw H&V; ant.: 328 ft. H&V; TL: 3110-S. Wilson Rd., Elizabethtown, KY.

■ West Monroe, LA, KYEA(FM), 98.3 mhz—Sept. 25 application for CP to change ERP: 50 kw H&V; ant.: 492 ft. H&V; change class to C2; TL: 3 miles NE of Hammock, LA.

■ Boston, WBCN(FM), 104.1 mhz—Sept. 20 application for CP to change ERP: 20.5 kw H&V; ant.: 777 ft. H&V; change antenna to ERI.

■ Greenfield, MA, WHAI(FM), 98.3 mhz—Sept. 29 application for CP to change ERP: 1.41 kw H&V; ant.: 472 ft. H&V; change TL: 1,950 ft. S. of Old Albany Rd., Town of Shelburne, MA.

■ Zeeland, MI, WJQK(FM), 99.3 mhz—Sept. 28 application for CP to change ERP: 2.36 kw H&V; ant.: 370 ft. H&V; change TL: SE corner of I-96 and 72nd St., Zeeland, MI.

■ Alexandria, MN, KXRA-FM, 92.7 mhz—Sept. 29 application for CP to change freq: 92.3 mhz; ERP: 13.5 kw H&V; change ant.: 446 ft. H&V; change class to C3 (per docket 89-39).

■ Egg Harbor, NJ, WRDR(FM), 104.9 mhz—Sept. 27 application for CP to change ERP: 10 kw H&V; ant.: 508 ft. H&V; change TL: S side of Hamburg Ave., 600 ft. W of intersection with Moss Mill Rd., Egg Harbor, NJ; change class B1 (per docket 88-332).

■ Margate City, NJ, 96.1 mhz—Sept. 25 application for Mod of CP (BPH870922MT) to change ant.: 275 ft. H&V; change TL: Ritz Condominium, 2715 Boardwalk, Atlantic City, NJ.

■ Deposit, NY, WIYN(FM), 94.7 mhz—Sept. 28 application for Mod of CP (BPH881215MK) to change ERP: 0.77 kw H&V; change ant.: 642 ft. H&V; TL: 0.6 km W. of junction of Oquaga Lake Rd. and Hanson Rd., 5 km SW of Deposit in Broome County, NY.

■ Gibsonburg, OH, WRED(FM), 95.7 mhz—Sept. 25 application for Mod of CP (BPH881208IC) to change ERP: 1.74 kw H&V; change ant.: 432 ft.

■ Bend, OR, KIDD-FM, 98.3 mhz—Sept. 27 application for Mod of CP (BPH850712QO as Mod) to change ERP: 0.65 kw H&V; ant.: 706 ft. H&V; TL: 2800 NW Awbrey Butte Rd., Bend, OR.

■ Scranton, PA, WEZX(FM), 107.1 mhz—Sept. 25 application for CP to change ERP: 0.39 kw H&V; install DA.

■ Kerrville, TX, KITE(FM), 92.1 mhz—Sept. 28 application for Mod of CP (BPH850712P2 as Mod) to change

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ERP: 1.14 kw H&V; ant.: 475 ft. H&V; TL: 0.8 km W of 900 block, Sidney Baker St., Kerrville, TX.

■ Odessa, TX, KKKK(FM), 99.1 mhz—Sept. 28—Application for CP to change TL: 21 km NW of Midland, TX.

■ Richmond, VA, WRXL(FM) 102.1 mhz—Sept. 29 application for CP to change ERP: 21.7 kw H&V; ant.: 790 ft. H&V; change TL: 3245 Basie Rd., Richmond, VA.

■ Crozet, VA, WJLT-FM, 102.3 mhz—Sept. 29 application for CP to change ERP: 1.03 kw H&V; ant.: 564 ft. H&V; change TL: atop Newcomb Mountain, approximately 1.13 miles (1.82 km) WSW of I-64 and Charlottesville Reservoir, 0.53 mi (0.85 km) SSW of Bear Den Mountain.

■ Yakima, WA, KXDD(FM), 104.1 mhz—Sept. 29 application for Mod of CP (BPH870302IS as Mod) to change from directional to nondirectional antenna system.

■ Richland, WA, KOTY-FM, 106.5 mhz—Sept. 29 application for Mod of CP (BPH870302IS as Mod) to change from directional to nondirectional antenna.

■ Brillion, WI, WLWR(FM), 96.3 mhz—Sept. 29 application for Mod of CP (BPH880815MS) to change TL: 0.14 km N of Weiler Rd., 0.28 km E of intersection of Weiler Rd. and County Line Rd.

TV's

■ Rogers, AR, KFAA, ch. 51—Oct. 3 application for CP to change ant.: 459 ft. ERP: 200 kw (vis); change TL: Fitzgerald Mountain 2.9 km NE of Springdale, AR; antenna: Bogner B8U(BJH): 36 12 15N 94 06 05W.

■ Islamorada, FL, WIEB(TV), ch. 18—Oct. 20 application for Mod of CP to change ant.: 492 ft.; TL: 2.4 km NE of Rock Harbor on U.S. Hwy. 1 at Mile Marker 99.6; 25 05 29N 80 26 37W; (DA) (BT).

Actions

AM's

■ Gorham, ME, WJBQ(AM), 1590 khz—Oct. 19 application (BMP890224AC) granted for Mod of CP (BP870807AE) to increase day power to 10 kw/night power to 1 kw; change TL: Waterman Rd., Buxton, ME: 4 miles SW of intersection of Flagg Meadow Rd., Buxton, ME; make changes in antenna system; 43 39 50N 70 29 41W.

■ York, SC, WBZK(AM), 980 khz—Oct. 23 application (BMP890509AE) granted for Mod of CP (BP870331BP) to reduce power to 3 kw; change TL: S side of Oak Park Rd. 0.9 miles W of Falls Rd., Rural, SC, and make changes in antenna system; 34 54 11N 81 05 33W.

■ Sturgis, SD, KBHB(AM), 810 khz—Oct. 18 application (BP890802AB) granted for CP to change antenna system and change TL: 5.23 km E of Sturgis on Hwy. 79 near Sturgis, SD: 44 25 24N 103 25 27W.

■ Edmonds, WA, KCIS(AM), 630 khz—Oct. 18 application (BP870227AH) granted for CP to make changes in antenna system; reduce daytime power to 4.0 kw.

■ Sumner, WA, KFRS(AM), 1560 khz—Oct. 20 application (BMP890907AA) returned for Mod of CP (BP870813AA) to increase day power to 5 kw.

FM's

■ Palm Springs, CA, KDES-FM, 104.7 mhz—Oct. 17 application (BPH8811281B) granted for CP to change ERP: 2.0 kw H&V.

■ Paradise, CA, KRIJ(FM), 92.7 mhz—Oct. 11 application (BPH8904121I) dismissed for CP to change ERP: 3 kw H&V; ant.: 193 ft. H&V; and to change class: B1 (per docket 86-488).

■ Marco, FL, 92.7 mhz—Oct. 12 application (BMPH8812201I) granted for Mod of CP (BPH850712TX) to change TL: originally filed as amendment, now being treated as minor change application; ERP: 3 kw; ant.: 328 ft.; 26 01 50N 81 38 33W.

■ South Sioux City, NE, 107.1 mhz—Oct. 16 application (BMPH8909081B) granted for Mod of CP (BPH861112MM) to change ant.: 101 ft. H&V; TL: 31st St. at Hwy. 75 N. Sioux City, IA.

■ Dansville, NY, WACZ(FM), 93.9 mhz—Oct. 12 application (BMPH8907071B) granted for Mod of CP (BPH880225MM) to change ERP: 0.570 kw H&V; ant.: 741 ft. H&V; TL: NE of Acomb Rd., approximately 0.3 km S of intersection with Recktenwall Rd., town of Dansville, NY.

■ Bayboro, NC, WJCS(FM), 97.9 mhz—Oct. 5 application (BMPH8907141C) granted for Mod of CP (BPH860918MU) to change ERP: 2.75 kw H&V; ant.: 104 m H&V; TL: Hwy 55, 3.2 km (2 miles) W of Grantennasboro, NC.

■ Dunn, NC, WDKS(FM), 103.1 mhz—Oct. 17 application (BPH8903271E) granted for CP to change freq: 103.5 mhz; change ERP: 24 kw H&V; ant.: 698 ft. H&V; TL: 0.32 km SW of intersection of County Roads 1426 and 1424, Sampson County, NC; change class: C2; (per docket 88-200).

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Professionally produced audio cassettes of the June 8-9 1989 "Investing in American Radio" seminar held in New York. This most respected broadcasting seminar includes comments from the industry's leading analysts: Jim Duncan and Tom Buono. Speakers include: Jeff Smulyan, Randy Odeneal, Dick Ferguson and Mark Fowler. Subscribers also receive over \$200 in publication materials. BIA17 Price: \$395

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Career opening for sales-oriented general manager in top 100 market group-owned Southeastern AM/FM Combo. Must be able to lead mature sales staff and to set the pace in personal selling. Proven experience in expense control and budget management necessary. Send complete resume and 5 year salary history to Box H-77 EOE.

Colorado regional FM serving three small markets seeks seasoned hands-on sales manager C-3 pending. Send resume and work plan Box H-83 EOE

Heritage Broadcast Group, Inc., with stations in Florida, North Carolina, and Alabama continues to grow. We are looking for experienced general managers, sales managers, account executives, program directors, and on-air talent. If you are thinking about a move and can plan, lead and organize yourself and those who work for you, we'd like to hear from you. Send complete resume and references to Bud Polack, Heritage Broadcast Group, Inc. PO Box 6447 Asheville NC 28816. No phone calls, please. EOE M/F

Sales manager for one of Virginia's most successful stations. Must be creative, energetic, and a person who can motivate a strong sales staff. Must be able to lead by example. Please send resume and sales philosophy to: Mr. Roger Ingram, c/o WYYD PO Box 4108, Lynchburg, VA 24502 EOE

Manager/sales for leading Spanish station near Boise, Idaho. Heavy sales and promotion. Salary plus commission. Resumes to KWEI, Box 791, Weiser, ID 83672 EOE

General manager/sales manager for well established AM and FM in fast growing central Kentucky. Applicant should have a strong sales background and demonstrated managerial skills. Equal opportunity employer. Resume to Box H-98 EOE

Manager. New AM in Ballston Spa, NY. Saratoga County seat. Sign on about January 1, 1990. Can be first time manager, but must have sales experience, know programming and be able to do some air work. Salary plus over-ride. Earn in 20s first year. Resume to Phil Spencer, PO Box 69, Amsterdam NY 12010. EOE

Fast growing group radio broadcaster needs aggressive sales oriented GM and LSM. Our group is run by radio professionals who still spend time on the street and know what it takes to win. We'll put as much on the table as you bring to it. Want to be a part of a goal oriented, success driven team? Send resume to Dick Lewis KPRR, El Paso, TX EOE

General manager: Are you ready to run Combo in top 25 market? Need motivator with ability to think and act strategically to improve sales while protecting assets and bottom line. If you enjoy making decisions and being responsible for the authority you exercise, write in strict confidence sending resume and cover letter to Box H-67. EOE

Sales/management person to join small market group. If your skills include street selling, community relations, and organizing, this is opportunity to work hard for and own part of a growing company in Southern Rockies. Call Lee Cook, 1-505-864-3024 EOE

GM/GSM. Rapidly growing small/medium market group needs leader for ratings dominant NE combo. Expand, train, motivate sales organization. Budget management. Corporate fast track. Excellent compensation package with lucrative cash and equity incentives. Box J-11. EOE.

Sales manager. General manager position reserved for person who proves him/herself. Excellent income. Super lifestyle. Station equity participation. Group equity participation opportunity. Must be leader with heavy radio retail sales experience. One of the most powerful AM radio stations in one of the most sought after growth markets of Florida. Call Bob Dwyer, Owner, 813-939-9000 EOE

General manager with track record in "turning around" radio station or at building revenue at new stations and desire for significant ownership interest. New FM in central Pennsylvania. Equal opportunity. Send resume and cover letter to Washington Radio Group c/o John Phillips, 4530 Winona Ct., Denver, CO 80212

GM/GSM wanted for new Rio Grande Valley FM, licensed to South Padre Island. Experience in the valley preferred. Resume to John Wagner, VP, SURE Broadcasting, 3303 N. 3rd Suite B, Abilene, TX 79603 EOE

General manager for college-operated non-commercial FM Classical music station. The ideal manager will have an appropriate college degree, preferably a Master's degree, will have had public radio experience, knows Classical music, and will have excellent rapport with and concern for students who currently do all announcing. The new general manager will be expected to take announcing shifts to help establish the level of quality expected from students. The general manager will work with and train students and will coordinate and direct the work of community volunteers. The position is a growth position for the right person who is energetic and imaginative, who recognizes quality and knows how to achieve it from students. No fund raising is involved. The salary is competitive. Send a letter of application, including your salary needs, a resume, and an audition tape to: Richard W. Massa, Head, Department of Communications, Missouri Southern State College, Joplin, MO 64801. Closing date is December 1 or until filled. Starting date is January, 1990. MSSC is AA/EOE.

Effective with the Nov. 13, 1989 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: \$1.20 per word, \$22.00 weekly minimum. Situations Wanted: 60¢ per word, \$11.00 weekly minimum. All other classifications: \$1.30 per word, \$24.00 weekly minimum.

Rates: Classified Display. Help Wanted: \$90.00 per inch. Situations Wanted: \$50.00 per inch. All other classifications: \$120.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Minimum one inch and up by half-inch increments. Agency commission only on display space.

Blind Box Service: Help Wanted: \$10.00 per ad per issue. Situations Wanted: \$5.00 per ad per issue. All other classifications: \$10.00 per ad per issue.

HELP WANTED SALES

Big money: Southwest Florida 100,000 watt Country station looking for an aggressive, experienced street salesperson. Must be able to move immediately for this fantastic opportunity to sell in Florida's fastest growth market. Send reply to Box H-35 with resume. All replies confidential. Equal opportunity employer.

Marketing director: Radio group looking for professional to manage, coordinate and implement unique marketing programs for each of its 5 radio stations. An impressive track record (at least 5 years) marketing/public relations background with demonstrated supervisory and communication skills. Ability to recognize or develop creative strategies and programs. Qualified applicants should send resume with references to Box H-106. EOE. Strictest confidence.

WWV-FM, Charlottesville, VA. Opening for a qualified account executive in beautiful and historic central Virginia college market near Washington, DC. Industry and commerce growing at a rapid pace. Established and profitable account list available for the right candidate. Entry level positions also available. Send resume to Kevin Dalton, Sales Manager, 1140 Rose Hill Dr., Charlottesville, VA 22901. An affirmative action/EOE.

National sales coordinator: Radio rating experience required. Assist general sales manager. Some typing necessary. EOE. Send resume to KMEL, 55 Francisco, #400, San Francisco, CA 94133. Attn: GSM.

Sales: We have an excellent opportunity for an experienced professional sales person. Must know the consultative sell as well as how to work the numbers on the computer. Degree required. Sunbelt market. EOE. Box J-24.

HELP WANTED ANNOUNCERS

Top rated Eastern Shore AC is looking for a bright morning news person, with good writing skills and delivery. Tapes and resumes to Jay Dennis, WQHQ, PO Box U, Salisbury, MD 21801. WQHQ is an affirmative action/equal opportunity employer.

Air talent: We are a Sunbelt AM that is putting together a super airstaff for an intensive Oldies format. Opening in all dayparts for people with 4-5 years of on air experience who have a college degree, have bright upbeat presentations, and possess excellent production skills. EOE. Box J-20

HELP WANTED TECHNICAL

Chief engineer for top five Northeast market, group owned Class B FM. Two (2) years major market experience with strong maintenance and administrative skills required. Must possess SBE or FCC General certification. Be a team player in this exciting market. Send resume and salary history to Box H-102. EOE.

Chief engineer: Immediate opening at Chicago's WFYR, FM radio station. Applicant must have at least two (2) years of major market experience as a chief engineer with excellent organizational skills. SBE certification or equivalent required. Send resume and salary history to WFYR Radio, 130 East Randolph, Suite 2303, Chicago, IL 60601. Attention: General Manager EOE

Chief engineer for top 20 Southern market, group owned Class C FM and 5K directional AM Combo. Two (2) years major market experience with strong maintenance and administrative skills required. Must possess SBE certification or FCC General Class license. Send resume with salary history to Box H-103. EOE.

Engineering assistant needed for major FM radio station. Two years prior radio broadcast technical experience preferred. Strong RF and audio troubleshooting skills a must. Send resume to: John Buckham, KIOI, 700 Montgomery St., San Francisco, CA 94111. EOE

Broadcast engineer: FM/AM Combo in Washington DC looking for engineer to assist in studio and transmitter maintenance and installation. Good opportunity for the candidate with 1-2 years experience in broadcast engineering and looking to further career. Send resume to Chief Engineer, WMZQ Radio, 5513 Connecticut Ave., NW, Washington, DC 20015. EOE.

Chief engineer: Keymarket Communications, KQLH, San Bernardino, California is looking for a leader to construct new transmitter and studio facilities for its newest acquisition. Resume in confidence to Lynn Deppen, DOE, Keymarket Communications, 804 Carolina Ave., North Augusta, SC 29841. Fax # 803-278-4645 EOE.

Chief operator for small Northern California market. One KW AM and Class C FM. A minimum of two years experience and knowledge of automation, audio, high power FM and FCC compliance. Excellent starting salary and benefits. Box J-16. EOE.

HELP WANTED NEWS

Needed yesterday! A strong news director with solid voice and good anchoring, reporting, writing skills. Columbia's only News/Talk station has rare opening for the right person. Run a three person department, with Marti equipment, vehical and station commitment to news. Call Andy Thomas at 803-772-5600 or rush tape, resume, writing samples, and news philosophy statement to Andy Thomas, WVOC, PO Box 21567, Columbia, SC 29221. EOE.

Unique position for one who wants to remain active in news AND teach: Managing editor, 100-thousand-watt, 24-hour, NPR-affiliate public radio station, and faculty standing with leading broadcast news department at University of Missouri School of Journalism. Co-teach introductory broadcast news course. MA and significant professional experience. Familiarity with newsroom computer systems or general computer knowledge a plus. Eleven-month contract; opportunity to pursue graduate degree. Salary competitive. Must fill before end of year. Contact: Mike McKean, News Director, KBIA-FM, 176 Gannett Hall, Columbia, MO 65211. EOE.

News anchor: If you have a college degree, proven news writing and delivery skills in your last two positions, let's talk. Sunbelt market. EOE. Writing examples and resume to: Box J-21. No tapes.

News reporter: Looking for people with a proven track record in radio news reporting for a Sunbelt station. Must have a degree and possess both excellent news writing and delivery skills. EOE. Send writing samples and resume to: Box J-22. No tapes.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Freelance production: NJ based automotive advertising agency is seeking talented production wizards who can produce dynamic radio spots on short notice. Character voices, straight/hard sell styles, effects and unusual voiceover deliveries. Forward a non-returnable cassette showcasing 6 of your best ads (preferably auto dealer) to Media Director. c/o Skyline Media Inc., 1451 Hwy 88 W., Suite 3-B, Brick, NJ 08724. No calls please. EOE.

95YNF, Tampa Bay's Home of Rock'N'Roll, is looking for a program director. The qualified candidate will: Have minimum two to five years experience in program administration, have in-depth knowledge of music and audience research, be promotionally minded, be able to motivate staff. Send resume to WYNF, PO Box 42195, St. Petersburg, FL 33742 or call Shawn Portmann at 813-576-6090. All replies confidential. EOE, M/F.

WUFT-FM: Program director to establish programming goals, policies and schedules. Liaison with local arts community, work in cooperation with joint licensee, WUFT-TV, in scheduling simulcasts and other combined efforts. Responsible for the on-air quality of WUFT-FM. Requires a Bachelor's degree. Master's degree preferred, 4 years public radio experience with two in middle management. Ability to incorporate research in decision-making process. Remote recording skills with state-of-the-art equipment. Ability to develop and motivate a diverse broadcast team. Salary: \$25,000-\$27,000. Send current resume and 3 reference letters to: Program Director's Search Committee, WUFT-FM, 2000 Weimer Hall, University of Florida, Gainesville, FL 32611, by November 27, 1989. An EEO/AA employer.

Program director, for Suburban DC, Country, includes morning personality. Experience a must. Resume/tape: R. McKee, WPRW, Box 1460, Manassas, VA 22110. EOE.

Board operator: Broadcast technician experienced in operation of studio and production room equipment. Ability to perform quality productions. Operate audio processing equipment. Edit pre-recorded programs. Operate single, multi-track and high speed duplicating recorders. Starting salary \$24K or \$29K, depending on qualifications. All applications must be received no later than November 24, 1989 at Radio Marti Program, VOA/MP, 400 6th St., SW, Washington, DC 20547. An equal opportunity employer.

Assistant program director: Need an assistant program director who has experience programming a computer based gold format. If you believe in AM, are a team builder, have a degree, and would like to live in the Sunbelt, let's talk. EOE. Box J-19.

Creative services/production: Need a person who can create, write, and produce superior radio commercials. Excellent equipment and working environment. Sunbelt market. EOE. Box J-23.

SITUATIONS WANTED MANAGEMENT

Former radio station owner/GM wants to get back into broadcasting. Thirteen years as owner of very successful Florida FM. Twenty years total experience. Masters' degree. Killer resume. 813-866-2235.

Looking for a general manager who's been in all areas of broadcasting? Call 702-795-1874.

Need help at your small-medium market station? Former owner, who has done them all, now available to work as consultant on management, sales, marketing, personnel, production and programming. Thirty years experience includes satellite network programming. I do much more than just offer advice. 815-725-5615.

Creative GM, people person, team player, MBO problem solver, flexible nature. Heavy sales and programming experience in Newstalk and Contemporary. Great community credentials too, Southeast preferred. Gary at 305-429-9265.

General manager/sales manager. 20 years experience strong sales/sales management. Available immediately. Gordon, 312-896-6138.

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 in top 75 markets. Deane Johnson, 503-472-1221.

Assistant manager in medium market looking to move on to more challenges. Hands-on all operations. Box J-15.

SITUATIONS WANTED TECHNICAL

Engineer, currently chief in Eastern major market. looking for corporate director of engineering position. Prefer to be based either Northwest or Southeast. Seeking group with long term commitment to radio, willing to meet the technical challenges of the 1990's and beyond. Market sizes don't matter, company attitude to be the best in everything does. Former TV chief, former group chief (radio), have worked in all size markets. Call 201-839-7726, leave message.

SITUATIONS WANTED NEWS

Quality sportscaster seeking major radio/TV opportunity. Versatile with major college PBP, anchor and host experience. Knowledgeable with sense of humor and college degree. Bill, 914-620-1814.

General assignment reporter. 9 years hard news experience, including live. Story breaker. Top references. Want medium/major market in Southwest. Box J-3.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Multi-formatted programming specialist. Top management credentials. 5 years #1 ARB stations. Prefer East Coast, especially Florida. Available immediately. Call Bill James, 804-232-5197.

If your News/Talk needs visibility, a sense of community, motivated staff, this ND/OM can deliver. Audience-conscious, promotion-minded, with journalistic integrity. Want a product people will talk about? Box J-4.

Make your programming with Country Music, shows Saturday's, 2 PM with Buddy Max, Flea Market Tuesday's, Friday's, Cowboy Junction, Lecanto, FL 32661.

MISCELLANEOUS

Make money in voiceovers. Marketing and technique for success in commercials and industrials. Seminars: Chicago 11/11-12; NYC 11/4-5. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

Satellite program distribution 15 minutes \$15, 30 minutes \$25, one hour \$45. Westar IV. 512-343-2067.

TELEVISION

HELP WANTED MANAGEMENT

Managing broadcast equity partner needed for broadcast acquisitions co. Min. 150K. All serious inquiries fax or send resume and visionary view of future of TV broadcasting to: Infinance Co., Rt. 2, Box 440, Shenandoah, VA 22849. Fax No. 703-652-6449. EOE.

Local sales manager: Solid, independent sales background desired. Ability to lead and motivate enthusiastic sales staff. New business development a must. Prior sales management desired but not a must. Top thirty Indie on Gaylord Broadcasting team. Send resume to: General Sales Manager, WVTU, PO Box 1818, Milwaukee, WI 53201-1818. Gaylord Broadcasting is an equal opportunity employer.

Community outreach coordinator: Seeking a creative and energetic professional to conceive, plan and implement comprehensive, multi-media outreach campaigns for WNET-TV, Ch. 17. The successful candidate will possess strong group leadership skills and be capable of forming community task forces and alliance networks. Outreach campaigns will focus on timely social issues such as adult literacy, elder care, child care, alcohol and substance abuse, at risk youth and needs of low income adults. Excellent verbal and written communication skills are critical. A strong background in project development, print promotion, grant writing and TV production is desirable. Candidates should have 2-3 years of social marketing experience and an undergraduate degree. Send resume to Educational Services Dept., WNY Public Broadcasting Association, 184 Barton St., Buffalo, NY 14213. We acknowledge all resumes - no phone calls, please. We are an equal opportunity employer.

Art/electronic graphics manager: Top 40 NBC affiliates want to hire an exceptional art/electronic graphics manager. This is a top job for a creative thinker with strong management and administrative skills, electronic and print design expertise, an understanding of multi-media advertising, a sound knowledge of computer graphics systems (preferably Quantel Paintbox), and all aspects of print production. Candidate must be self confident and organized, able to communicate, and flexible under tight deadlines. If you want to work in a station where good work is understood and appreciated and your qualifications fit the bill, send resume, tape, and portfolio to Personnel, KUTV, PO Box 30901, Salt Lake City, UT 84130. No phone calls, please. Deadline: November 30th. EOE.

Local sales manager: One of nation's best Fox affiliates. 3 years successful television sales management; college graduate preferred. Requires strong people skills, good organizational and motivational abilities. Experience in research, business development, co-op, vendor support important. Send resume and references to: GSM, WXIN, 1440 N. Meridian St., Indianapolis, IN 46202. No phone calls. EOE.

Local sales manager: You have more than two and less than five years experience in television street sales. You know how to produce new business, and get more business from old customers, and how to teach others to do the same. You know you could do more but it doesn't look like it will happen where you are now. If that's you, we need to talk about your becoming the local sales manager at KPVI-TV. We're a VHF ABC affiliate in one of the most beautiful parts of the country (but you don't care because you think it's beautiful anywhere the job is fun). If you qualify send a chronological resume with salary information and a cover letter to Harry Neuhardt, KPVI-TV, PO Box 667, Pocatello, ID 83204-0667. In the letter, give me your philosophy on running a local sales operation. Do not call me. If your resume and letter don't get a rise out of me—your phone call sure won't. Resumes must be received on or before 12/1. EOE, M/F.

HELP WANTED SALES

KMPH Fox 26, Fresno-Visalia, has an immediate opening for a creative, experienced broadcast salesperson, who is strong on new business development, highly motivated, detail-oriented and desires a very rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting station. Send resume and references to Steve Vourakis, Retail Marketing Manager, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. 209-255-2600. Applications accepted until November 10, 1989. An EOE, M/F/H.

National/regional sales manager: KATV, one of the top ABC affiliates in the country, is seeking qualified candidates with a minimum of two years experience on local or rep levels. Experience with Marshall Marketing, VALS and sports sales a plus. Reply to: Ron Kelly, Director of Sales and Marketing, KATV, PO Box 77, Little Rock, AR 72203. EOE.

A dominant CBS affiliate is expanding its presence in a highly stable Mid-Atlantic market and is looking for an aggressive "go-getter" to join its local sales team. This position is for the experienced sales pro with a minimum 2 years exposure to both direct and agency clientele. Excellent earning potential and benefit package await the individual we're looking for. We play "team ball". If you're a player looking to advance your career, send cover letter and resume in confidence to: Box J-5. EOE.

TV marketing director: #1 station in beautiful California market is looking for a dynamic marketing director. Individual must be ratings savvy, creative, a good writer, and be willing to work hard. Must be a team player, helping sales dept. with everything from individual client presentations to major sales promotion and research projects. TV/media experience a must. Salary plus commissions. Send qualifications and salary requirements to Box J-6. EOE, M/F.

Syndication/sales: High energy/fast growth television company seeks sharpest individuals to sell programming service, syndicate programming, develop marketing strategy. Only overachievers, please: ASAP send resume to Box 1300, Fort Washington, PA 19034. Attn: Michelle. EOE.

Recently purchased dominant network affiliate on Carolina Coast needs top sales people and sales management team. Send resume in total confidence to: Box J-12. EOE, M/F. Applicants drug screened.

HELP WANTED TECHNICAL

Maintenance engineer for UHF TV station. Need technician with experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 27777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

NBC affiliate is seeking a chief engineer. Total supervision of day-to-day engineering areas of the station and its satellite station. Must possess solid technical skills and be able to communicate effectively with staff and management. Send resume with salary history to: John McCutcheon, Vice President/General Manager, KPOM-TV/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. EOE.

Engineer: Do you love video and have formal training and experience in electronics? A leading video production center in Chicago is interviewing for a video engineer. Work with the latest broadcast equipment. Send resumes to: Lee Carter, Renaissance Video, 130 S. Jefferson, Chicago, IL 60606. EOE.

TV technician. Opening for person with operating experience with VTR operations, camera setup, master control and ENG operations. Send resume to Don Perez, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We encourage minorities and females to apply. We are an equal opportunity employer.

Chief engineer: WLIG-TV, Long Island, NY seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797, 516-364-1500. EOE.

Video control center operator: Los Angeles, IDB Communications Group, Inc., a leading supplier of satellite transmission services, seeks a video control center operator for its Los Angeles facility. Candidates should have 3-5 years experience in satellite operations, or broadcast master control in a medium-to-major market. Uplink experience is essential. Qualified applicants should submit resumes and salary history to: IDB Communications Group, Inc., 10525 W. Washington Blvd., Culver City, CA 90232. Attn: Manager of Video Transmission. No phone calls, please. EOE, M/F.

Chief engineer: Midwest VHF station is looking for a hands-on individual to lead our technical department. Must have solid transmitter, studio, control room, and ENG maintenance experience. Send resume to Box H-33. EOE.

HELP WANTED NEWS

Network affiliated station accepting applications for news director. Fast-growing medium-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Solid news background. Submit resume and salary requirements to John McCutcheon, KPOM-TV/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. EOE.

Assignment editor/producer for number one operation at NBC affiliate. Must demonstrate good news judgement, generate and follow up on solid story ideas, and effectively manage staff. No on-camera work. Experienced only. EOE. Resumes only to John Baumgartner, WTVQ-TV, Box 470, Rockford, IL 61105.

North Florida's news leader seeks to build on its tradition of investigative journalism with top notch, aggressive self-starting reporter who knows how to dig for a story, get it on the air, and has the tape to prove it. Send non-returnable tape and resume to Bart Feder, News Director, WJXT, PO Box 5270, Jacksonville, FL 32207. A Post-Newsweek Station. EOE.

Weather anchor: Weather is important and never dull in this tourist hotbed. Northeast, Independent UHF station on Cape Cod seeks experience and personality for full time position. Graphics knowledge a plus. Send tapes/resumes to WCWV-TV 58, Room 9, 29 Bassett Ln., Hyannis, MA 02601. No calls. EOE.

Photographer/editor: Entry level position or better. Small market, low teens, but in Vermont. Skier holds an edge. Send non-returnable tape to WNE-31, PO Box 1310, White River Jct., VT 05001. EOE.

News promotion writer/producer: Creative services department at Western top 40 NBC affiliate is seeking a news promotion writer/producer who wants to do what only a very few do well. Inspire an audience. Ability to communicate with news types and familiarity with the operations of a news room, hands-on editing skills, willingness to work flexible hours, and superior writing skills required. This is a job for a self-motivated person who wants to join an exceptional, award-winning team. If your qualifications fit the bill, send resume, a few print samples (no tapes) to Box J-7, Deadline, November 30th. EOE.

TV producer/news: A unique and top-rated local television news operation is looking nationwide for a weekday 6:00 pm or 10:00 pm newscast anchor. KOMU-TV is a fully commercial NBC affiliate in the 151 ADI. It's also the teaching laboratory for the University of Missouri School of Journalism where students perform front line reporting, videography and producing duties which faculty and staff teach and supervise. This position of anchor will also assist in the supervising of those students. Bachelor's degree in communications related area or equivalent, plus one year or more experience in commercial TV news is required. Salary Low 20's. Please mail letters of application/resumes and tapes to: Kent Collins, News Director, KOMU-TV, Hwy. 63 South, Columbia, MO 65203. Women and minorities are encouraged to apply. The University of Missouri is an equal opportunity and affirmative action employer.

Wanted: Highly creative and energetic TV news, reporter/anchor at #1 news station in progressive top 100 South-eastern US market. Must have minimum 2 years full-time paid reporting background with proven anchor experience. This is not an entry level position. Send resume, confidential salary history and cover letter describing your accomplishments, abilities and news philosophy to Box J-14. EOE. No tapes.

Top-rated station has immediate opening for a general assignment reporter. Minimum 6 months experience. NewStar computer skills preferred. Mail resume to Steve Pritchett, News Director, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

Washington bureau is accepting applications for a reporter and a producer. Reporter must have minimum 3 years experience, political reporting a plus. Producer should have field experience, strong writing skills and knowledge of live satellite technology. Send tape and resume to: Eileen Cleary, Bureau Chief, Potomac News Service, 500 North Capitol St., NW, 8th Floor, Washington, DC 20001. No calls accepted. EOE.

News producer/director: Spanish language KVDA-TV/Telemundo seeks an aggressive self-starter producer/director. The ideal candidate will be an excellent writer with strong journalism and production background. Duties include: Overseeing the daily operation of the newsroom, coordinating wire service video feeds and daily news graphics, select assignments, reporters and crew. An outstanding opportunity to grow and become part of an innovative news team in a new state-of-the-art facility. Send resume to: News Director, KVDA-TV, 6234 San Pedro, San Antonio, TX 78216. RE: NPD. KVDA is an EOE.

Weekend anchor/producer to join #1 news team in small Northwest market. Report on weekdays. No beginners, please. Send non-returnable tapes to: Dave Lerner, KIFI-TV8, Box 2148, Idaho Falls, ID 83403. EOE.

Meteorologist: Midwest affiliate, 100 plus market needs a weather pro to prepare forecasts and weather graphics. You will anchor weekends and back up weekdays. Entry level, recent graduates encouraged. Send resume only to Box H-34. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Recently purchased network affiliate in Coastal Carolina needs producer/director and other production personnel for fast paced newscast and commercial production. All applicants must be detail oriented and aggressive. If you like winning, please send confidential resume, and references to Box H-109. EOE, M/F/Applicants drug screened.

Need experienced Dubner 30K graphics operator(s) for US Capitol cable system/Senate legislative activity, in Washington, DC. Applicants should possess strong design skills and an interest in the legislative process. Send resume and salary requirements to: Greg Billings, SH-619, Hart Senate Office Bldg., Washington, DC 20510. EOE. Written inquiries only.

10 PM producer for one of the highest rated newscasts in the country. We're looking for an experienced, strong writer and memorable story teller who is not afraid to help shape the direction of his/her newscast. Send resume and tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

Promotion manager: Group-owned Midwest ABC affiliate seeking an experienced, creative individual to handle all aspects of promotion. Position carries department head status. Selected candidates will be asked to supply samples of on-air and other creative efforts. Send resume with salary requirements to: Box J-8. EOE. No tapes.

Ace editor: The Weather Channel, a national cable television network. Minimum 3 years experience editing with Ampex computer editor. 2 years ADO experience required. Vista experience preferred. Must be fast, quality conscious and cooperative. Looking for person ready to come into a high energy, changing, growing environment. Edit projects include: Presentations, documentaries, commercials and educational features. Qualified applicants only send letters, resumes and salary history. Attn: Director of Production, 2600 Cumberland Pkwy., Atlanta, GA 30339. EOE.

Georgia Public Television, a nine station, statewide network, has two openings in Atlanta. Georgia. PRODUCER/DIRECTOR - ON-AIR PROMOTION MANAGER. Manages the continuity operation. Designs, writes, produces and supervises the production of all on-air video campaigns, spots, announcer copy, continuity materials, special campaigns, fund drive campaign spots and underwriting announcements. One year experience as a producer/director. Experience in studio production, editing and post productions, ENG, electronic graphic development and sound mixing required. Salary \$25,932 - \$30,708. Excellent benefits. SR. RESEARCH SPECIALIST - PROGRAM SERVICES. Manages all research activities to support fundraising activities, grants writing, long and short range planning. Conducts audience research and designs utilization reports. Undergraduate degree in related field and one and one-half years of experience. Background in audience research and analysis required. Salary \$23,868 - \$28,212. Excellent benefits. Qualified applicants should contact the Personnel Office at 404-756-4776 or 1-800-222-6006 by November 20, 1989 to request an application. Applications must be received by November 28, 1989. EOE/AA.

Producer: KTCB Saint Paul/Minneapolis has a position available in video promotion/marketing. Outstanding producer needed to create national production sampler and marketing reels. Candidate must possess ability to combine creative ideas with top quality script writing/design/post-production skills. Position offers opportunity to work with production team committed to quality and innovation. Send resume and reel by November 30 to: Box B, Twin Cities Public Television, 172 East Fourth St., Saint Paul, MN 55101. No calls, please. Salary level: Low-mid twenties DOE. Equal opportunity employer.

CMX editor: KEYT, Santa Barbara seeks commercial CMX editor with 2-3 years experience. Experience with NEC system - 10 and paint box a plus. Send resume and 3/4" demo tape to: KEYT, PO Drawer X, Santa Barbara, CA 93102. Attn: Don Katich. EOE.

SITUATIONS WANTED MANAGEMENT

Former radio station owner/GM wants to get back into broadcasting. Interested in making switch to TV. Thirteen years as owner of very successful Florida FM. Twenty years total experience. Master's degree. Killer resume. 813-866-2235.

General manager-plus during past 23 years! Outstanding record! Produces spectacular sales, profits, prestige, market-values! Recruits/trains superior achievers! Expertise: Management, sales, programming, news, promotion, turnarounds! Also available as group-supervisor: outside-director! Box J-9.

SITUATIONS WANTED TECHNICAL

Chief engineer experienced in all phases of television engineering. Grass Valley, GE, RCA, and Harris transmitters. Contact Wm. Taylor, 727 Gunter St., Jackson, MS 39216. Or call 601-366-7526. Will relocate.

Experienced engineer seeks technical director/manager position with programmer. Box H-89.

Experienced chief engineer seeks position with station in small or medium market. Construction and maintenance experience. Experienced VHF/UHF transmitters, translators. Supervisory experience, good administrative skills, budgeting, union dealings. 718-706-7690, ask for Jim in engineering.

SITUATIONS WANTED NEWS

Psychologist, network experienced, excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

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.

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.

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Young blind sportscaster looking for a position as a sports reporter, anchor, writer. In the sports department, worked for CBS Sports, SportsChannel and WRHU Radio as on-air sports anchor. Graduated with BA in Communication Arts from Hofstra U. Well-versed in all sports, willing to relocate. Call Larry at 516-757-7269.

Give your ratings a lift. Experienced TV news pilot/reporter seeks station which needs ADI help. Can supply ENG helicopter if desired. Box J-10.

Meteorologist, 10+ years TV experience. AMS & NWA seals. Seeks #1 position in stable Southeast/Gulf Coast market. Experience in computer graphics, cloud and radar animation techniques. Strong science background, former educator. Comprehensive presentations that go "beyond the forecast." Reply Box J-17.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Talented, experienced, and willing to meet your production needs. Writer, photographer, editor, producer - Any format video or film. In NY, call Christine: 516-997-9231.

Experienced cable television master control operator in New York market seeks position in satellite transmission operations. Knowledge of video tape operations, video tape duplication, signal measurement and monitoring. Hard worker and very reliable. East Coast preferred. Thomas Kurtzman, 113 Jefferson Rd., Farmingdale, NY 11735. 516-249-4842.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no one has time to help? We do. Writing, production, delivery. References available. 607-272-3718.

Available now after 26 weeks in Chicago - "Sports Stumpers," a weekly game show package featuring major/non-traditional sports, bloopers and celebrities. 8 minutes commercial time each half hour. TeleVisions, Inc. 312-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Chairperson. Department of Communications. The University of Tennessee at Martin, beginning Fall 1990. Responsible for leadership of academic unit consisting of seven faculty members. 200 majors and communications programs in broadcasting, journalism, and public relations. Applicant must have an earned doctorate in a communications field, demonstrated excellence in teaching and research, and ability to provide leadership in enhancing teaching. One-half time teaching required, with experience in broadcasting and photography/graphics instruction helpful. Rank and salary dependent on qualifications. Send vita and three current letters of recommendation to Dorothea Norton, Search Committee Chair, 305 Gooch Hall, UTM, Martin, TN 38238. Review of applications will begin on December 15, 1989, but position will remain open until filled. UTM is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

Assistant professor. Department of Communications. The University of Tennessee at Martin, assistant professor (tenure track) to teach undergraduate broadcasting classes, including television production, introduction to broadcasting, television directing, and electronic field production. Qualifications include PhD in Communications, background in production, familiarity with commercial and public broadcasting. College teaching experience desired. Send letter of application, vita, and three current letters of recommendation to Norman Greer, 305 Gooch Hall, UTM, Martin, TN 38238. Review of applications will begin on December 15, 1989, but position will remain open until filled. UTM is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

University of South Carolina College of Journalism and Mass Communications is seeking applicants for two tenure track broadcasting faculty positions beginning August 16, 1990. Master's and/or extensive professional experience required. PhD preferred. Rank and salary open. Application deadline is January 15, 1990. Position 1: Teach all aspects of radio and television news, public affairs programming and production at the undergraduate level, and participate in the graduate program. Position 2: Broadcasting/Research. Primary responsibility to teach in the areas of sales, management and research. Applicant will be expected to conduct and supervise research. Send letter, detailed resume and names of three references to Prof. Jay Latham, College of Journalism and Mass Communications, University of South Carolina, Columbia, SC 29208. Indicate for which position applying. Women and minorities encouraged to apply. The University of South Carolina is an AA/EOE.

Television news/production: Assistant Professor position in dynamic Department of Broadcasting. Teach in areas of Television News/Production. Serve as producer of department-produced TV program. Coordinate department's television facilities. Master's in Broadcasting required, PhD preferred. Professional experience in TV News/Production required. The Department of Broadcasting produces a monthly public affairs TV program in addition to operating a 50,000 watt commercial All-News AM station and a non-commercial FM station. Send letter, resume, and the names of 3 references by December 1, 1989 to Dr. Sam Swan, Head, Department of Broadcasting, University of Tennessee, 295 Communications Bldg., Knoxville, TN 37996. UTK is an affirmative action/equal opportunity employer.

Broadcasting: Indiana State University seeks an assistant professor, tenure track, to teach courses in Broadcast Journalism, Fundamentals of TV Production, and other courses of expertise. PhD and professional experience required. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, names and phone number of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after December 15, 1989, cannot be guaranteed consideration. EOE/AA.

Communication: Assistant professor/instructor to teach courses in media management, regulation, programming, and broadcast journalism. Other areas might include broadcast history, media and culture, or advertising. Requires PhD or PhD candidate in final stage of completion of degree. Professional experience is desirable. Apply by January 1, 1990 to J. Makay, Chairperson, Dept. of Communication, SUNY-Geneseo, Geneseo, NY 14454. AA/EOE.

Radio/TV: Assistant/associate professor. Kent State University invites applications for a tenure-track position in an accredited School of Journalism and Mass Communication to teach undergraduate and graduate courses in radio-television production plus at least one of the following areas: Broadcast programming, media sales, broadcast management and small systems television utilization, advising, publishing in area of specialization and university and professional service. The ability to teach related courses such as mass communication principles, ethics and media writing is desirable. Qualifications: Master's degree required, PhD preferred. Significant professional experience in television production and/or other areas mentioned above is required. Teaching experience preferred. The successful candidate will demonstrate an established record of professional or scholarly publication or the potential to build one. Nine-month contract with the possibility of summer employment to begin August 20, 1990. Salary and rank commensurate with education and experience. Minority candidates are especially encouraged to apply. To ensure prompt consideration, submit letter of application, complete resume, official transcripts of undergraduate and graduate credits and three letters of reference by January 1, 1990 (applications will be accepted until position is filled) to: Prof. Gregory Blase, Search Committee Chair, School of Journalism and Mass Communication, Kent State University, Kent, OH 44242. Equal Opportunity/Affirmative Action employer.

Mass media position: Alfred University invites applicants for a tenure track assistant professor of mass media, beginning Fall, 1990. Teaching responsibilities include video production, media regulations and media criticism along with area of specialization. PhD preferred: college teaching experience required. Rank and salary are commensurate with experience and qualifications. Application, vitae, and three letters of recommendation should be sent to: Dean Christine R. Gronkowski, Liberal Arts and Sciences, Alfred University, Alfred, NY 14802. Consideration of candidates will begin January 15 and continue until position is filled. Alfred University has an undergraduate student body of 1,700 students and is located near Rochester, NY. An equal opportunity employer.

Director of TV Studios (Faculty position): Broadcasting faculty member (tenure track) to teach advanced radio-television production and related classes and be in charge of MSU-TV Studios. College teaching experience and significant recent video production experience required. MFA in video/film or PhD preferred. Rank, salary commensurate with qualifications. Position open beginning Fall, 1990 semester. Application deadline: Jan. 8, 1990 or until filled. Send up-to-date resume, college transcripts, and three current letters of reference to: Chairman, Dept. of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. The department has 365 students in four majors, 20 master's students, 11 faculty/staff members, full-color TV studios with channel on local cablevision system, and good working relationship with the 100,000-watt FM stereo NPR radio station on campus. The department received ACEJMC accreditation in 1987. An Equal Opportunity/Affirmative Action employer.

Instructor/assistant professor to teach beginning and advanced television production, small format video, and advisement duties. Tenure track appointment. Master's required in broadcasting or related field. Evidence of quality teaching and demonstrated scholarly or industry competence in subject matter area. Available August 1990. Rank and salary commensurate with experience. Send letter of application, resume, 3/4" tape, names and phone numbers of three references by December 15, 1989 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons including members of minority groups, women, handicapped persons, disabled veterans and veterans of the Vietnam Era are encouraged to apply. CMU is an AA/EQ institution.

Department of Communications: Boise State University. Tenure track assistant/associate professor position in mass communication and media production. Teach in a mass communication curriculum and develop a student production organization for the university community cable channel & other outlets. Preference for applicants with emphasis in conventional & non-conventional media production with broad range of production experiences. The department seeks applicants who bring a critical/cultural studies approach to mass communication and media production. Qualifications: PhD preferred. ABD required in Mass Communication or related field, production experience, preparation for organizing a student production unit and for teaching courses in audio & video production and mass communication theories. Salary and rank commensurate with education and experience. Starting date: August 20, 1990. To apply: Send letter of application, resume, official transcripts, 3 letters of recommendation and supporting documentation to Dr. Ed McLuskie, Department of Communication, Boise State University, 1910 University Dr., Boise, ID 83725, 208-385-3320. Application screening will begin January 16, 1990 and will continue until the position is filled. EEO/AA Institution.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video delivery systems manager: To plan, coordinate, develop, program, schedule and operate video delivery systems (cable/ITS/satellite/videodisc/interactive TV, etc.) and to increase the utilization to these systems. Requires appropriate MA and 4 years similar experience. Minimum annual salary \$26,606. Send cover letter and resume postmarked by November 10, 1989 to Educational Communications Division, Attention: Dolores Baran/6457, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201. Women, Minorities and Handicapped are urged to apply. UWM is an Equal Opportunity/Affirmative Action Employer.

EMPLOYMENT SERVICES

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

Attention: Hiring! Government jobs - your area \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R 8435.

TV jobs all occupations! \$15,000 to \$100,000.00 yearly. \$39.95 for opportunities in your market and nationally. 1-617-859-3500, ext. 459 Days. 1-508-521-4111, Evenings

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).

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center. 602-285-1143.

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 10 large original 1927 chimes \$500.00 each. Great business gifts. Send check or money order to Marketing Consultants, 1513 Valleda Lane, Encinitas, CA 92024.

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

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

I buy used broadcasting and industrial video/audio/RF equipment. Call Purchasing Department 818-845-1999

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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.

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

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

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118 314-664-4497 FAX 314-664-9427

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. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600

Comark 25MX UHF frequency agile transmitter. Has 60 KW final tube. Only 3 1/2 years old. Currently rated at 30KW. Can go 60KW with mod. Cost 220K. Exc. condition \$140,000.00. Maze Broadcast 205-956-2227.

Stainless G-7 tower, 936' plus 6 1/8" line on ground soon. FOB California. Best offer. Maze Broadcast 205-956-2227

Kline tower 645 ft. with two platforms, has been dismantled. 205 322-6666, WBRC-TV

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205 322-6666, WBRC-TV

Ikegami HK-302 studio color camera systems. 2 available in like new condition. Little use in corporate setting. All accessories included. Best offer. Maze Broadcast, 205-956-2227

Ampex VPR-2B one-inch VTR's complete in console including color monitor and wave-vector scopes. 2 available. Excellent condition. Still on line \$22,500.00 each. Maze Broadcast 205 956-2227

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300' communications tower. With 8' and 10' Andrew MW dishes. Standing on 4-acre site, 3 miles west of Trimble, MO, approximately 15 miles north of Kansas City, Mo. Offers accepted. Call George Loar, 816-364-2222.

Like new Harris MW-I transmitter five years old. Operated 500 watts days. Offer 408-637-2664

RADIO

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GENERAL MANAGER AM/FM Combo

AM/FM Combo in Toledo, OH is seeking a GM with outstanding management skills and a proven track record. We are looking for someone who functions best "hands-on", thrives on challenge, and has a strong programming background. We offer a competitive salary and excellent benefit package.

Send cover letter and resume in confidence to:
Ken Gaines, WHP,
PO Box 1507, Harrisburg, PA 17105
EOE

Help Wanted Management Continued

GROUP RESEARCH DIRECTOR

Radio Group owner **Entercom** is seeking a detail-oriented Director of Research to administer audience research projects for its eleven (and growing) radio stations in a variety of formats. This position will report directly to the Corporate Research and Programming VP on all audience research activities, including focus groups, perceptual studies, music testing, ratings analysis, and more.

Requires 2-4 years experience in audience research plus strong working knowledge of survey methodology and computer-based statistics software.

NO PHONE CALLS, PLEASE!

Send resume in confidence to:

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Entercom Corporate Office
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Bala Cynwyd, PA 19004
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TELEVISION

Help Wanted News

NEWS PRODUCER

Network affiliate is seeking experienced producer for its early evening newscast. Candidate must have a minimum of five years experience in a medium to large market and must possess excellent organizational, people and writing skills.

Send resume to: Personnel Director,
P.O. Box 77010, Atlanta, GA 30309
An Equal Opportunity Employer

NEWS DIRECTOR (TELEVISION)

The Christian Broadcasting Network (CBN) has an immediate opening for a Television News Director. Responsibilities include maintaining excellence in News Programming, budget management, personnel development and contractual management for the CBN News Bureaus and Resources. Requires three years experience in senior news management and ten years in the journalism profession. An MA in related field would be a plus.

Send your resume to:

**CBN Employment Department
CBN Center
Box L-1
Va. Beach, VA 23463**

Help Wanted Management

CURRENT AFFAIRS DIRECTOR

KQED, the PBS station in San Francisco, seeks individual to run large, active department. The Director manages a multi-million dollar budget, plans projects, and has editorial responsibility for all current affairs production. Other duties include budget oversight, proposal development, and underwriting pursuits.

Applicants should have a minimum of three years management experience in broadcast journalism and at least five years total experience in television production of journalism. Demonstrated ability to communicate well with staff, management, and national organizations. Familiarity with current affairs activities in public television is preferred.

Cover letter and resume by 11/29/89 to:
**Theresa Timpson, Employment Specialist
KQED, 500 - 8th Street
San Francisco, CA 94103
EOE**

DIRECTOR, TELEVISION PROGRAM FUND

**The Corporation for
Public Broadcasting**

is seeking a director for its Television Program Fund, to administer approximately \$50 million in support of TV programs of high quality, diversity, creativity, excellence and innovation. Responsible for encouraging experimentation and development of programs that expand the state-of-the-art in TV including the use of new technology, innovative formats and programming techniques.

Requirements include: Relevant college degree; significant experience in TV production or programming; proven leadership; management experience, and accomplishments at high executive level; knowledge of and interest in the arts, humanities, sciences, public affairs, education; and demonstrated sensitivity to the special needs and interests of independent producers, minorities and other underserved audiences. Advanced degree; broad background in philanthropy and developments in education and the arts and/or public TV experience helpful.

Send resumes to:

**The Corporation for
Public Broadcasting
1111 16th Street, NW
Washington, DC 20036
Attn: Marcia Grossman
Personnel Manager
AA/EOE**



TV PRODUCER/HOST MINORITY AFFAIRS

THE OPPORTUNITY: Create, develop, and produce television programs and act as "on-air" talent in television productions for a top 30 PBS affiliate. Related duties include the research and planning, budgeting, and implementation of new program productions and the supervision of staff assigned to the television production projects.

THE APPLICANTS: Individuals who have a Bachelor's degree in Broadcasting, Radio and Television or related field; plus four (4) years of progressively responsible occupational experience in television, production or direction; training and experience in the performing arts, investigative reporting and/or documentary programs is desirable; or any equivalent combination of experience and training which provides the necessary knowledge skills and abilities.

THE PROCESS: Call (414) 225-1800 for an application form and complete job description. The deadline is **THURSDAY, NOVEMBER 16, 1989**. Resumes and letters of application will not be accepted in lieu of a completed application form.

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\$2.2 million, terms

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David Alexander, Agent for Trustee - 214-753-5051

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6th Floor

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Tel. # 214-757-2880

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: \$60 per word, \$11.00 weekly minimum. All other classifications: \$1.30 per word, \$24.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5.00 per issue. All other classifications: \$10.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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FLA.	AM	W/COAST 5 KW	\$695K
FLA.	AM	N.CENT. \$100K DN.	\$359K
FLA.	AM/FM	TALL. MKT. TERMS	\$695K
FL/GA.	AM/FM	JAX.MKT. 50 KW	\$1,950M
S.C.	AM/FM	TERMS \$85K DOWN	\$550K
MONTANA	AM/FM	100KW TERMS \$150DN	\$750K
CALIF.	AM/FM	100KW SM. MKT.	\$385K
OHIO	FM	CIN. MKT. GOOD TERMS	\$750K
UTAH	1-AM/3-FM	100KW MAJOR MKT.	\$2.4M

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Media

David Trusty, general sales manager, KLDE(FM) Houston, joins WPCR(FM) Safety Harbor, Fla. (Tampa), as general manager.



Chapman

Allan V. Chapman III, general manager, WOYV(FM) Fort Pierce, Fla. (West Palm Beach), joins WPBG(AM)-WIRK-FM there as VP and general manager.

Frank H. Adam, operations manager, Sound Advertising Agency, Exeter, N.H., joins WCQL-

AM-FM Portsmouth, N.H., as general manager. **Daniel T. Guy**, air personality, WBOS(FM) Brookline, Mass. (Boston), joins WCQL-AM-FM as director of programing and operations.

John P. Rakoske, executive VP, Continental Cablevision, Boston, announced his retirement after 18 years with company. He holds several patents and plans to continue with technological developments.

Torey Southwick, president and general manager, Northeastern Educational Television of Ohio, Kent, announces his retirement effective April 1.

Cynthia Lindsay, general sales manager, KSBW(TV) Salinas, Calif., named VP and station manager.

Barbara Terasaka, manager, business affairs, CBS News, New York, named director of finance and business affairs, WCBS-TV there. **Nesline Swaby**, manager of finance and business affairs, WCBS-TV, named manager, news administration.

Sales and Marketing



Clayton

James A. Clayton, director of national spot sales, CBS Television Stations, New York, named director of sales, WCBS-TV there.

Fran Epstein, general sales manager, KEBE-FM Houston, joins KLDE(FM) there in same capacity.

Bill Servick, account executive, Torbet Radio, Atlanta, joins Group W radio sales there as VP, regional manager.

Barbara R. Salvin, advertising manager, *Florida Home and Garden*, Miami-based

magazine, joins WTMJ(FM) there as general sales manager.

Appointments in sales department, WRGB(TV) Schenectady, N.Y.: **Greg Strauser**, general sales manager, to director of sales; **Cheryl Snell**, local sales manager, to general sales manager; **Don Evans**, local account executive, to local sales manager; **Lou Verruto**, regional sales manager, WTNH-TV New Haven, Conn., to national sales manager; **Paul Mertzluft**, salesperson, Whiteco Metrocom, Albany-based billboard advertising company, to regional sales manager; **David Joseph**, account executive, WXXX-TV Albany, to national sales manager; **Julia Dinova**, from Nova Star, her own Troy, N.Y.-based direct mail advertising firm, to account executive; **Kirsten DeMento**, recent graduate, Ithaca College, Ithaca, N.Y., to account executive; **Patrick Poppleton**, account executive, WBCN(FM) Boston, to same capacity.

Appointments at Arts & Entertainment: **Dave Boretti**, account executive, advertising sales, Chicago, to Midwest director, advertising sales; **Cynthia Norden**, national account executive, Central region, Chicago, to account executive, advertising sales; **William Parish**, account executive, USA Network, New York, to same capacity, adver-

tising sales there.

Joe Zambardino, regional sales manager, KDFI-TV Dallas, named local sales manager.

Chris Ackerman, local sales manager, KISW(FM) Seattle, joins KQUL(AM)-KZOK(FM) there in same capacity.

Robert B. Collins, director of sales, WMDT(TV) Salisbury, Md., joins KAKE-TV Wichita, Kan., as local sales manager.

Joan S. Turner, account executive, WDBJ(TV) Roanoke, Va., named local sales manager.

Greg Brissette, local sales manager, WRDW-TV Augusta, Ga., joins WRCB-TV Chattanooga in same capacity.

Louie Palos, assistant sales manager, WTAT-TV Charleston, S.C., joins KAUT(TV) Oklahoma City as local sales manager.

Dave W. Dexter, general manager, WJML-AM-FM Petoskey, Mich. (Traverse City), joins Business Radio Network, Colorado Springs, as national sales manager.

Drew Bienvenu, account executive, WKSJ-FM Mobile, Ala., joins WGCX(FM) Atmore, Ala. (Mobile), as local sales manager. **Gail Wilson**, account executive, WBLX-FM Mobile, Ala., joins WGCX as national sales manager.

Broadcasting

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Tuning in to radio. Group W has selected a new radio president from within its own ranks. James B. Thompson, vice president and general manager of Group W's Philadelphia station KYW-TV, has been named president, Group W Radio, and will be based in New York. He succeeds Richard H. Harris, who was named chairman of the radio group in February. Thompson began his broadcasting career in 1971 as an account executive with Group W's Baltimore station, WJZ-TV. Three years later he joined KYW-TV in the same capacity. He left Group W from 1978 to 1982 to become president and owner/operator of Sel-Thom Communications, a New Jersey-based group which operated WREY(AM)-WMVB-FM Millville, N.J. He rejoined KYW-TV in 1982 as national sales manager and was named vice president and general manager in March 1985.

Eileen Barbieri, account executive, Clark-White and Associates, Spokane, Wash.-based ad agency, joins KAAR(FM) there as sales manager.

Dawn M. Rodriguez, assistant marketing manager, Jacksonville Landing, Jacksonville, Fla.-based development project, joins WJXT(TV) there as sales promotion director.

Bob Lange, program director and air personality, WLOL(FM) Minneapolis, joins WAYL(AM)-KLKX(FM) Richfield, Minn. (Minneapolis-St. Paul), as marketing-creative services director.

Liz Yezzi, sales associate, *Capital District Business Review*, Albany, N.Y., joins WABY (AM)-WKLI(FM) there as marketing consultant. **Beth Kline**, account executive, WNYT(TV) Albany, joins WABY-WKLI as marketing consultant.

Scott W. Stuart, account executive, KTTU-TV Tucson, Ariz., joins KPWR(FM) Los Angeles in same capacity.

Roberto Sroka, account executive, Castor/GS&B, ad agency, Los Angeles, joins Caballero Spanish Media there in same capacity.

John P. Doherty, national account executive, Harrington, Richter and Parsons, New York, joins USA Network there as account executive, ad sales.

Valerie Donaldson, account executive, XHTZ-FM San Diego, joins KKYF(FM) there in same capacity.

Karen Terra, media planner, Cabot Advertising, Boston, joins WROR(FM) there as account executive.

Mark Lipps, general manager, low-power TV group, and director of special events, full-power stations, Woods Communications, Chicago, joins WITI-TV Milwaukee as account executive.

Michael Weiss, account executive, WOIO(TV) Shaker Heights, Ohio (Cleveland), joins WKYC-TV there in same capacity.

Jonathan Weaver, account executive, KEX(AM) Portland, Ore., joins KUPL-AM-FM there in same capacity.

Greg Tillotson, account executive, KKPL-FM Spokane, Wash., joins KJDO(AM)-KLTB(FM) Boise, Idaho, in same capacity.

John Fahnert, account executive, WYTV(TV) Youngstown, Ohio, joins WKBN-TV there in same capacity. **Rich Bostic**, sales representative, WKST(AM) New Castle, Pa., joins WKBN-TV in same capacity.

Anne Ritchie, account executive, WSMH(TV)

Flint, Mich., named regional account executive.

Dawn Kurker, account executive, WANE-TV Fort Wayne, Ind., joins WSBT-TV South Bend, Ind., in same capacity.

Programing

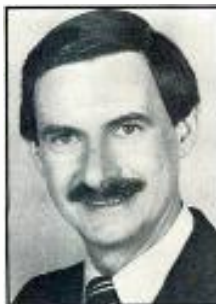
Amy Sacks, senior producer, *Prime Time Live*, ABC News, New York, joins Walt Disney Television, Burbank, Calif., as VP, specials.



Sacks



Bevan



Spray

Michael Bevan, director, game show development, Barry & Enright Productions, Century City, Calif., joins NBC Entertainment, Burbank, Calif., as director, daytime development.

Edward A. Spray, director of broadcasting, KCBS-TV Los Angeles, named VP, program development, CBS Television Stations there.

Lisa J. Pagnato, director, program development, Showtime Networks, New York, joins Jim Henson Productions there as VP of creative affairs.

Jeff Siberman, VP, business affairs, Alive Films, Los Angeles, joins Showtime Networks there in same capacity.

Sandra Saxon Brice, producer, NBC's *LBJ: The White House Years*, joins CBS Entertainment, Los Angeles, as director, CBS Entertainment programs.

Jack Luce, director of marketing, Pro Golf Tour, Palm Desert, Calif., joins Drake-Chenault, Albuquerque, N.M., as regional manager, major markets.

Ann Bojack, VP of international and pay-per-view operations, Titan Entertainment, Stamford, Conn.-based producer and distributor of World Wrestling Federation pay-per-view events, named head of that department.

Frank Pintauro, VP, creative/management supervisor, Hal Riney and Partners, New York, joins Showtime Networks there as VP of production, creative services.

Lawrence R. Meli, president, Program Syndication Consultants, New York, adds duties of executive committee, Mizlou Sports News Network there. Meli's company will concentrate on development of SNN's programming, news gathering, marketing and promotion.

Rich Brase, director of creative services, KSDK(TV) St. Louis, named director of broadcast operations.

Lenny Bart, VP, syndication research, Warner Bros. Domestic Television Distribution, Burbank, Calif., named VP, research.

Ben Davis, Washington desk editor, National Public Radio, Washington, named executive producer of special programs.

Christopher Sarson, president, Blue Penguin Productions, Leonia, N.J., joins non-commercial WNYC-TV New York as director of programming.

Tony Gray, program director, WRKS-FM New York, resigns to form Chicago-based radio programming consultancy. **Vinny Brown**, music director, WRKS-FM, named acting program director, WRKS-FM.

Andrew Hong, producer, noncommercial WMBR(FM) Cambridge, Mass., named program director.

John Evans, news director and morning anchor, KIOI(FM) San Francisco, named acting program director. **Beverly Maxfield**, copywriter and sales coordinator, KIOI(FM), named music director.

Bob Moke, announcer, WFBR(AM)-WLIF(FM) Baltimore, named program director.

Rick Thedwall, program director, KWQC-TV Davenport, Iowa, joins WISH-TV Indianapolis as programming manager.

John Pratt, program director and air personality, KDWB(AM) St. Paul, joins KLKX(FM) Richfield, Minn. (Minneapolis-St. Paul), as music director and air personality. **Dan Culhane**, air personality, KQRS-FM Golden Valley, Minn. (Minneapolis-St. Paul), joins KLKX as assistant program director.

Brian Taylor, program director, WONE-FM Akron, Ohio, joins KAZY(FM) Denver in same capacity.

Peter J. Kellner, news and features editor, Gamma-Liaison International Photo Agency, New York, joins Showtime Networks there as director, photographic services.

News and Public Affairs

Phyllis McGrady, executive producer, ABC News, New York, named executive in charge of long-form programming and executive producer for program development.

Diane Keply, correspondent, Satellite News Network, Chicago-based news division of Satellite Music Network, named news director.

Al Setka, reporter and anchor, WHO(AM) Des Moines, Iowa, named assistant news director.

Dean Daniels, 11 p.m. executive producer, WCBS-TV New York, named noon, 5 p.m., and 6 p.m. executive producer. **Bill Deiderich**, news writer-producer, WABC-TV New York, joins WCBS-TV as staff news writer.

Connie Doebele, courts producer, C-SPAN, Washington, named senior producer of international programming. **Lew Ketcham**, in-house producer, C-SPAN, succeeds Doebele.

David Mitchell, state capital reporter, KMIZ(TV) Columbia, Mo., joins KYTV(TV) Springfield, Mo., as 10 p.m. producer. **Greg Harrison**, photographer, KSPR(TV) Springfield, Mo., joins KYTV there in same capacity.

Barry Klaus, producer and reporter, WCHS-TV Charleston, W.Va., joins WNYT(TV) Albany, N.Y., as news producer. **Brenda McMahon**, noon news producer, WTEN(TV) Albany, joins WNYT(TV) as news producer.

Phil Humes, news producer, WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), joins WJXT(TV) Jacksonville, Fla., in same capacity. **Steven Patrick**, assignment manager, WJKS(TV) Jacksonville, joins WJXT as news operations manager.

Rick Hayes, sports director, KAMC(TV) Lubbock, Tex., joins KXAN-TV Austin, Tex., as weekend sports anchor.

Maria Haren, news assistant, WSPA-TV Spartanburg, S.C., named associate noon producer. **Michael Downs**, reporter, WOLO-TV Columbia, S.C., joins WSPA-TV as general assignment reporter.

Diana Penna, senior researcher for investigative reporter Herb Denenberg, WCAU-TV Philadelphia, joins WUTR(TV) Utica, N.Y., as general assignment reporter.

John Andariese, color analyst, New York Knicks basketball, Madison Square Garden Network, New York, signed three-year contract to remain in that capacity.

John Hambrick, co-anchor, WTVJ(TV) Miami, joins WCIX(TV) there in same capacity.

Nancy Russo, weekend weathercaster, WJLA-TV Washington, joins WBZ-TV Boston in same capacity.

Nancy Byrne, PM host, WGAL-TV Lancaster, Pa., joins WHTM-TV Harrisburg, Pa., as reporter-anchor. **Rob Dixon**, meteorologist, WGAL-TV, joins WHTM-TV in same capacity.

Brad Houston, photographer, WYFF-TV Greenville, S.C., joins WTSP-TV St. Petersburg, Fla., in same capacity.

KHJ-TV Los Angeles, joins KTTV(TV) there as VP, broadcast operations.

John E. Bishop, general manager-consultant, WWRD(TV) Wilson, N.C. (Raleigh), joins WJZY(TV) Belmont, N.C. (Charlotte), as chief engineer.

Promotion and PR

Greg Hartel, reporter, *The Kentucky Post*, Covington, joins Scripps Howard, Cincinnati, as manager of corporate communications.

Pat Garrett, production director, WDJY(FM) Washington, joins WCAQ(AM)-WXYV(FM) Baltimore as creative services director.

Daniel Nelson, promotion director, KHSL-TV Chico, Calif., joins WJXT(TV) Jacksonville, Fla., as creative services producer.

Vicki S. Draper, director of on-air fundraising, noncommercial WETA-FM-TV Washington, joins noncommercial KCOS(TV) El Paso as director of development.

Joyce C. Wanstreet, marketing manager, noncommercial WMFE-FM-TV Orlando, Fla., joins noncommercial WNPB-TV Morgantown, W.Va., as development director.

Allied Fields

Kevin Curtin, senior counsel, Senate Consumer Subcommittee, Washington, named

chief counsel and staff director, Senate Commerce Committee.

Appointments at Arbitron: **Patti L. Shannon**, account executive, radio station sales, Dallas, named Southwestern regional manager, radio station services; **James McRae**, marketing manager, Television Bureau of Advertising, New York, to account executive, television station services division there; **Ken Hansely**, applications analyst, radio product division, Laurel, Md. (Washington), to client service representative, Western television station services, Los Angeles.

Jerry Ostertag, national cable executive/marketing manager, corporate sales, Central division, Associated Press, Kansas City, named marketing manager, AP Washington Report, Washington. **Tim Bovee**, Michigan regional reporter, AP, Washington, named supervisor, AP Washington Report.

Roy. H. Park, founder and chairman, Park Communications, Ithaca, N.Y., given North Carolina Award, state's highest award, presented by North Carolina Governor James G. Martin. Award given for public service for native North Carolinian living outside state.

Elected board members, Cabletelevision Advertising Bureau, New York: **John J. Rigas**, chairman and chief executive officer, Adelphia Communications Corp., Coudersport, Pa.; **William J. Bresnan**, president, Bresnan Communications, White Plains, N.Y.; **C. Ronald Dorchester**, senior

Broadcasting Cable

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- ☐ 2. Cable TV Contractor
- ☐ 3. Cable TV Program Network
- ☐ 4. SMATV or DBS Operator
- ☐ 5. MDS, STV, or LPTV Operator

- ☐ 6. Microwave or Telephone Company
- ☐ 7. Commercial Television Broadcaster
- ☐ 8. Cable TV Component Manufacturer
- ☐ 9. Cable TV Investor
- ☐ 10. Financial Institution, Broker or Consultant
- ☐ 11. Law Firm or Government Agency
- ☐ 12. Program Producer or Distributor
- ☐ 13. Advertising Agency
- ☐ 14. Educational TV Station, School or Library
- ☐ 15. Other

(Please describe)

Technology

Richard J. Wallace, plant operations manager, Cox Cable Santa Barbara, Calif., named division engineer, Cox Cable Communications, Atlanta.

Will Dishong, manager of news operations,

Museum of Broadcasting support



Robert Batscha (l), president of the Museum of Broadcasting, New York, and Robert F.X. Sillerman (r), chairman and chief executive officer of the Sillerman

Companies, New York, when Sillerman donated \$500,000 to MOB for traveling exhibition fund. In addition to facilitating increased touring of the museum's exhibits

domestically and internationally, Sillerman's donation will also fund a program coordinator position which will be named in honor of his father, Michael Sillerman.

VP, Prime Cable, Austin, Tex.; Paul W. Freas, president, TKR Cable, Warren, N.J.; Michael C. Wheeler, president, FNN, New York; Michael W. Callaghan, president, Scripps Howard Cable, Cincinnati; Chris Forgy, senior VP, marketing, sales and programming, Times Mirror Cable Television, Irvine, Calif.

Carolyn S. Carlson, newswoman, Associated Press, Atlanta, elected president, Society of Professional Journalists.

Jonathan L. Wiener, partner, Deane Snowdon & Gherardi, Washington-based law firm, joins Goldberg & Spector, Washington-based communications law firm, in same capacity.

Jerry M. Hermele, trial attorney, Mass Media Bureau, FCC, Washington, named special assistant United States attorney for Eastern district of Virginia, Alexandria.

Jim Minton, design director, Tribune Creative Services, Atlanta, forms Minton Associates, Atlanta-based company specializing in design, illustration and animation services for broadcast, film and entertainment industries.

Appointments at Cable Investments Inc., Englewood, Colo.-based investment bankers and brokers: Robert D. Berger, VP, to senior VP; Edgar F. Niethold, communications broker, Pat Thompson Co., Denver, to VP; Gerald Smart, communications broker, Cliff Gardner, Denver, to VP; Peggy Worthington, associate broker, Pat Thompson Co., to financial analyst; Vince H. Allen III, associate broker, to assistant VP; Karen S. Dexter, human resources specialist, NCR, Denver, to assistant VP; Susan A.

Williams, property manager, Carmel Development and Management, to broker associate; Christi R. Rolston, legal assistant, Elrod Kats Preeo & Look, Denver-based law firm, to telemarketing specialist.

Deaths

Edward Barrett, 79, founder of *Columbia Journalism Review*, died of ruptured aneurysm Oct. 23 at Greenwich Hospital, Greenwich, Conn. Barrett served as dean of Columbia Graduate School of Journalism, New York, from 1956 to 1968. He founded *Columbia Journalism Review* in 1962 and served as publisher from 1975 to 1982. He began his career as journalist at *Newsweek* in 1933. During World War II he served as

chief of overseas news and features division of Office of War Information. He rejoined *Newsweek* in 1946. Four years later he was named assistant secretary of state, in charge of State Department's programs on public affairs and international information. In this position he reorganized Voice of America radio service. Two years later he began his own public relations firm, and in 1955 he became executive VP of Hill & Knowlton. He is survived by his wife, Mason, and two daughters, Margo and Lisa.

Frank Alden Russell, 81, talk radio pioneer who was known on air as Ted Malone, died of liver cancer Oct. 20 at his home in Stratford, Conn. He began his broadcasting career at KMBC(AM) Kansas City, Mo., while studying at William Jewell College, Liberty, Mo. His first talk program, *Between the Bookends*, began in 1929 at KMBC. During World War II he served as correspondent for ABC Radio in Europe. After war he continued with ABC as roving reporter, traveling around world. He is survived by his wife, Verlia, and two daughters, Elaine and Happy.

Thomas Ewing Noyes, 68, former radio personality, died of complications of congestive heart disease Oct. 28 at Georgetown University Hospital, Washington. In 1970's Noyes served as public relations consultant to National Endowment for Humanities and National Public Radio, both Washington. For several years in early 1980's, he had daily talk and interview radio program on WWRG(AM) Washington. He served as commentator for *All Things Considered*, NPR, from 1982 through December 1987. He is survived by his wife, Elizabeth, daughter, Victoria, and two sons, Christopher and Alexander.

Sidney Dobish, 68, former cameraman, ABC news and special projects, died of cancer Oct. 27 at Nathan Adelson Hospice, Las Vegas. He is survived by his wife, Nancy, daughter, Diane, and son, Douglas.

Burton Craig Gray, 48, vice chairman, executive committee, Summit Communications, Atlanta-based group owner of seven AM's, nine FM's and cable systems in Georgia and North Carolina, died in his sleep of apparent heart attack in Atlanta Oct. 27. He was attending corporate board meeting there. He is survived by his wife, Decy, and three children by his first marriage, daughter, Jane, and two sons, Burton Jr. and Hunter.

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Josh Sapan: Programing the wired nation

While at the University of Wisconsin in the early 1970's, "I actually studied the field I now work in," says Josh Sapan, who majored in communications at the school. Currently president of Bravo and American Movie Classics cable services, Sapan's career has covered a variety of related areas, including film distribution and marketing, radio, video and, of course, cable.

During his student days, Sapan's extracurricular activities included the running of several film societies, an occupation which helped prepare him for his current position. "I deal with some of the same booking companies today," Sapan says.

Intrigued by the possibilities of the non-theatrical marketplace, Sapan moved to Athens, Ohio, and opened a movie theater that specialized in 16 mm American independent and classic films. "I actually showed movies throughout the state," said Sapan, who, with a partner, rented rooms, projectors and such films as *Reefer Madness* and Marx Brothers fare.

Following this experience in seat-of-the-pants film distribution, Sapan journeyed to New York, going to work for two companies, The Network for Continuing Medical Education and Physicians Radio Network. Their parent company was Visual Information Systems.

These firms were the "precursors" of Lifetime's Sunday service, says Sapan, "basically providing continuing medical education." Sapan first produced a series of "documentary-like programs for medical students" for NCME, shows that were distributed on videocassette to college campuses. "This company was very much a leader in the industrial use of videotape," Sapan says.

Following this, he helped start up the "technologically interesting" Physicians Radio Network, moving from the production side to the marketing side to serve as the company's director of marketing.

"They took the sideband of FM radio stations," Sapan explains, "and leased those second channels in approximately 20 markets across the country." The organization produced a 24-hour-a-day news show for doctors, transmitted it via satellite ("in a very early use of the technology," says Sapan), had it picked up by the leased stations, and transmitted it on the sideband. "Then these physicians were given fixed-frequency radios that were preset to the market frequency," says Sapan, "and they would receive all medical news all day."

It was around this time that Sapan first caught the cable bug, when he read a book entitled *The Wired Nation*. "It was a sociological treatise written in the early 1970's," he explains, "on what a totally hard-wired U.S. could be like in terms of program proliferation," particularly the proliferation



JOSHUA WARD SAPAN—President, Bravo and American Movie Classics, New York; b. Nov. 28, 1950; BA, communications, University of Wisconsin, Madison; director of marketing, Physicians Radio Network, New York, 1974-77; advertising and promotion manager, Teleprompter, Manhattan Cable TV, New York, 1977-79; product manager, Showtime, New York, 1979-80; director of affiliate marketing, Showtime, New York, 1980-81; director of national promotions, Showtime, New York, 1981-82; director of retention marketing, Showtime, New York, 1982-83; vice president, marketing, Showtime, New York, 1983-85; senior vice president, marketing, creative services and public relations, Showtime, New York, 1985-87; present position since July 1987.

of niche cable channels. "This sort of turned me on," he says.

Sapan came into contact with cable television while at Physicians Network, due to the company's interest in distributing the continuing medical education tapes on cable, "because at that time there was actually excess channel capacity."

He also continued to pursue his film interest during this period by producing and hosting a show at UA Columbia Cablevision in Oakland, N.J. "The show was called *Student Film Review*," Sapan says, "and it was a showcase for the works of young filmmakers."

Sapan's cable experiences led directly to his next position, as advertising and promotion manager at Teleprompter, Manhattan Cable TV. "While there I worked on general marketing activities," Sapan says, "as well as the launch of a channel called Uptown, which was a hybrid of arty and R-rated material."

When Teleprompter bought a 50% interest in Showtime from Viacom, Sapan made the transition to the marketing department of the pay service, and during the next eight

years moved from product manager to senior vice president, marketing, creative services and public relations.

Early on in his Showtime tenure, from June 1980 to August 1981, Sapan served as director of affiliate marketing. "During this time we created a research-oriented area called retention marketing, which is what I found to be most interesting," he explains, "because it's about the dynamics of the current user of pay television and what went into satisfaction and continuation of subscription." After a year as director of national promotions, Sapan became director of retention marketing.

Sapan also helped to restructure the way pay television was marketed. "Previously pay TV had been marketed with conventional tactics," he says, "using direct mail followed by advertising. We put this all together on a regular, annual basis. We created program festivals and premiums related to them, and then created direct marketing related to those two things. To a degree, it's fair to say this was the template for the way pay TV is marketed today."

When Sapan moved into his current position, in July 1987, Bravo's subscription base was in the 300,000-400,000 range, while AMC had about 11 million subscribers. Today, Bravo has about 3 million subscribers and AMC about 20 million. Sapan is the first to acknowledge that the changes are brought about by many people, but he is clearly bent on not only maintaining but advancing the cultural life of his services' growing viewership.

"We really think there is an opportunity for a defined and dedicated cultural channel on cable television," he says, "that has very wide distribution. There's a lot in the world of the arts and performing arts that many people could get into if it's made a little more friendly." Much of Bravo's new distribution will be as a basic channel, Sapan says, in order to help facilitate this approach.

AMC, which will remain a pay service, can be viewed as "the MTV of classic movies," says Sapan, in the sense that it "enjoys a personality that comes out of its vertical program orientation and its franchise." Focus groups have said that AMC reminds them of a time when "America was great," Sapan says, "when heroes were heroes and villains were villains. We're trying to make it the definitive classic movie channel that is evocative of that time, spirit and orientation."

Each service is currently expanding its programming base, and Sapan would like to see Bravo with 20 million subscribers and AMC with 40 million, "over the next few years."

"These channels interest me passionately," he says. "I think they offer some of the best television on television." Clearly, Sapan's lifelong interest in communications continues to serve him well. ■

National Labor Relations Board has gone into court to obtain order compelling Tribune Co.'s WPX-TV New York to give back pay to employees it says suffered financial loss as result of "unlawful unilateral changes in the terms and conditions of employment." NLRB application, filed with U.S. Court of Appeals for Second Circuit, also asks that company be ordered to bargain in good faith with Newspaper Guild of New York, which represents news department employees affected, and to "revoke unilateral changes in wages or other conditions of employment." Guild spokesman estimates NLRB order would require company to pay Guild members "up to \$300,000 or more" in back pay. NLRB in February found WPX-TV had illegally declared impasse in contract negotiations with Guild in April 1987, and of failing to pay contractually required wage-step increases from Oct. 9, 1986, to April 2, 1987. Tribune Co. contends that NLRB order is "in error," according to Richard Marcus, Tribune Co. attorney. "We'll respond [to NLRB application] with a cross petition to deny enforcement. We believe the NLRB is incorrect."

Radio correspondents who regularly cover White House are due to join colleagues who are granted exclusive interviews with President Bush. White House press spokesman Marlin Fitzwater made announcement last week, but many details of what would be one-on-one interviews on rotating basis remain to be worked out, including starting date. Fitzwater said interviews would be taped on Friday and aired on Saturday, but correspondents said that was one of details not yet decided. Radio correspondents at White House have long complained about being denied access that is given regularly to network anchors and correspondents for national newspapers. Idea to change that situation originated with new presidential assistant, Sig Rogich, who owns advertising agency, R&R advertising, in Las Vegas (now held in trust) and who worked on Presidential campaign last year. He is part owner of several radio stations in West. His assistant, Bruce Zanca, who moved over from job as assistant White House press secretary, worked as reporter for WGLT(FM), public broadcasting station in Normal, Ill., in early 1980's. Zanca said decision to make

President available to radio correspondents was based on conviction that "radio is important and has been underused" as means for reaching public.

Chase Communications Inc. has completed purchase of Seltel Inc., New York-based sales rep firm from SKH Inc. Purchase price was not given when deal was announced in August (BROADCASTING, Aug. 21), but at time industry source estimated price to be between \$14 million and \$16 million. Chase Communications also announced that TVX Broadcast Group will acquire minority interest of Seltel.

Radio and TV have rallied around victims of Loma Prieta earthquake. North American Network has initiated nationwide fundraising campaign to help American Red Cross emergency relief efforts. Stations participating include WTOP(AM) Washington, WABC(AM) New York, KNST(AM) Tucson and KOV(AM) Pittsburgh. On TV side, KGTV(TV) San Diego and Pacific Bell raised about \$234,000 after airing *Quake Relief*, 90-minute appeal for donations to help quake victims in Santa Cruz and Watsonville, Calif. Show was aired after third game of World Series, and donations also went to American Red Cross.

Orbis Communications, New York-based syndication company owned by Carolco Pictures, has set up new division to develop and produce television series, mini-series and telefilms for broadcast and cable network markets. New division, Carolco Television Productions, will be based in Los Angeles. First-year production budget for new division is \$20 million, said Neil Russell, Orbis senior vice president. Russell is setting up new production unit and will run it on an interim basis until permanent head is hired, who will report to Russell.

Kzxx(FM) Lincoln, Neb., was sold by MusicRadio of Nebraska Inc. to Sherman Broadcasting Corp. for \$1,845,000. Seller is headed by Don Cavaleri and Steve Kingston, who are also principals of WXIT(AM)-WLZT(FM) Charleston, W.Va. Buyer is

Supreme Court asked to rule on distress sales

Astroline Communications Co., which sought to use the FCC's distress sale policy to acquire WHCT-TV Hartford, Conn., has asked the Supreme Court to review the decision of the U.S. Court of Appeals in Washington that declared that policy unconstitutional. Astroline argues that the lower court has set a standard for constitutionality "that few, if any, affirmative action programs could meet." But Astroline is on its own in its appeal; the FCC decided not to challenge the lower court's decision.

The 10-year-old policy was designed to promote minority ownership of broadcast properties by permitting owners in danger of losing their licenses, through revocation or license-renewal proceedings, to sell their stations to applicants with significant minority ownership at no more than 75% of their market price. But the appeals court, in a 2-1 decision in March, held that implementation of the policy had deprived Shurberg Broadcasting Co. of its Fifth Amendment guarantee of equal protection of the law (BROADCASTING, April 3). Shurberg had filed a competing application for the ch. 18 facility.

The lower court was badly split on the issue. The two judges who constituted the majority of the panel each wrote long separate opinions and agreed only on a brief, unsigned opinion. It held that the policy was not "narrowly tailored to remedy past discrimination or to promote programming diversity" and that, "specifically, the program unduly burdens Shurberg, an inno-

cent nonminority, and is not reasonably related to the interests it seeks to vindicate." Later, 10 judges of the D.C. circuit divided, 5-5, and thus denied petitions for rehearing filed by the commission and Astroline.

Astroline, which based its claim for minority preference on its general partner, a Hispanic, quoted past Supreme Court decisions in affirmative action cases in arguing in its petition last week that the lower court applied an unreasonable standard in asserting that the distress sale policy was not narrowly tailored. Astroline said the court has held that "a narrowly tailored program need not 'be limited to the least restrictive means of implementation'" and that "a program 'may disappoint the expectations of nonminority firms'" without violating the Constitution. Furthermore, Astroline said, quoting from another Supreme Court case, "innocent persons may be called upon to bear some of the burden of the remedy" involved in the nation's effort to eradicate racial discrimination. And "the compelling governmental purpose served by the distress sale program," Astroline said, "is diversity of expression."

Astroline also cited Congress's support for the program. Congress, the petition noted, declared its support on three occasions, and on two of them "forbade the FCC to discontinue it." The Supreme Court, Astroline said, has given deference to decisions—not by "a single judge or a school board," but by "the Congress and the President."

headed by Bob Sherman and also owns KKRD(FM) Wichita, Kan. KZKX is on 98.9 mhz with 100 kw and antenna 610 feet above average terrain. Broker: Media Venture Partners.

□

E.W. Scripps Co. has acquired cable TV system serving Carroll County, Ga., from Cable USA Inc. System is still under construction and will serve area of 7,600 homes. Price was not disclosed. Scripps now has systems in Northern Georgia serving 542,000 basic subscribers. Scripps owns two AM's, three FM's and nine TV stations. Cable USA Inc., headed by Tom Linder, has no other cable interests.

□

The Discovery Channel will move satellite delivery to GE Americom satellite Satcom C-4 beginning in 1993, two parties said Nov. 2. Value of purchase was not revealed. Discovery attributed decision to move from Hughes Communications' Galaxy I satellite to Satcom's high power and "perceived value of its established neighborhood" of cable services, including Showtime, MTV, Nickelodeon, The Family Channel, C-SPAN and The Weather Channel.

□

According to Terry McGuirk, president, Turner Sports, "Basic cable will be the most potent factor in the 1990's next to the broadcast networks" in terms of acquiring television sports packages. "Cable will be an ever-increasing player at the table," he said, speaking on International Radio and Television Society panel entitled "The Future of Televised Sports." Neal Pilson, president, CBS Sports, does not expect to see "fundamental changes of the tiering structure" regarding rights acquisition in next five years. Barry Frank, senior group VP, Transworld International, sees coming trend of alliances between cable and broadcast networks for single sporting events, such as America's Cup. Seth Abraham, senior VP, programming, operations and sports, HBO, also sees "blending" of broadcast networks with basic, pay, and regional sports networks. "Sports fans never say more is too much," Abraham said.

□

Superstation WSBK-TV Boston signed new three-year rights agreement with Big East basketball conference and Boston College last week. In 1990-92 seasons, station will carry six regular season Boston College games and all four quarterfinal Big East Tournament games, next year to be played noon-7 p.m. ET, March 9. Terms of agreement were not disclosed.

□

Metropolitan Broadcasting's WMMR(FM) Philadelphia stunned its listeners last Wednesday, Nov. 1, when its "Morning Zoo" featured skit in which Pat Godwin, parodist and songwriter for show, was supposedly shot on air. Mark (The Shark) Drucker, station's news director and co-host with John DeBella of morning show, also led off morning newscast with reports of alleged shooting. Concerned listeners phoned police, who along with Philadelphia area TV news crews, arrived at station to discover hoax. Tom Bier, chairman, Radio-Television News Directors Association, called phony news story within newscast "distressing" and "in violation of code of ethics of any news organization." Citing loss of credibility for news organization as fallout from inclusion of fictitious item in actual newscast, Bier also said action went against grain of "commitment to truth" that should dominate newsroom policy.

□

FCC has established, subject to congressional approval, new office to coordinate agency's international policy activities. Office of International Communications will be headed by yet-to-be-named director and have staff of six or seven.

'Golden Girls' turn 100

Buena Vista Television's *The Golden Girls* passed the important 100-station clearance plateau with the announcement last week that it had been bought by Tribune Broadcasting's WGN-TV Chicago and six other independent stations for fall 1990 syndication: WKBD-TV Detroit, KTSW-TV Seattle, WSVN-TV Miami, WIII-TV Cincinnati, KRRT-TV San Antonio and WMSN-TV Madison, Wis.

BVT cited the recent network airing of *Golden Girls* on



NBC against the World Series as "continued" proof that the sitcom can be used against special events or in other day-parts. Girls averaged a 19.6 rating/35 share against the Saturday, Oct. 14 and 28 airings of the World Series, which averaged a 15.4/28 for those evenings.

According to FCC, new office will, among other things, represent FCC in international organization. "While there will be some specialized skill in this office," it said, "the main technical expertise will continue to reside in the commission's operating bureaus."

□

Armed with court order, **FCC said last week that FCC officials and deputy U.S. Marshall had fined New Image Products Corp., Portland, Ore., \$2,000 for selling unauthorized RF devices** designed to transmit signals from VCR's to TV sets in other rooms of house or building and seized 67 such devices at New Image's offices. FCC has refused to authorize TV-200, as New Image calls its product, and others like it, because they transmit television signals at frequencies that can interfere with UHF broadcasting and radio navigation. Michael Derwey, president of New Image, did not return calls.

□

QVC Network, West Chester, Pa.-based home shopping channel, announced new executive appointments at subsidiary, CVN Companies, which was acquired Oct. 31. Joseph M. Segel, chairman and CEO, QVC, will serve in same capacity at CVN, in addition to his former responsibilities; Thomas G. Downs, executive VP, QVC, adds duties of vice chairman of CVN and will serve as principal coordinator of QVC/CVN liaison; Roger R. Cloutier II, senior VP and chief financial officer, to president and chief operating officer, CVN; Neal S. Grabell, senior VP, general counsel and corporate secretary, QVC, to same capacity, CVN, and Susan L. Stauffer, VP, The Fashion Channel, adds duties of president and chief operating officer, Cable Shopping Mall, new multiple-merchant shopping channel being developed by QVC.

□

WHEW(FM) Fort Myers, Fla., is 100% owned by Robert Hecksher, not Tom DiBacco and Kim Styles DiBacco as reported in this issue's Errata on page 26.

Editorials

Forward to the past

Fifth Estate journalists suffered a setback last week with the Supreme Court's decision to continue to bar radio and television coverage of its proceedings. Seventeen media groups had petitioned the court to open its doors, and to that end had held a demonstration last year—attended by only three of nine justices—of how the court could be covered unobtrusively. That effort notwithstanding, the court voted to “adhere to past practice.” Translation: The justices wish to keep their feet planted firmly in the tarps.

We fear that, in this case, the strength of the evidence had little effect on the outcome. As Tim Dyk, lead counsel for the petitioners, pointed out: “Basically, we’re asking for change, and for traditional institutions, change comes slowly.” Excruciatingly slowly.

Meanwhile, lovely pastel and watercolor renderings continue to serve as our window on the federal justice system, where major public issues continue to be decided in semi-private courtrooms, heedless of the technology that could, and should, make those decisions accessible to the public they affect.

We leave the last word to David Bartlett, president of the Radio-Television News Directors Association, which was one of the petitioners: “The American people are ill-served by the medieval atmosphere of mystery that surrounds this enormously important institution.”

The longer arm of broadcasting

On this page two weeks ago, the cartoon showed two inmates talking. The caption read: “I don’t think that actor on *America’s Most Wanted* looked anything like me.” It was not the original caption, but it seemed topical, considering the number of fugitives that have been captured as a result of that program and others, a list that keeps growing and, at press time, numbered 78 for *Wanted* alone since the program began in February of last year.

The list has grown since, and made the cartoon topical indeed when a man suspected in the slaying of his wife and stepdaughter was caught 11 years after the crime was committed, but only one day after being profiled on the program. It is far from a unique example. A week earlier, a suspected murderer, a drug smuggler, a kidnapper and a burglar were captured as a result of the show. FBI Director William Sessions even made an appearance on the program, describing three fugitives from the bureau’s 10 Most Wanted list. All were subsequently arrested.

America’s Most Wanted, NBC’s *Unsolved Mysteries*—whose fugitive profiles also have resulted in numerous arrests—and a growing list of local programs have been at times tarred with the “trash television” brush because of their use of re-creations and the sometimes shocking nature of the stories. Sensational? Yes, as often are the crimes profiled. But they have also been undeniably effective in locating a host of fugitives who are wanted for major and often violent crimes, and who, in some cases, had eluded capture for years (in the case of one murder suspect, 18 years). That the programs are entertainment vehicles does not diminish their record of success. According to an FBI spokesman, television has made a “distinct” difference in capturing wanted criminals.

As to the use of re-creations, a general topic over which there has been much hue and cry of late, we recall, in paraphrase, a familiar advisory: The stories you have just seen are true, the names were not changed to apprehend the guilty.

How high the lunacy

Aid to the victims of Hurricane Hugo and the San Francisco earthquake (christened Loma Prieta) is budgeted in the billions; the S&L bailout, some estimate, will cost in the hundreds of billions over the next few decades. With those large bills to pay, it is a clear case of misplaced priorities that the government plans to waste \$16 million a year over two years on the Cuba-targeted, Florida-based TV Marti, a sort of combination television station-Macy’s parade float most fervently backed by Florida politicians in whose backyards the project would be undertaken.

The appropriation approved out of House-Senate committee two weeks ago was being celebrated as a victory for broadcasters, and in one sense it was: The strings now attached to those balloon-borne monies include protection for Florida stations from interference created by TV Marti, compensation for stations jammed in retaliation by the Cuban government and presidential certification of the service. That victory, however, was only in making better a bad situation. With the exception of the certification, which, if it is suitable for framing, may have aesthetic value, the provisions are simply bandages on the wounds inflicted unnecessarily by a needless service and unwise expenditure.

(If any more reason were needed to scrap the project, it has been provided by the Cubans, who have decided to begin broadcasting on channel 13, the frequency targeted for TV Marti because it reportedly carried the least threat of undue interference to U.S.—and Cuban—broadcasters.)

It is clearly better to spend money cleaning up existing problems than to spend it creating more. Perhaps cooler heads may yet prevail before any more hot air is expended in this effort.

Quote of the week. From our “hasn’t a simple solution been overlooked here” file comes this passage from among the indecency complaints dismissed by the FCC two weeks ago (see story, “Top of the Week”). It is from a Cincinnati woman upset that her daughter was repeatedly subjected to a local radio station’s “dirty joke of the day” segment. “My daughter is six years old,” wrote the woman to a city official, who in turn passed the complaint along to the FCC, “and has to listen to that all school year because her father does not turn it off.” Enough said.



Drawn for BROADCASTING by Jack Schmidt

“I know we ought to spend more time on HDTV, must carry and telco, but these indecency complaints are much more fun to read.”

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A HEALTHY ENVIRONMENT REQUIRES A HEALTHY ECONOMY

The economic strength of the United States is precisely why we have the world's best environmental protection record. Our national prosperity means we can afford to make ecological concerns a national priority.

Americans spend more than \$32 billion annually to control air pollution alone. That's why Congress, in renewing the Clean Air Act in coming months, needs to strike a careful balance between additional improvements in air quality—which everyone supports—and

preserving American jobs and competitiveness. This balance can be accomplished with realistic goals and proper management. Short-sighted legislative "fixes" do not usually provide the best solutions.

Our nation is the world leader in air pollution control. Through compliance with the Clean Air Act, our nation's air quality has improved dramatically. According to the U.S. Environmental Protection Agency, from 1978 to 1987, the levels of:



More needs to be done. We must continue to develop efficient pollution control technologies. We must provide an adequate planning period so that we know the effect compliance will have on consumer prices, jobs and the environment. Before we enact costly legislation, we must determine whether such action will be effective and compatible with other environmental goals.

The Clean Air Working Group is a broad-based, national coalition of nearly 2,000 industries, small and large businesses and trade associations working with the government to create effective clean air policies. Our members, who employ millions of Americans, support reasonable policies that will keep Americans working as we continue to clean the air.

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For Further
Information,
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