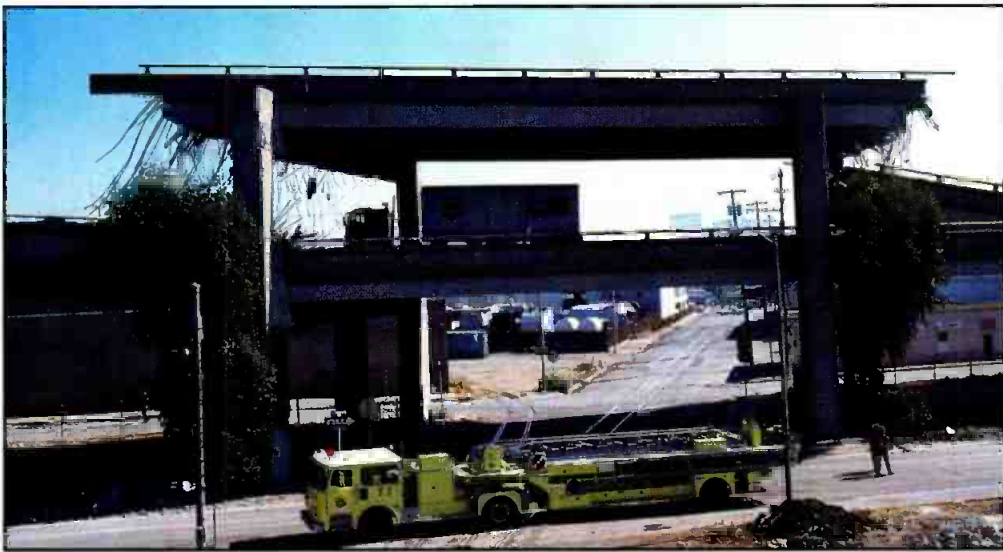


Broadcasting Nov 20

No One's Better With Breaking News.



Gene Anthony/Photographer Black Star

When the earthquake hit Northern California, the whole world was moved. Thanks, in part, to the diligent news coverage provided by Conus Communications and our members, especially KTXL (Sacramento/Stockton) and KHJ (Los Angeles).

In the six days following the earthquake, the Conus Satellite News Cooperative exchanged more than 500 live, custom reports from the Bay area.

Even with all that coverage we weren't able to meet every demand. But the live Conus SNG trucks on the scene did transmit more custom-tailored earthquake insight to local stations than any other news organization.

To learn more about Conus services, call 612/642-4573. Or write: Conus Communications, 3415 University Avenue, Minneapolis, MN 55414.



AL 36112

MAXMELL
5071 9076
SLDG 1405
ROOM 122
AUL-SAS

36112

*****3-DIGIT 361
T2364 12K NOV/90
06/VON XZI 49321

59th Year 1989

Cable's rough week
in Washington
AM's day in
FCC's court



**Most talk show hosts
ask questions.**

**Jesse Jackson
looks for answers.**

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.
and distributed by



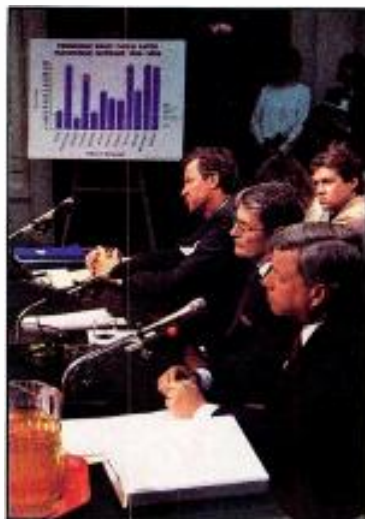
**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

A Warner Communications Company

Shadow over cable...

Senate Commerce Committee hearings on 1984 Cable Act give preview of cable reregulation expected next year. Among those testifying (l-r): Jim Robbins, Cox Cable; John Malone, TCI, and Jim Mooney, NCTA.

PAGE 27.



Radio review...

Day-long FCC en banc hearing on technical improvement of AM band explores, among other things, approaches for making AM more competitive with FM. PAGE 31.

29/ REINING IN CABLE

Senator John Danforth (R-Mo.) introduces cable reregulation bill that NCTA says offers "series of extreme solutions to problems that are either modest or nonexistent." NAB, INTV support lawmaker's initiative.

34/ TAKING LEAVE

INTV President Preston Padden says he will join Fox Television as soon as his successor is chosen.

35/ ROAD TO NATPE

Rep firm executives expect increased business at 1990 NATPE International convention in New Orleans. Among high-profile speakers and panelists there: NBC President and CEO Robert Wright; actress Candice Bergen (*Murphy Brown*), and FCC Chairman Al Sikes.

36/ FOX SOAP

Fox station group will launch new half-hour soap opera strip

aimed at teenagers in January.

36/ 'COSBY' PASS

Sixteen of top-20 market stations, including WWOX-TV New York, decline Viacom Enterprises' offering for second-cycle renewal of *The Cosby Show*.

40/ TV SPORTS

Football and baseball commissioners tell Senate that alleged "siphoning" of sports program from over-air TV to cable is not grand issue some have made it; broadcasters ask Congress to limit increasing cable TV sports share.

47/ TVB '89

Members of Television Bureau of Advertising are told to accentuate value of TV advertising during organization's 35th annual conference in Los Angeles.

56/ UP TO SNUFF

Testimony at Hill hearing

focuses attention on America's weaknesses in global media market.

52/ CABLE-RADIO BREAKFAST CLUB

New VH-1 cable program includes celebrity guests, music videos and live hook-ups with radio's "morning zoo" programs.

54/ ONE FOR METROPLEX

FCC Review Board upholds ruling granting Metroplex Communications license renewal, dismissing competing application.

58/ PUBLIC TV AGREEMENT

Public TV groups and Corporation for Public Broadcasting agree on national program funding plan.

59/ ATTENTION K MART SHOPPERS

CBS says its first-year prime time promotional tie-in with K mart results in higher ratings.

51/ WALL-TO-WALL COVERAGE

In wake of NBC News's slow start in providing coverage of northern California



Tom Brokaw in Berlin

earthquake, network gets kudos for its performance in reporting news of East Germany's opening of Berlin Wall.

62/ PRESS SURVEY

Times Mirror's survey of

public's attitude toward news organizations shows network TV news maintaining favorable rating with respondents, but losing ground as impartial observer of political and social scene.

64/ ZENITH FOCUS

Zenith Electronics Corp. introduces high-definition TV production system.

87/ LEADING EDGE

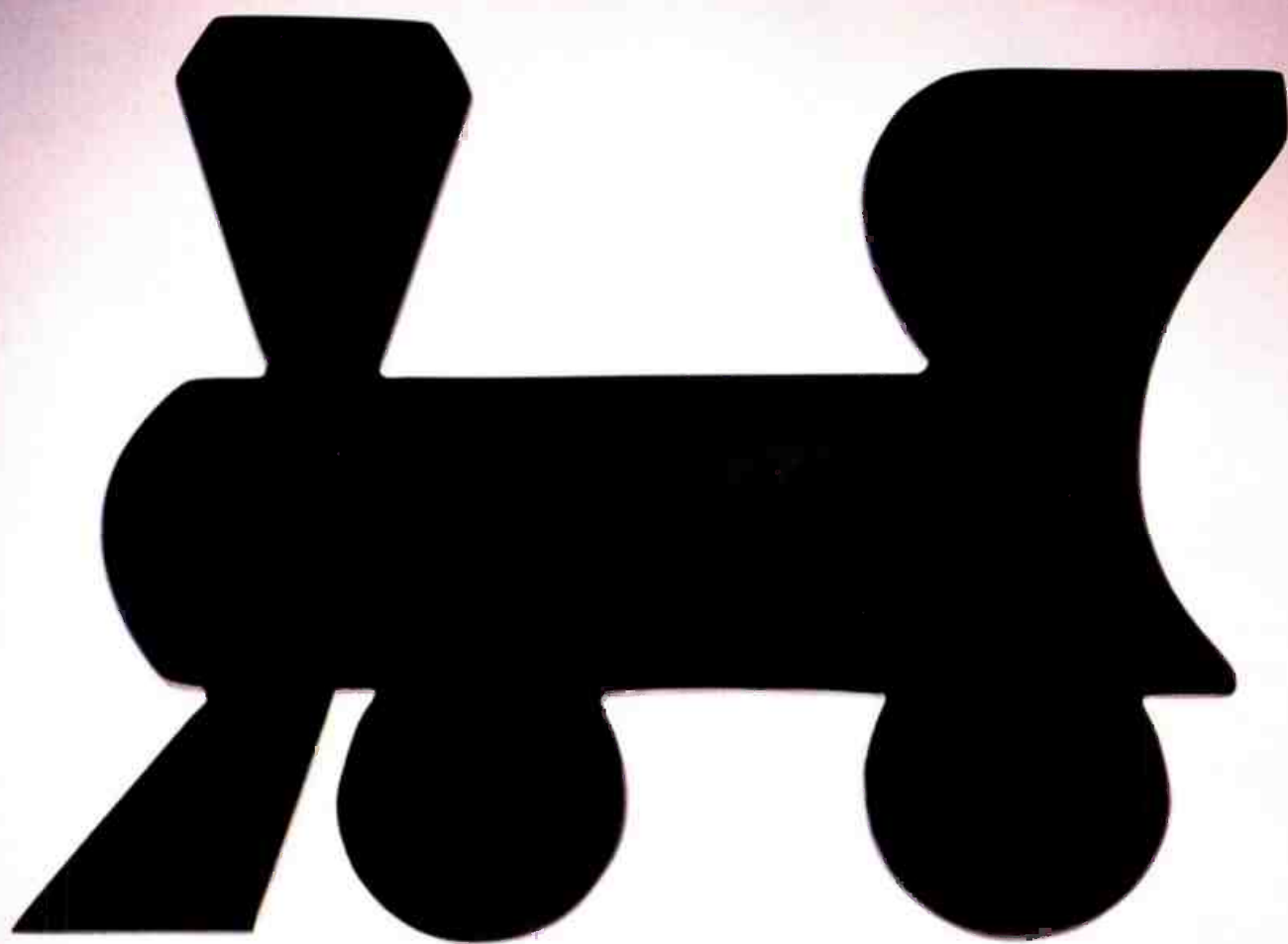
Henry Schleiff leads Viacom's entertainment and broadcast operations with hard work and sense of humor.

DEPARTMENTS

Advertisers Index	86
Business	47
By the Numbers	12
Cablecastings	67
Changing Hands	60
Closed Circuit	6
Datebook	18
Editorials	90
Fates & Fortunes	83
Fifth Estate	87
For the Record	68
In Brief	88
International	56
Journalism	51
Law & Regulation	40
Masthead	24
The Media	58
Monday Memo	25
On Radio	52
Open Mike	23
Programming	35
Satellite Footprints	48
Stock Index	14

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

IT'S COMING.



NEW YORK

Billion here, billion there

Latest yardstick confirming bargain that Capital Cities got in \$3.3 billion purchase of ABC is word that both WABC-TV New York and KABC-TV Los Angeles each are expected to top \$100 million in cash flow for 1989. Even using conservative multiple of, say, 12 times trailing cash flow for top-market VHF facility, two stations alone would now be worth at least \$2.5 billion.

Acquisition minded

Two new names—Paramount and Tele-Communications Inc.—have surfaced in bidding for cable's Nostalgia Network, which targets older audience and serves over six million subscribers, and is one of last major programming networks not owned by major media groups. TCI, which has bought into Showtime and is looking at purchase of MGM/UA, also has been mentioned as chief equity player in stake that Family Channel is selling.

Nick's niche

Word has it that Nicholas Kiernan has been named operations manager for newly formed CBS Hispanic Radio Network ("Closed Circuit," Sept. 25). Kiernan has been with CBS since 1978, joining as financial analyst, CBS Inc., and most recently was director, long-form programming, affiliate relations, CBS Radio Networks.

Beginning with 1990 season, CBS Radio Sports and CBS Radio Representatives will produce, affiliate and sell Spanish-language coverage of All-Star Game, League Championship Series and World Series to domestic stations.

Hot property

Several non-U.S. firms, including more than one Japanese company, are bidding to buy 20% of ESPN, in what could be first significant foreign buy into U.S. program service. RJR Nabisco has been shopping its



Home town hero

Lineup was stellar at seventh annual dinner dance held by Caucus for Producers, Writers and Directors at Chasen's restaurant in Los Angeles. L to r: Caucus Chairman Jerry Leider; Robert Daly, Warner Bros. chairman and chief executive officer, and Jack Valenti, Motion Picture Association of America president. Daly received the organization's first "Executive of the Year Award."

one-fifth share in cable sports service since early this year, and last spring was reportedly talking with ABC, which has first refusal on only portion of ESPN it does not own. Potential buyers could not be confirmed but are believed to include Japanese firms other than those with which ESPN is partnering for Japanese cable sports service—Japanese trading firm C. Itoh, national broadcaster NHK and ad agency Dentsu. One other foreign effort to buy into U.S. cable programming was Dutch bid for Financial News

Network, fought off in lawsuit last spring.

Viacom's new crop

Look for word soon from Viacom that it may bring three, possibly four, new first-run programs to NATPE marketplace in January. Sources at company last week said it was virtually certain it would proceed with *Super Cop*, about crime fighter equipped with futuristic technology. Also likely is new day-and-date early fringe strip, *Entertainment Coast to Coast*, magazine covering TV and film industries. Third

likely show, also strip, is Ross Shafer-hosted *Not for Men Only*, focusing on men's issues. Also being considered is weekly half-hour lifestyle show, *America's Hit List*, which examines lists of "best of" in worlds of travel, leisure and entertainment.

Big Apple hardball

Viacom Enterprises' second-cycle renewal offer and first-cycle entry of *A Different World* apparently fell victim in nation's top market (see story, page 36) when New York superstation WWOR-TV made conscious decision to emphasize original programming expenditures for station's prime time and access time periods. WWOR General Manager Michael Alexander said if "millions and millions of dollars are going to be spent on programming, it would be better spent on developing original programming for our station."

Currently, superstation is carrying parent company MCA's first-run *Dragnet* and *Adam 12* series, and Alexander says big push will be made to handle more MCA product, expand in-house productions and "advertise" co-production ventures with other producers. "When I gave them [Viacom] my answer [no to making counter-offers for either show], they said they would negotiate with my competitors," Alexander said. "Obviously I am not interested in talking about it [*Cosby* renewal] for at least two years. The flip-side is that we want to invest in original programming for prime time, rather than *Cosby*."

King World's lock on 'Monopoly'

Almost three years in development, King World Productions has made good on its promise to introduce TV game show version of Monopoly. And read on street last week was that many stations will put off making decision on new game shows until they've had chance to screen Monopoly pilot. "It's like the second coming," quipped one programmer last week. "Seriously though, there is a lot of interest and curiosity about the show within the station community. You can't ask for better name recognition. If done well, it has huge potential." Biggest concern among station executives is how board game that often takes four or five hours to play can be distilled into 22-minute format. But Michael King, president and chief operating officer, KWP, responded that "the curiosity factor, coupled with the name brand recognition, guarantees major tune-in sampling." King said program will be offered for cash, plus one minute of barter time, and will be available for fall 1990 launch. King declined to describe format last week. "It's difficult to explain," he said. "You really have to watch the pilot," which was being edited at press time and will be available for viewing next week. Time period clearances will vary from market to market, said King. "We have to be flexible," he said. "But we'll pass a market rather than take a time period where we can't succeed." But as King well knows, he can't afford to pass too many markets and expect to sell barter time in show, with advertisers demanding minimum of 70% U.S. coverage, and, more often these days, up to 80% coverage.

WANNA PLAY?



FROM THE PEOPLE WHO

America's most popular game.

DISTRIBUTED BY

KINGWORLD

©1989 King World. All Rights Reserved.



The MONOPOLY™ game show is based upon Parker Brothers' MONOPOLY® real estate trading game and is used under license from Parker Brothers. MONOPOLY® is a registered trademark of © 1935, 1989 Parker Brothers.

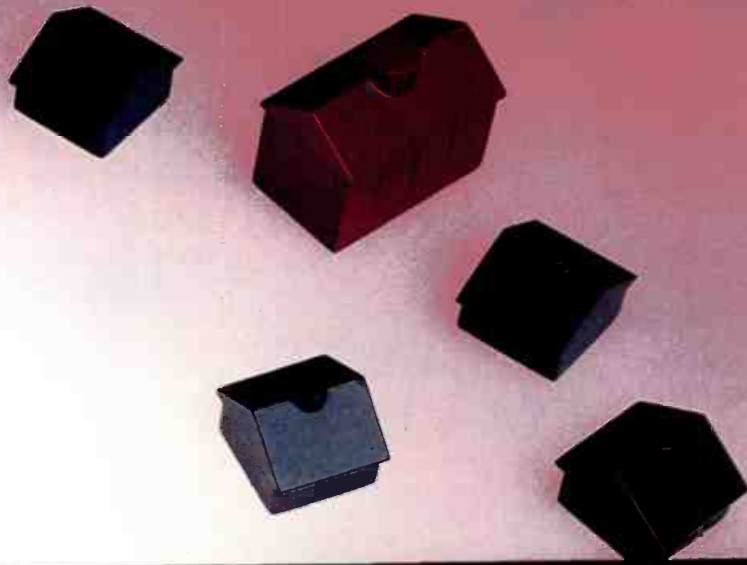
INVENTED THE WHEEL.

Now available for Fall 1990.



PRODUCED BY
MERV GRIFFIN
ENTERPRISES

A unit of Columbia Pictures Entertainment, Inc.



NATIONAL ADVERTISING BY
CAMELOT
ENTERTAINMENT SALES
A KING WORLD COMPANY

All in the family

Tisches (Larry and Bob) are not only siblings at CBS. One pair newly united at the network are brothers Warner (Steve and Jim). Younger brother Steve, in late 20's, is assistant to President Larry Tisch, joining staff last spring upon graduation from Harvard Business School and after working previously as CBS Sports researcher. Brother Jim joins company in December from HBO to head new CBS Enterprises division, comprising international, video and other domestic distribution. Both were close family friends of Larry Tisch, having grown up near Tisch home in Rye, N.Y.

WASHINGTON

Friends at odds

FCC Chairman Alfred Sikes and fellow Missourian and Republican Senator John Danforth are long-standing friends and share fundamental belief that something must be done about what they see as monopoly powers of cable, but they found themselves at odds last week over how to do it. For one thing, Danforth believes cities should have central role in keeping check on cable, while Sikes thinks they should have as little role as possible. Sikes believes municipal regulation leads to abuses and discourages competition. He told BROADCASTING that allowing municipalities to "adjust" minimum technical standards set by FCC as Danforth bill proposes would lead to "balkanization" of standards.

Danforth and Sikes agree that municipalities should be allowed to regulate rates in absence of "effective competition," but disagree over who should define "effective competition." At subcommittee hearing last week, Danforth said it should be left to Congress because, unlike Sikes's FCC administration, future ones cannot be counted on to reflect views of Congress. But Sikes believes it's FCC's job. "We are in a highly dynamic

sector," he said. "Putting rules into a more intractable environment is a mistake in this area."

Hill contest

Vacancy on House Telecommunications Subcommittee created by death of Mickey Leland (D-Tex.) will not be filled until next year. On eve of congressional adjournment, number of members from parent Commerce Committee were said to be vying for seat. In running: Terry Bruce (D-Ill.), J. Roy Rowland (D-Ga.) and Edolphus Towns (D-N.Y.). Towns was Congressional Black Caucus candidate appointed to take Leland's seat on Commerce. Question remains as to whether spot should go to minority member.

Metamorphosis

Washington observers last week were taking note of National Association of Broadcasters President Eddie Fritts's sudden get-tough

attitude toward cable, to which he has been most conciliatory of broadcast representatives. His endorsement of Senator John Danforth's cable reregulation bill and jabs at cable during last week's oversight hearing (see page 27) were more akin to rhetoric commonly used by Preston Padden, outgoing president of Association of Independent Television Stations. Speculation was that with Padden's announced departure to join Fox Network Fritts may be stepping into hard-line role.

KANSAS CITY

Hot ticket

Christmas may come on Thanksgiving for National Collegiate Athletic Association as three broadcast networks follow stars to NCAA headquarters in Kansas City, Mo., to talk turkey over which will carry NCAA basketball tournament,

which could fairly be called hottest rising sports property in 1980's, claiming 10.0 average and 21.3 championship game rating.

In spirit of sharing, several sources said, rotating seasons scenario may be outcome of visits from incumbent tournament rightsholder CBS (which lost NBA last week; see "Top of the Week") and from ABC and NBC (which last week won NBA) on Thanksgiving week. NBC Sports President Dick Ebersol said he shares NBA belief in synergies of professional and college ball appearing on same network, and he said NBC will make serious pitch for some part of 64-game tournament. But in theory, CBS has \$150 million per year it will not spend on NBA to use in sweetening its offer to NCAA—proposal rumored to include expansion of broadcast package by adding games heretofore carried by ESPN. In any case, said one observer, NCAA knows it can serve as insurance to all three networks as early 1990 NFL rights negotiations hang over all three networks like Damocles sword.

TOKYO

Pacific specific

Keystone Communications—offspring of Wold Communications-Bonneville Satellite merger last summer (BROADCASTING, Aug. 7)—has been too busy opening new Hollywood operations center and moving its New York facilities to New Jersey to announce that it has extended contract to handle transmission of television traffic for Japanese International Satellite Joint Users Organization (JISO), partnership of six Japanese broadcasters, through mid-1992.

Contract already represents three full-time transponders' worth of news, live sports and other programming. So it is fair bet that when Keystone issues request for proposals to satellite operators this month or next, it will specify at least three transponders on next-generation birds.



The Radio Presidency

Peter Maer, of Westwood One's NBC/Mutual Radio, did first interview with President Bush last week under plan White House has dubbed "Any Saturday." Plan is designed to give White House radio correspondents access to President they have long complained they have not had—under President Reagan as well as Bush. Interviews will be conducted on Fridays, run eight to 10 minutes, and interviewer's service will have exclusive use of 60 seconds of contiguous material on Friday, and be free to broadcast material in full at 10 a.m. Saturday. At 10:15 a.m., transcript will be made available to White House press corps. Correspondents told White House they do not accept announced limit on excerpt that would be available for broadcast on Friday. They also object to inclusion of CNN in rotation, despite fact CNN White House correspondents are heard on radio stations in 112 markets, saying "there is no CNN Radio." Sig Rogich, presidential assistant who is responsible for making Bush available to radio correspondents, expects President to go one-on-one with radio correspondents up to 15 times yearly. Counting CNN, 10 groups are on rotation list.

FORD RANGER
#1 SPORT TRUCK
Don Tough!

KANSAS CITY

Headquarters Canvas Cases

the Jones Real Estate

GANNETT TRANSIT

Loblaws
diet sale

56 Country Club

POWER95fm

Skip Holmes
President and General Manager
Gannett Outdoor
Kansas City, Missouri

When Skip Holmes targets new outdoor business, he arms himself with MA•RT.™

The MA•RT Consumer Intelligence System is the "focal point" in Gannett Outdoor's selling strategy. And that spells success when targeting new business and increasing sales in a relatively flat business environment.

What's more, MA•RT has helped Gannett become

the "professional marketing resource" around Kansas City.

MA•RT is specifically single source, with the largest consumer sample size in the nation—ranging from 5,000 to 18,000 per market. Retail-oriented consumer information includes shopping behavior, store preference, leisure activities and media

habits—all provided in enough depth for accurate target marketing.

"That's important to our advertisers," says Skip Holmes. But the *level of support* from Impact Resources is even more important to him: "Far greater than I get from any other data source. It's phenomenal."

If you're taking aim on new

business and increased sales, do what Skip Holmes does. Arm yourself with MA•RT information first. Call us today. 1-800-733-MART.

MA•RT™



**IMPACT
RESOURCES**

125 Dillmont Drive, Columbus, Ohio 43235

CBS's *Peaceable Kingdom*, starring Lindsay Wagner (pictured), which faced apparently too stiff competition from ABC's *Growing Pains* and *Head of the Class* and NBC's *Unsolved Mysteries* on Wednesdays at 8, was pulled from the schedule last week (see story, "Top of the Week"). During the current season, CBS's best numbers for the timeslot came from a news special during Week Five on the San Francisco earthquake, gathering an 11.9/19 at 8 and an 11.4/18 at 8:30. Still, NBC's *Mysteries* won the



hour with a 17.4/28 and 19.4/30 for each of the program's half hours. Prior to Week Five, ABC won seven out of the eight 30-minute blocks with its *Growing Pains-Head of the Class* combination, but NBC has taken the remainder of the half-hours, from Week Five through last Wednesday's win during Week Nine.

Kingdom, which pulled in a low 6.7/11 for Week Eight, averaged a 7.0/11 over the one hour in Week Nine, down 1.9/4 from the show's season-to-

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	26.5/42	N	<i>Cosby Show</i>
2	▲ 24.3/38	N	<i>Cheers</i>
3	▼ 24.1/37	N	<i>Different World</i>
4	23.3/35	A	<i>Roseanne</i>
5	20.8/36	N	<i>Golden Girls</i>
6	▲ 20.1/34	N	<i>L.A. Law</i>
7	▼ 19.9/31	N	<i>Dear John</i>
7	▲ 19.9/35	N	<i>Empty Nest</i>
9	▼ 19.4/31	C	<i>60 Minutes</i>
10	▲ 18.9/30	N	<i>Unsolved Mysteries</i>
10	▲ 18.9/28	A	<i>Wonder Years</i>
12	▲ 18.1/28	A	<i>ABC Sunday Movie</i>
12	▼ 18.1/30	A	<i>Monday Night Football</i>
12	▲ 18.1/28	A	<i>Who's the Boss?</i>
15	▼ 17.6/26	C	<i>Murder, She Wrote</i>
16	17.2/26	C	<i>CBS Monday Movie</i>
17	▲ 17.0/26	N	<i>Matlock</i>
18	▼ 16.0/24	N	<i>In the Heat of the Night</i>
19	▼ 15.9/26	A	<i>Growing Pains</i>
20	▲ 15.4/24	N	<i>NBC Sunday Movie</i>
21	▲ 15.2/24	A	<i>Chicken Soup</i>
21	▲ 15.2/29	N	<i>Hunter</i>
23	▼ 15.0/24	A	<i>Head of the Class</i>
24	14.8/26	A	<i>Full House</i>
25	▲ 14.7/23	A	<i>Doogie Howser, M.D.</i>
25	▼ 14.7/23	M	<i>NBC Monday Movie</i>
27	▲ 14.6/22	N	<i>ALF</i>
28	▲ 14.4/26	N	<i>Amen</i>
28	▼ 14.4/25	N	<i>Midnight Caller</i>

Rank/rating □ Network □ Show

30	14.2/22	C	<i>Jake and the Fatman</i>
31	▲ 14.1/22	N	<i>Magical World of Disney</i>
32	14.0/21	N	<i>Hogan Family</i>
33	▼ 13.9/21	N	<i>Night Court</i>
34	▼ 13.8/23	C	<i>Knots Landing</i>
35	▲ 13.7/20	C	<i>Murphy Brown</i>
36	13.6/21	C	<i>Major Dad</i>
37	▼ 13.2/25	A	<i>20/20</i>
38	▼ 12.9/20	C	<i>CBS Sunday Movie</i>
38	▼ 12.9/23	A	<i>Family Matters</i>
40	12.7/22	C	<i>Dallas</i>
40	12.7/22	A	<i>Perfect Strangers</i>
42	▼ 12.5/20	A	<i>MacGyver</i>
43	▼ 12.0/19	A	<i>Anything But Love</i>
44	11.8/21	A	<i>thirtysomething</i>
44	▲ 11.8/22	N	<i>227</i>
46	▲ 11.7/20	A	<i>Just the Ten of Us</i>
46	▲ 11.7/18	C	<i>Rescue: 911</i>
48	▲ 11.6/18	N	<i>My Two Dads, Wed.</i>
49	▲ 11.3/16	F	<i>Married...With Children</i>
50	11.1/20	A	<i>China Beach</i>
51	▲ 11.0/19	N	<i>Baywatch</i>
52	▼ 10.7/17	C	<i>48 Hours</i>
53	▲ 10.6/19	C	<i>Paradise</i>
54	▲ 10.4/20	C	<i>Falcon Crest</i>
54	▲ 10.4/19	C	<i>Wiseguy</i>

Week 8 □ Nov. 6—Nov. 12

Rank/rating □ Network □ Show

56	▲ 10.3/19	N	<i>Quantum Leap</i>
57	▼ 9.9/15	F	<i>America's Most Wanted</i>
57	▲ 9.9/17	N	<i>Hardball</i>
59	▲ 9.6/18	N	<i>Mancuso, FBI</i>
60	▼ 9.5/15	A	<i>Young Riders</i>
61	▲ 9.4/15	C	<i>Top of the Hill</i>
62	▲ 9.0/17	A	<i>ABC Mystery Movie</i>
63	▲ 8.6/13	F	<i>Totally Hidden Video</i>
64	▲ 8.3/13	A	<i>Mission: Impossible</i>
65	▼ 8.1/12	A	<i>Life Goes On</i>
65	8.1/14	C	<i>Snoops</i>
67	▲ 7.9/14	C	<i>Island Son</i>
67	▲ 7.9/14	C	<i>Tour of Duty</i>
69	▲ 7.0/13	A	<i>Mr. Belvedere</i>
69	▲ 7.0/10	F	<i>Open House</i>
71	▲ 6.8/11	A	<i>PrimeTime Live</i>
72	▲ 6.7/11	C	<i>Peaceable Kingdom</i>
73	▲ 6.6/11	F	<i>Booker</i>
74	▲ 6.5/12	F	<i>Cops</i>
74	▲ 6.5/13	C	<i>Sat. Night With Connie Chung</i>
76	6.3/10	A	<i>ABC News Special</i>
77	▲ 6.0/9	F	<i>21 Jump Street</i>
78	▲ 5.7/10	A	<i>Living Dolls</i>
78	▲ 5.7/9	C	<i>Wolf</i>
80	▲ 5.3/8	F	<i>Alien Nation</i>
81	▲ 5.0/9	F	<i>Reporters</i>
82	▲ 4.3/7	F	<i>Tracey Ullman Show</i>
83	▲ 3.1/5	F	<i>Garry Shandling's Show</i>
84	▲ 2.9/5	F	<i>Beyond Tomorrow</i>

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

—Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	15.1	229	99
2	Jeopardy! (King World)	13.3	218	99
3	Universal Pictures Debut Net. (MCA TV)	10.8	122	93
4	Oprah Winfrey Show (King World)	10.6	213	99
5	Cosby Show (Viacom)	10.3	204	98
6	Star Trek: Next Generation (Paramount)	9.9	233	97
7	Current Affair (20th Century Fox TV)	8.5	184	96
7	Wheel of Fortune, wknd. (King World)	8.5	204	93
9	Entertainment Tonight (TPE)	8.4	165	95
10	Donahue (Multimedia)	7.4	223	99

* Nielsen weekly pocketpiece

Week ended Nov. 6

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	TV Net. Movie: Quartermaine-Lost City (TPE)	7.0	172	94
12	Star Search (TPE)	5.9	154	95
13	Geraldo! (Paramount)	5.8	198	99
14	Family Feud (LBS Communications)	5.7	127	86
15	Mama's Family (Warner Bros. Domestic TV)	5.5	170	90
15	Superboy (Viacom)	5.5	182	92

The following shows were rated, but not ranked

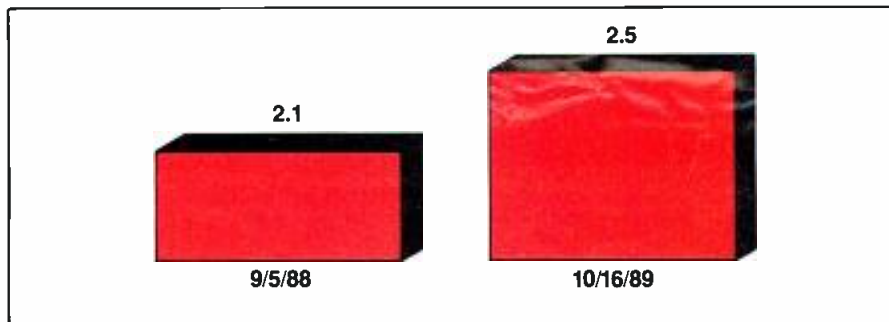
Wrestling Network (Turner Program Services)	6.3	165	92
World Wrestling Federation (WWF)	8.6	250	97

Source: Nielsen and Broadcasting's own research.

SIGNS OF SUCCESS



LIVE makes the grade.



When it comes to morning talk vehicles, LIVE WITH REGIS & KATHIE LEE continues to climb, increasing its NTI rating 19% since its national premiere.

SOURCE: NTI AA w/o 9-5-88, 10-16-89.



Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

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

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

"By the Numbers" continues from page 12

date average of 8.9/15. The program's best numbers had been posted in Week Three, a 10.6/17.

As *Mysteries* has gained ground during this season, NBC has managed to pull away with another Wednesday night win, taking the night in Week Nine with a 13.8/23 over ABC's 13.2/22. NBC won the night in Week Eight with a 14.0/23.

For the week overall, NBC took Week Eight with a 15.4/25.3, over ABC's 12.7/20.8 and CBS's 11.7/19.3. Together, the big three delivered 36.7 million households, down 0.9 million households from Week Seven.

In the evening news race, ABC's *World News Tonight* ranked first with an 11.1/20 over CBS's 10.3/19 and NBC's 10.0/19.

In the book of days for Week Eight, ABC won Monday, Tuesday and Friday. NBC took Wednesday, Thursday and Saturday. CBS won Sunday with a 15.9/24.6.

For the other nights of Week Nine, ABC almost lost Monday night (17.0/26) to NBC's 16.9/26. CBS posted a 12.2/19 for the night, and the network's *Teddy Z* garnered a 10.3/15 at 8:30. On Tuesday, ABC won with a 23.1/36, its highest Tuesday night average this season.

MarketScope

The Standard & Poor's Industrials moved up 3.02 points last week, to close at 388.16 on Wednesday, Nov. 15. The 126 stocks tracked on the Stock Index posted 68 advances, 45 declines and 13 unchanged. For the prior seven-day period, there were only 45 advances, 62 declines and 20 unchanged and the S&P had dropped 4.28 points. In the most recent period, the Broadcasting with Other Major Interests group (BWOMI) posted 19 gainers and only nine declines. No BWOMI stocks were unchanged. The Cable group had another off week, with eight advances, 10 declines and one stock unchanged. Programming stocks finished the week with 16 advances, nine declines and one unchanged. Nelson Holdings had a reverse split, offering one share for 10 outstanding on Nov. 15, and closed out the week at 13 1/2.

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.

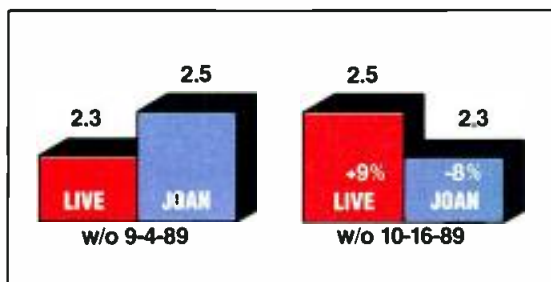


STOCK INDEX 1

											Market													Market	
		Closing		Closing		Net		Percent		P/E		Capitali-		Closing		Closing		Net		Percent		P/E		Capitali-	
		Wed	Wed	Wed	Wed	Change	Change	Ratio(000,000)					Wed		Wed		Change		Change		Ratio(000,000)				
		Nov 8	Nov 1	Nov 8	Nov 1	Nov 8	Nov 1	Nov 8					Nov 8		Nov 1		Nov 8		Nov 1		Nov 8		Nov 1		
BROADCASTING											BROADCASTING WITH OTHER MAJOR INTERESTS														
N (CCB) Capital Cities/ABC	546	547	- 1	- 00.18	22	9,827						N (BLC) A.H. Belo	38 1/4	37 1/4	- 1	- 02.68	51	758							
N (CBS) CBS	200	1/2	197 3/4	2 3/4	0 39	18	4,737					N (AFL) American Family	19 1/8	19 1/2	- 3/8	- 01.92	18	1,551							
A (CCU) Clear Channel	12	1/4	12 1/4		00.00	122	47					O (ACCMA) Assoc. Commun.	36	33 3/8	2 5/8	07.86	-87	670							
A (HTG) Heritage Media	3	1 1/4	3	1/4	08.33	-2	117					N (CCN) Chris-Craft	35 7/8	35 3/4	1/8	00.34	52	854							
O (UCOR) Jacor Commun.	5	3/4	5 7/8	- 1/8	- 02.12	-4	57					O (DUCO) Durham Corp.	33 1/4	34	- 3/4	- 02.20	29	280							
O (LINB) LIN	116	1/4	115	1 1/4	01.08	65	5,967					N (GCI) Gannett Co.	41 3/8	40 3/4	5/8	01.53	17	6,675							
O (OBCCC) Olympia Broadcast		3/4	5/8	1/8	20.00		1					O (GACC) Great Amer. Comm.	10 1/2	10 1/4	1/4	02.43	-3	329							
O (OSBN) Osborn Commun.	12	3/4	12 3/4		00.00	8	86					N (UP) Jefferson-Pilot	41	41 3/4	- 3/4	- 01.79	13	1,541							
O (OCOMA) Outlet Commun.	25	1/4	25 1/4		00.00	31	165					N (KRI) Knight-Ridder	52 1/4	50 1/4	2	03.98	12	2,888							
A (PR) Price Commun.	5	4	7/8	1/8	02.56	-10	46					N (LEE) Lee Enterprises	31 1/8	31 1/4	- 1/8	- 00.40	18	759							
O (SAGB) Sage Broadcasting	2	3/4	3	- 1/4	- 08.33	-2	10					N (LC) Liberty	36	35 1/4	3/4	02.12	20	304							
O (SCRIP) Scripps Howard	67	72	- 5	- 06.94	34	691						N (MHP) McGraw-Hill	63 5/8	61 3/4	1 7/8	03.03	16	3,093							
O (SUNNC) SunGroup Inc.	1	3/4	1 3/4		00.00	-2	4					A (MEGA) Media General	33	32 7/8	1/8	00.38	825	849							
O (TLMD) Telemundo	6	6	3/4	- 3/4	- 11.11	-2	137					N (MDPI) Meredith Corp.	33 5/8	33 3/8	1/4	00.74	19	627							
O (TVXGC) TVX Broadcast	4	5/8	4 1/2	1/8	02.77		33					O (WMEDC) Multimedia	94 1/4	91 1/2	2 3/4	03.00	35	1,065							
O (UTVI) United Television	35	1/2	34 3/8	1 1/8	03.27	50	387					A (NYTA) New York Times	24 7/8	26 1/2	- 1 5/8	- 06.13	12	1,953							

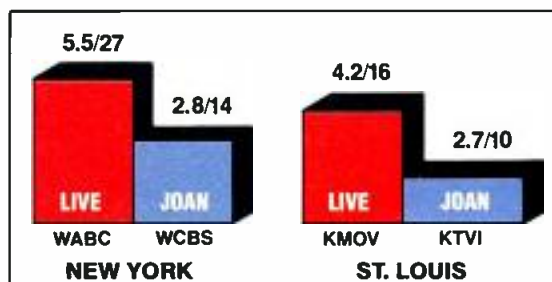


There's trouble in Rivers' cities.



Morning viewers are making tracks for LIVE, as demonstrated by the +17% audience swing since the beginning of the 89-90 season. On a markets-cleared basis LIVE's 3.2 CAR rating trounces Joan Rivers' 2.6.

SOURCE: NTI AA w/o 9/4, 10/16/89; CAR w/o 10/16.



In the only two overnight markets where the morning shows go head-to-head on affiliates, Regis and Kathie Lee leave Joan in the dust.

SOURCE: NSI 10/89 Overnights

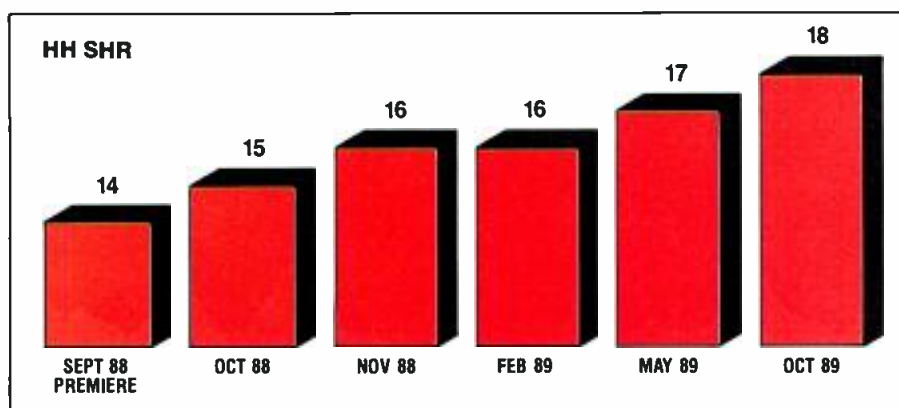


STOCK INDEX 2

	Market								Market						
	Closing	Closing				Capitali-			Closing	Closing					Capitali-
	Wed	Wed	Net	Percent	P/E	zation			Wed	Wed	Net	Percent	P/E	zation	
	Nov 15	Nov 8	Change	Change	Ratio(000,000)				Nov 15	Nov 8	Change	Change	Ratio(000,000)		
N (NWS) News Corp. Ltd.	19 3/8	19 3/4	-	3/8	-01.89	7	5,201	O (OMCM) Omnicom Group	24 1/2	23 3/8	1	1/8	04.81	14	606
O (PARC) Park Commun.	21 3/4	21		3/4	03.57	23	450	N (SAA) Saatchi & Saatchi	14 1/4	16	- 1	3/4	-10.93	10	2,230
O (PLTZ) Pulitzer Publishing	29	28 1/2		1/2	01.75	14	303	O (TLMT) Telemation	2	2			00.00	-33	9
N (REL) Reliance Group Hold.	6	5 1/2		1/2	09.09	25	447	A (UNV) Unitel Video	13 7/8	14	-	1/8	-00.89	22	29
O (RTRSY) Reuters Ltd.	43 5/8	42 1/2	1	1/8	02.64	22	19,817								
O (STAUF) Stauffer Commun.	146	142	4		02.81	49	146								
N (TMC) Times Mirror	36 3/8	36 1/2	-	1/8	-00.34	14	4,657								
O (TMCI) TM Communications	7/32	11/32	-	1/8	-36.36	-1	1								
N (TRB) Tribune	47 1/2	47 3/4	-	1/4	-00.52	16	3,441								
A (TBSA) Turner Bcstg. 'A'	50 1/2	47 1/2	3		06.31	-21	2,503	A (ATN) Acton Corp.	15	15 5/8	-	5/8	-04.00	3	23
A (TBSB) Turner Bcstg. 'B'	49 5/8	44 3/8	5 1/4		11.83	-21	1,329	O (ATCMA) Amer. TV & Comm.	49 3/4	49 1/4		1/2	01.01	72	5,423
A (WPOB) Washington Post	287 1/2	285 1/2	2		00.70	20	3,675	O (CTEX) C-Tec Corp.	24	23 1/4		3/4	03.22	28	409
								A (CVC) Cablevision Sys. 'A'	43 3/8	43 5/8	-	1/4	-00.57	-7	958
								A (CTV) Century Commun.	12 7/8	13 1/2	-	5/8	-04.62	-34	839
								O (CMCSA) Comcast	16 1/4	16 1/2	-	1/4	-01.51	-18	1,634
								A (FAL) Falcon Cable Systems	19 1/4	19		1/4	01.31	-50	123
								O (JOIN) Jones Intercable	16 7/8	17 1/8	-	1/4	-01.45	-8	209
								T (MHPQ) Maclean Hunter 'X'	11 3/4	11 3/4			00.00	32	865
								T (RCIA) Rogers Commun. 'A'	117	115	2		01.73	-198	1,578
								T (RCIB) Rogers Commun. 'B'	101 1/2	98	3 1/2		03.57	-172	1,369
O (ALLT) All American TV	2 7/8	3	-	1/8	-04.16	3		O (TCAT) TCA Cable TV	18 1/4	18 1/2	-	1/4	-01.35	38	441
A (CLR) Color Systems	1 7/8	1 3/4		1/8	07.14	-1	10	O (TCOMA) Tele-Commun.	17 3/8	17 3/4	-	3/8	-02.11	-217	6,131
O (DCPI) Dick Clark prod.	6 1/2	6 7/8	-	3/8	-05.45	20	53	N (TL) Time Warner	134 1/2	129 7/8	4 5/8		03.56	27	8,649
N (DIS) Disney	127 7/8	122 7/8	5		04.06	28	17,205	O (UAECA) United Art. Ent. A	19 3/4	20	-	1/4	-01.25	-12	2,746
O (FNNI) Financial News	6 1/2	6 3/8		1/8	01.96	38	79	O (UAECB) United Art. Ent. B	19 7/8	20	-	1/8	-00.62	-29	1,313
A (FE) Fries Entertain.	2 1/8	2 1/8			00.00	-2	10	N (VIA) Viacom	58 5/8	57 1/2	1 1/8		01.95	38	3,128
A (HHH) Heritage Entertain.	1 7/8	1 5/8		1/4	15.38	-1	10	N (WU) Western Union	1/2	11/16	-	3/16	-27.27		27
A (HSN) Home Shopping Net.	5 3/8	5		3/8	07.50	67	480	O (WSMCA) WestMar	30 7/8	30 3/4		1/8	00.40	-30	480
N (KWP) King World	37 1/8	37		1/8	00.33	12	931								
O (KREN) Kings Road Entertain.	5/16	3/8	-	1/16	-16.66		1								
N (MCA) MCA	67 5/8	62 1/2	5 1/8		08.20	24	4,957								
N (MGM) MGM/UA Commun.	20 1/2	18 1/2	2		10.81	-10	1,034								
A (NHI) Nelson Holdings	13 7/8	1 1/8	12 3/4			-10	520								
O (NNET) Nostalgia Network	1 3/4	1 7/8	-	1/8	-06.66	-2	9								
N (OPC) Orion Pictures	23 1/2	22	1 1/2		06.81	28	422								
N (PCI) Paramount Commun.	55	56 1/8	- 1 1/8		-02.00	17	6,390								
N (PCC) Pathe Communications	2 7/8	2 3/4	- 1/8		04.54		52	N (MMM) 3M	74 1/2	73 5/8		7/8	01.18	13	16,217
N (PLA) Playboy Ent.	15 5/8	15 1/2		1/8	00.80	-38	146	N (ARV) Arvin Industries	14 5/8	14 5/8			00.00	22	272
O (QNTXQ) Qintex Entertain.	1 1/8	1 7/16	- 5/16		-21.73		24	O (CCBL) C-Cor Electronics	13 3/4	14	-	1/4	-01.78	11	56
O (QVCN) QVC Network	13 1/4	16 5/8	- 3 3/8		-20.30	21	133	N (CHY) Chyron	2 7/8	3 1/8	-	1/4	-08.00	-16	30
O (RVCC) Reeves Commun.	5 1/8	5 1/4	- 1/8		-0.38	-4	65	A (COH) Cohn	10 3/8	9 7/8		1/2	05.06		20
O (RPICA) Republic Pic. 'A'	10	9 3/4		1/4	02.56	111	42	N (EK) Eastman Kodak	42 5/8	42 3/8		1/4	00.58	13	13,824
O (SP) Spelling Entertainment	11 3/8	11 1/4		1/8	01.11	23	376	N (GRL) Gen. Instrument	40 1/2	39	1 1/2		03.84	13	1,094
O (JUKE) Video Jukebox	5 3/4	5 15/16	-	3/16	-03.15	-19	53	N (GE) General Electric	56 3/4	54 1/2	2 1/4		04.12	14	51,203
N (WCI) Warner	63 7/8	63 1/8		3/4	01.18	21	10,630	N (HRS) Harris Corp.	35 7/8	34 3/4	1 1/8		03.23	65	1,388
O (WONE) Westwood One	9 1/2	8 5/8		7/8	10.14	-13	137	N (MAI) M/A Com. Inc.	5 5/8	6	-	3/8	-06.25	11	134
								N (IV) Mark IV Indus.	18 7/8	18		7/8	04.86	9	18
								O (MCDY) Microdyne	4 5/8	4 5/8			00.00	115	11
								O (MCOM) Midwest Commun.	5 1/2	5 3/4	-	1/4	-04.34	15	10
								N (MOT) Motorola	56 1/2	54 1/2	2		03.66	15	7,321
								N (OAK) Oak Industries	1	1			00.00	33	8
								A (PPI) Pico Products	1 1/4	3/4		1/2	66.66		7
								N (SFA) Sci-Atlanta	24 3/4	21 1/8	3 5/8		17.15	16	57
								N (SNE) Sony Corp.	57 1/2	57 7/8	-	3/8	-00.64	29	16,244
								N (TEK) Tektronix	16 7/8	17 5/8	-	3/4	-04.25	49	48
								O (TVTK) Television Tech.	7/16	7/16			00.00	43	
								N (VAR) Varian Assg.	22	21	1		04.76	8	44
								O (WGNR) Wegener	2 1/2	2 5/8	-	1/8	-04.76	6	10
								N (WX) Westinghouse	71 5/8	68	3 5/8		05.33	12	10,375
								N (ZE) Zenith	12 7/8	12 5/8		1/4	01.98	1287	34
								Standard & Poor's 400	388.16	385.14			3.02		00.71
O (AGRP) Andrews Group	5 5/8	5 5/8			00.00	-5	51								
O (BSIM) Burnup & Sims	19 1/4	18 5/8		5/8	03.35	21	242								
N (CQ) Comsat	36 3/8	35 3/8		1	02.82	10	606								
N (CDA) Control Data Corp.	17 1/2	18	-	1/2	-02.77	-1	731								
N (DNB) Dun & Bradstreet	44 1/2	49 1/8	- 4 5/8		-09.41	15	8,329								
N (FCB) Foote Cone & B.	28 3/4	28 1/8		5/8	02.22	17	245								
O (GREY) Grey Advertising	169	166	3		01.80	15	198								
O (IDBX) IDB Communications	6	6			00.00	300	29								
N (IPG) Interpublic Group	33 1/8	33 1/2	-	3/8	-01.11	16	1,135								



***If you want to dominate
morning television,
LIVE is your only choice.***



Stations that invested in LIVE have enjoyed solid, steady growth from day one. So follow the road to success. *Renew now* for the third successful season of LIVE WITH REGIS & KATHIE LEE.

SOURCE: NSI Metered Markets, same station/TP year-year.



**Buena Vista
Television**

© BUENA VISTA TELEVISION

■ indicates new listing or changed item.

This week

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. 21**—"Social Satire and Sibling Rivalry: A Seminar with the Smothers Brothers," sponsored by *Museum of Broadcasting*. Moderator: Jeff Greenfield, ABC News' *Nightline*. Museum, New York. Information: (212) 752-7684.

Also in November

Nov. 28-29—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Omni hotel, 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—*American Women in Radio and Television, Washington chapter* luncheon. Speaker: FCC Chairman Al Sikes. National Press Club. Noon. Reservations: (202) 578-0811.

■ **Nov. 29**—"CBS Sports and the Super Bowl," seminar with John Madden, Pat Summerall and their production team, sponsored by *Museum of Broadcasting*. McGraw-Hill auditorium, New York. Information: (212) 752-4690.

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.

Nov. 30—"The New Genetics and the Right to Privacy" conference for journalists sponsored by *Foundation for American Communications*. Gannett Tower, Arlington, Va. Information: (213) 851-7372.

Nov. 30—*Women in Cable, New York chapter*, 10th anniversary celebration. Water Club, New York. Information: Meg Aloy, (212) 997-1710.

December

Dec. 1—"Talking About the Weather: TV Weather-

men," 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*, 10th 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. 2**—*AP Television-Radio Association of California-Nevada*. Speaker: Jim Gabbert, California chairman, Emergency Broadcasting System, on Bay Area earthquake and "putting the emergency back in the EBS." Holiday Inn, Chico, Calif. Information: (213) 746-1200.

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 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

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.



It may prove to be one of the century's pivotal events. As a human tidal wave surged through The Wall, Tom Brokaw — the only network anchorman on the scene — broadcast "NBC Nightly News" live from the very center of the drama.

"...NBC HAD THE TERRITORY ALL TO ITSELF."

—*Washington Post*

"NBC News... was first by far among American broadcast organizations in its live coverage of the breaching of the Wall, a story likely to be regarded as the most important of the year."

—*Broadcasting*

"NBC Nightly News and anchor Tom Brokaw scored a coup... Brokaw — hand cupped to ear as masses cheered — reported live as Europe's most significant post World War II political shift unfolded."

—*USA Today*



WHEREVER IT BREAKS. WHATEVER IT TAKES.





Take a closer look . . .

Betacam built by Ampex!



You already know that Betacam SP is the world's most popular acquisition video format. But did you know that Ampex has been in the Betacam business for over three years? What's more, we build and test Betacam SP portable and studio video recorders, cameras, camcorders and accessories in our own factory.

Ampex Betacam SP products meet the demands of broadcast professionals everywhere. The CVR-300 integrated camcorder shown here performs under the most demanding conditions, with 670 line resolution and an electronic shutter.



Better yet, Ampex offers not only Betacam SP products, but also a full line of production and post-production equipment for both component and composite systems. And if you ever need help, highly qualified Ampex service people will respond, fast!

Call us at 1-800-25AMPEX for information about Betacam SP products from Ampex.



AMPEX

BC-119-BCAM

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. 9**—*Society of Cable Television Engineers, Rocky Mountain chapter*, technical seminar on "Cable Powering." Jones Intercable, Englewood, Colo. Information: Rikki Lee, (303) 355-2101.

■ **Dec. 11-12**—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

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. 12**—"Radio News Now," seminar sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

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

■ **Dec. 13**—*National Academy of Television Arts and Sciences* special recognition awards to Milton Krents for "lifetime achievement in broadcasting." Jewish Theological Seminary, New York. Information: (212) 678-8974.



“Advocacy”

Time editor Charles Alexander says that on environmental issues Time has “crossed the boundary from news reporting to advocacy.”

NBC’s Andrea Mitchell says, “clearly the networks have made that decision now, where you’d have to call it advocacy.”

The Washington Post’s Ben Bradlee commented, “I don’t think there’s any danger in doing what you suggest. There’s a minor danger in saying it . . .”

Fight this bias!

Send for information on how you can help.

Name _____

Street _____

City, State, Zip _____

Mail **ACCURACY IN MEDIA**
to: 1275 K St., N.W. #1150
Washington, D.C. 20005

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.

■ **Dec. 31**—Deadline for entries in National Commendation Awards, sponsored by *American Women in Radio and Television*, for positive portrayal of women in radio, television and cable. Information: (202) 429-5102.

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 Joie 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 programming 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 Communications 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. 16**—"Texas Hispanic Media: Impact and Influence," seminar sponsored by *Media Institute*. Hyatt Regency, San Antonio, Tex. Information: (202) 298-7512.

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. 26-27—*Minnesota Association of Cable Television Administrators* seventh annual confer-

ence, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

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. 1—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

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. 12-13**—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

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*. Panelists include Thomas Murphy, Capcities/ABC; Lawrence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. 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* Gold Medal banquet. 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 15**—15th annual National Commendation Awards, sponsored by American Women in Radio and Television. Waldorf-Astoria, New York. Information: (202) 429-5102.

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 Lopocollo, (803) 777-3324.

April 19—Ohio State Awards presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

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 20-23—National Cable Television Associa-

tion 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 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.



Must-carry clarification

EDITOR: I read with more than academic interest the article "Tracking 10 years of must-carry machinations" ("Top of the Week," Nov. 13) and found it intriguing but only partially accurate. You write that the first challenge to the must-carry rules was "suggested" by Ted Turner in his speech to the Women in Cable Oct. 6, 1980. You overlooked the fact that Quincy Cable TV, some five months prior to Mr. Turner's "suggestion," had formally challenged the must-carry rules as an unconstitutional abridgement of free speech by its petition to the FCC May 28, 1980. While Mr. Turner is certainly an original thinker, and anything (or everything) but

a follower, he was a latecomer to the must-carry issue, but nonetheless welcomed by Quincy Cable.—Jack Cole, attorney, Cole, Raywid & Braverman, Washington.

Editor's note: Mr. Cole is correct. The petition he refers to asked the FCC to review the staff's denial of must-carry rules and its imposition of a \$5,000 fine for violating the rules.

High-power help

EDITOR: As a resident of the main impact area of Hurricane Hugo, I would like to express gratitude to the service by our region's clear-channel AM stations during the disaster.

Hugo illustrates the importance of de-

IT TOOK BLAIR'S BOSTON OFFICE TO HELP CANADA DISCOVER GREAT FALLS, MONTANA.

When Blair's Boston office approached the Government of Canada for tourism spots, our salespeople looked for opportunities in every Blair market—big and small.

Blair discovered that Great Falls, Montana was a prime market for Canada—and had been overlooked by our neighbors to the north.

The result? Canada found a new audience for its message. And a Blair client found a new sponsor for its station.

WHAT HAS YOUR REP DONE FOR YOU LATELY?

BLAIR TELEVISION

A subsidiary of John Blair Communications, Inc.



pendable, powerful, long-range emergency radio service to convey news and crisis information, and to avert panic. Tens of thousands of us depended on traditional 50,000-watt AM stations that night and it should be a lesson for the country.

Charleston television service totally vanished before the winds reached their worst. It mattered little enough, however, whether TV was on the air, because most TV receivers are useless without wall-plug electricity. For days after the storm, next to nobody here had this.

On the other hand, battery *radios* are common. During Hugo's approach as power lines were ripped out, one after the other Charleston radio station was swept off the air.

During the height of the storm and in the night hours afterwards, the sole news available for us, and for those outside the storm area desperate for information about loved ones here, were powerful 50,000-watt clear channel AM stations from out of town, like WSB(AM) Atlanta, and WBT(AM) Charlotte, N.C. After WBT went off the air when the storm slammed Charlotte, many people here listened to WSB until daylight.

These stations demonstrated dramatically how irreplaceable and valuable long-range AM clear channel radio service can be in an emergency, when disaster has caused local service temporarily to vanish.

Such storms should also be a lesson to provide such services, perhaps with even higher power, so that when local service is lost, a grid of AM stations with adequate power can provide emergency broadcast service from the outside. Without them, for many hours we would have had absolutely nothing.—*Paul Bailey Mason, Charleston, S.C.*

Bay Area bouquet

EDITOR: The people of the San Francisco Bay Area have been praised for the remarkable spirit shown in the face of the earthquake. May I add to the praise with another insight.

VideoProbeIndex conducts many significantly viewed surveys for stations and cable systems. As luck would have it we had two of these diary-based surveys in Bay Area homes just as the earthquake hit. We were preparing to write these surveys off as an Act of God, a small price to pay in the face of human suffering. We really were not prepared for the aforementioned remarkable spirit to save our day.

Not only did we receive a viable rate-of-return on our viewing diaries, but folks unable to keep a diary because of the disruption actually called and wrote to ask to keep another diary at a later date!

The filled-in diaries came back, but my heart remains in San Francisco.—*Robert Schultz, president, VideoProbeIndex, Inc.*



**NEW
VIDEO**

SONY

**NEW
AUDIO**

BUY  SELL  TRADE
Broadcast Video Equipment
New / Used / Demo
Warranty on every item sold.
Save from 20% to 50% off list.
Package pricing available.

In stock **PCM ATR PCM3402** -SAVE \$ **DAT** duplicator line/ portable **DAT** recorders Professional CD player **CDP-5000** (not yet available in U.S.) top of the line broadcast unit. **Digital reverb** system, digital master recorder **DME 4000**, portable mixers, **MXP 21&16**.

VIDEO -New **BVW 30** Betacam w/new lens \$18,500.00. **Canon 40x9.5** for BVP 360 w/ full servo, 2x, pat. proj. Call. **BVW 35** -NEW- Save, call for pricing. Limited supply. Betacam **BVW 40** - **BVW 15** - **BVW 10** in stock, only a few units left. Pricing starts at \$9,000.00 to \$17,500.00

Call for full fax list with pricing. 407/851-4595.

VIDEO BROKERS -Orlando
800/476-4595, 407/851-4595, Fax 407/851-7497
VIDEO BROKERS CALIFORNIA - Redwood City
415/369-6464, Fax 415/369-7499

The Fifth Estate Broadcasting TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington D.C. 20036
Phone 202-659-2340
Editorial department fax 202-429-0651
Administrative department fax 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry A. Jessell,
assistant managing editors
Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor
Matt Stump, Kim McAvoy, John S. Egerton,
associate editors
Susan Dillon, A. Adam Glenn (international),
assistant editors
Randall M. Sukow (technology), Peter D. Lambert,
Joe Flint, Kristina I. Hoyt, staff writers
Janet Sullivan, editorial assistant
Anthony T. Sanders, systems manager
Todd F. Bowie, Ed Kaitz, production

Broadcasting □ Cable Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Deborah Segal, assistant manager
Francesca Tedesco, Michael Greco, Janza L. Woods,
editorial assistants

Advertising

Washington
202-659-2340
Kenneth W. Taishoff, vice president, sales and marketing
Robert (Skip) Tash, Midwest and Southern regional sales
manager
Doris Kelly, sales service manager
Debra DeZarn, classified advertising manager
New York
212-599-2830
Joseph E. Ondrick, East Coast regional sales manager
Randi B. Teitelbaum, sales manager
Yadira Crawford, advertising assistant
Lewis Edge & Associates, (East Coast equipment and
engineering) 609-683-7900 fax 609-497-0412
Dave Berlyn & Associates: 914-631-6468
Mattilyn Calloway, receptionist
Hollywood
213-463-3148
John R. Russel, West Coast regional sales manager
Sandra Klausner, editorial-advertising assistant
Schiff & Associates (Western equipment
and engineering) 213-393-9285, fax 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager

Production

Harry Stevens, production manager
Julie Gunderson, production assistant

Administration

David N. Whitcombe, vice president operations
Philippe E. Boucher, controller
Tracy Henry, assistant controller
Albert Anderson, office manager
Nancy Miller, personnel administrator
Marsha L. Bell, receptionist

Corporate Relations

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

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Folsie, chief correspondent
Stephen McClellan, chief correspondent (programming)
Rod Granger, Lucia Cobo, staff writers
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers
Advertising Representatives
Pattis/3M: Chicago 312-679-1100, fax 312-679-5926
New York 212-953-2121, fax 212-953-2128
Los Angeles 213-462-2700, fax 213-463-0544
Hawaii 808-545-2700 fax 808-599-5802
Toronto 416-482-6288, fax 416-482-9207
London (01) 427-9000, fax (01) 427-5544

Japan (06) 925-4452, fax (06) 925-5005

Broadcasting Publications Inc. A Times Mirror Business Publication

Lawrence B. Taishoff, president
Kenneth W. Taishoff, vice president
Donald V. West, vice president
David N. Whitcombe, vice president
Founded 1931. Broadcasting-Television* introduced
in 1946. Television* acquired in 1961. Cablecasting*
introduced in 1972 □ Reg. U.S. Patent Office □
Copyright 1989 by Broadcasting Publications Inc.

A global news commentary by Don M. Flournoy, PhD, associate professor, Ohio University, Athens

Two years and 105 programs later, CNN's weekly *World Report* is going to a daily format. The stepped-up schedule strikes us as significant, just as the inauguration of what Turner Broadcasting calls "the world's largest news exchange and the only global newscast" did in October 1987.

World Report provides broadcasters from Abu Dhabi to Zimbabwe an unprecedented opportunity to present unedited and uncensored news of their countries to the rest of the world. In exchange for a three-minute visual news contribution each week, CNN has made available, free of charge and with no copyright restrictions, two or more hours of news collected from around the world that participating news organizations may use as they see fit.

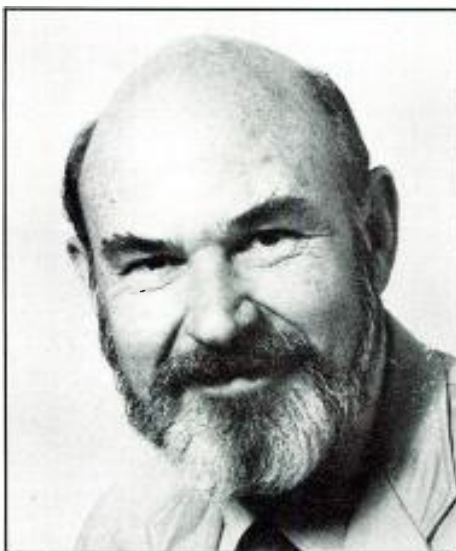
In this column two years ago we speculated about the prospects for such an unorthodox news service. At the time, we thought the show's concept was a breakthrough in international news distribution but wondered whether the approach would really work. Would Czechoslovakia, Cyprus, Colombia and the 87 other countries with which CNN has negotiated agreements really be able to deliver English-language news pieces on a regular basis? We wondered what kind of news it would be, and whether anyone would watch.

Clearly, the approach is working. About 3,500 items from 144 news organizations in more than 100 countries have been exchanged.

World Report, with Ralph Wenge as host, runs two hours on Sunday afternoons, and again at midnight ET in an expanded version. The program is distributed around the globe by satellite and shows up, mostly through CNN's international hotel service, in 80 countries. With 30 or 40 usable news items each week arriving at One CNN Center, Atlanta, the conclusion must be drawn that international broadcasters want to get on this bandwagon.

In the production requirements sheet provided, CNN asks contributors for stories that show how their countries are handling the major issues of the day—those of the environment, public health, war and peace—and offer items showing viewers how the people live, work, entertain themselves, maintain cultural identity and practice religion. But, in fact, any topic is accepted.

In our commentary of two years ago, based on the first few programs, we gave an impressionistic analysis of the ways *World Report* differed from television news as we have come to expect it in the U.S.A. What we thought we saw was an increase in "development" and human interest stories and fewer items of the hard news type. We noted the inclination toward political reports which, except for an occasional anti-U.S. piece from the USSR and a few which seemed out-and-



“ International perspective seen from the point of view of the players is not only acceptable, it is news that viewers will seek out. ”

out promotional, were safe enough that CNN would be sure to use them.

But impressions can be wrong. To take a more systematic look, a colleague from the Scripps School of Journalism and I began taping the programs. We put our students to work on content studies, using standardized categories, to find out the nature of the news being contributed in terms of news source, subject, type, length, treatment and production quality. In addition, questions of subjectivity in reporting and point of view were looked at.

We also sent, with the cooperation of CNN, a questionnaire to the approximately 120 news agencies forwarding at least one item in the first year, and to the 76 invited by CNN who did not. It interested us to know why contributors chose to participate in the *World Report* and the characteristics of those organizations in terms of size of staff, budget, ownership and control. And from those organizations not participating, we tried to learn why they were not.

Examining first-year content, we found that the preponderance of news was indeed heavily political. As many as two-thirds of all stories contributed dealt with diplomatic activities between states or focused on internal conflicts and crises, on elections and

changes in government, and for a majority of the countries political reports were the number one story. Fortunately, statistical averages do not tell the whole story.

Eastern Europe, with the exception of Hungary, Finland and the Soviet Union, featured stories about culture. Hungary didn't even mention culture, but instead covered political, economic and social service concerns. Finland led with political stories but followed with culture and sports. Canada and Sri Lanka submitted their greatest number of stories under the category of ecology. Singapore, on the other hand, led with social service items. The economic powers, a grouping of seven nations, led with political stories but gave next highest attention to economics and crime.

From the agency survey, we learned that even though there are as many private as there are government-owned and -operated organizations contributing news, they give similar reasons for wanting to participate. Some of the reasons are idealistic: to see that more Third World news is made available, to support global exchange of TV news, to give audiences access to news that is unedited and uncensored, to encourage competition and be assured of another source of news. There were admitted self-interest reasons: to publicize life in one's country, to have access to alternative programming, to reach world (or at least American) audiences and to communicate news of home to expatriates abroad. For some, it was a way to see how others handled news stories and to help build up the local news organization and develop professionalism among the staff.

What the agencies liked most about *World Report* was the concept of equal access, the diversity of stories and the refreshing perspective. Even if the story is blatantly propagandistic, they reason, the approach lets the viewer rather than the editor decide.

What is puzzling is that few countries actually use the material that CNN delivers to them. Only 16 countries report they are regular users. It appears the impulse to be heard is stronger than the disposition to listen.

We knew that Ted Turner and his people had made this experiment work when, on Oct. 16, CNN launched a *World Report* daily program. It said to us something most of us could not have predicted: that CNN audiences actually like this approach. International perspectives seen from the point of view of the players is not only acceptable, it is news that viewers will seek out. It told us that the Turner organization, now confident that its network of contributors can be counted on to deliver timely pieces of good quality, are going to show us how to incorporate these diverse voices into our daily news diet.

There's no way on earth you could have gotten this broadcast.



Only a satellite could have brought you Gorbachev's visit to Cuba—live. And only GTE Spacenet had the resources to enable the major networks to bring it to you so effectively. That's what makes us the leading provider of satellite news gathering services.

Our News ExpressSM and Sports ExpressSM services enable our customers to cover late breaking and remote events via satellite with the convenience of a separate voice channel

for communication back to the station. We also provide full, partial and occasional use services for applications ranging from business television to broadcast data.

If these are the kind of services you demand, then you'll want to rely on GTE Spacenet. We're more dependable than anything on earth. For more information, please call us at 1-800-535-5375.

GTE Spacenet



Reregulatory pendulum swings toward cable



TCI's Malone

New anti-cable bill is introduced; Commerce Committee leaders indicate they will move a bill on subject; Malone and Robbins tell Senate panel they can live with trafficking rule and limit on horizontal concentration

The cable industry's troubles on Capitol Hill intensified last week with the introduction of an anti-cable measure (see page 29) in the Senate that has the backing of eight Commerce Committee members. The situation for cable went from bad to worse when the committee's Democratic leaders indicated they would move some form of legislation next year when Congress reconvenes. The lawmakers are expected to go home this week and return in January.

"You know something is bound to come," Commerce Committee Chairman Ernest Hollings (D-S.C.) told cable executives testifying last week at the first of two days of cable oversight hearings held by the Communications Subcommittee. Daniel Inouye (D-Hawaii), the subcommittee's chairman, delivered the same message: "I believe this Congress will act on some measure that will bring about some reregula-



Cox's Robbins

tion." Said Inouye: "We can't close our ears to the shouts from constituents." He said the senators' "mailbags were heavy with complaints about rates and shoddy service."

The senators wanted to know what "modicum of reregulation" the industry would accept. John Malone, president and chief executive officer of Tele-Communications Inc., the largest cable MSO, and James Robbins, president of Cox Cable Communications, the fifth-ranked MSO, said they could live with some restraints: They would not oppose either a cap limiting the number of subscribers a cable operator could serve or an antitrafficking rule. But Malone cautioned the lawmakers not to go too far in forcing cable to divest its holdings. "Don't render this industry as just a collection agency for programers," said Malone. And later, Malone, in response to one question, said he thought the FCC could have been more aggressive in its dealings with cable.

Inouye asked if they could live with a requirement that cable operators hold on to a system for five years. Malone suggested instead that imposing a tax or a forfeiture of



NCTA's Mooney

the gains might prove more effective. Robbins did not disagree with Malone's suggestion.

Much of the hearing focused on rate increases. Senator Wendell Ford (D-Ky.) was extremely skeptical of a General Accounting Office survey on rates that said basic rates rose 26% during the first two years of deregulation. It is a far cry from the situation in Kentucky, according to Ford. For example, he said rates shot up 204% in Louisville, 94% in Ashland, and 123% in Bowling Green.

Robbins emphasized that rate adjustments were a reflection of inflationary increases and costs associated with new programming. "Our customers demand new programming," he said. Robbins also contended that these rate hikes were "isolated incidents." But Ford, who earlier described cable's government relations philosophy as the "scorched earth theory" was not buying cable's argument.

Said Ford: "I remember when cable was a 'Mom and Pop' operation. Now you've got a representative here who makes half a million dollars a year, that tells us you are zillionaires, as my grand-

son would say." Ford was referring to National Cable Television Association President James P. Mooney, who appeared with Malone and Robbins before the subcommittee, and whose salary is over \$500,000. Ford also chastised the industry because so few cable systems carry C-SPAN II, which airs the Senate proceedings. "There seems to be plenty of room for home shopping and mud wrestling but little room for democracy," he said. He is a sponsor of several cable regulation bills.

Both Malone and Robbins argued vehemently against restoring municipal authority to regulate rates. Malone said such a move would "shoot this industry in the head." The process would be "a death sentence," he said. Robbins warned that it would "destabilize" the industry. He felt any consideration of reregulation was "premature."

Malone seemed to think regulation was "going to happen as people regard cable more and more as a necessity." He insisted that the federal government should have a say in rates and charges.

"I think it is a legitimate issue to look at market power," said Malone. "But we thought that was the FCC's job," he added. "We really are not the bad guys. We're not out to build an empire."

Despite last week's developments, the cable industry was far from pessimistic. "We have known for a long time that we have problems to deal with. But I doubt they [the Senate] will throw us into the clutches of the city councils," said Mooney after the hearing. Indeed, one cable source felt the tenor of the first hearing was "milder" than expected.

Mooney stressed that cable rate increases have moderated over the past year and that the "post-deregulatory" adjustment in basic rates is over. He told the Senate panel: "We understand we have got our problems up here. Some operators have taken advantage but overall the industry has behaved. In short we're trying to behave responsibly on rates while cleaning up our problems. I hope you'll let us do that."

Cable lobbyists feel confident that the more onerous cable regulation bill (see page 29) offered by Senator John Danforth (Mo.), the ranking Republican on Commerce, will not survive in its present form. They are hopeful that a watered-down version will finally emerge from the Senate. Danforth has recruited seven other Commerce Committee members, including Ford and Senator Al Gore (D-Tenn.).

During the hearing Inouye indicated he wanted to work with cable. His suggestion

that overzealous regulation of the maritime industry had contributed to that industry's decline was viewed as a positive comment by cable lobbyists.

It is clear the cities want back into the rate regulation business. City and state government witnesses from Newark, N.J.; Henderson, Tenn.; Bayonne, N.J.; Laredo, Tex., and Hawaii called for reforms to the 1984 Cable Act. Many endorsed the Danforth legislation. Indeed, city organizations were instrumental in drafting the bill. Some even suggested letting the phone companies compete with cable.

As expected, cable's representatives took some heat from Gore, who has battled the industry over his bill regulating cable programmers' dealings with home satellite dish distributors. Gore said TCI was "hell-bent toward total domination" and pointed out that there are now six Senate bills on cable, with 20 senators co-sponsoring one or both bills.

Representatives from the broadcast, satellite and MMDS industries backed the cable reregulation efforts. National Association of Broadcasters President Eddie Fritts said legislation was necessary "to restore the balance to the marketplace," as he endorsed the must-carry, channel repositioning, effective competition, and horizontal

Sikes's balance for the cable equation

The Senate is off and running with legislation aimed at reregulating cable and exposing it to competition and, as he made clear in testimony before the Senate Communications Subcommittee last Friday, so is FCC Chairman Alfred Sikes.

Drawing on the labors of an internal cable task force that he formed shortly after assuming the chairmanship last August, Sikes laid out his "action program" for fostering multichannel competition to cable and bringing back rate regulation "only to the extent that...marketplace forces are demonstrably inadequate to safeguard customers' interests."

Action is needed because "local cable markets aren't open," Sikes told the subcommittee members. "The 1984 Cable Act lets localities grant monopoly franchises, and also sharply limits potential competition between cable and other video transmission facilities."

The basic outline of the Sikes program:

- Redefine "effective competition," presumably to enable more municipalities to regulate the rates of cable franchisees.
- Investigate reports that cable operators are pressuring cable programmers not to deal with wireless cable operators and packagers of programming for the home satellite market.
- Assess whether limits on the ownership of cable systems and programming services—imposed by either the FCC or Congress—"are appropriate."
- Recommend that Congress consider, in lieu of ownership limits, to require cable operators that reach a certain number of subscribers to make programming services in which they have a financial interest available to other distributors on "reasonable terms and conditions" or to offer services to subscribers on an "unbundled" or a la carte basis.
- Recommend to Congress that it take steps to expose

cable to direct competition by requiring municipalities to grant at least two cable franchises and by eliminating statutory prohibitions that "preclude programming from being distributed to the home through a nonfranchised provider."

- Recommend that Congress impose must-carry obligations to carry local broadcast signals only on cable systems that "do not face effective broadband, multichannel competition" and that take advantage of the "prevailing preferential" compulsory copyright license in importing distant broadcast signals.

- Give wireless cable or MMDS a boost by speeding the processing of MMDS, ITFS and OFS applications and treating wireless cable and cable equally in the award of microwave relay systems.

Sikes also vowed to move fast on the FCC initiatives. He said the FCC would open a rulemaking to review the definition of "effective competition" early next year and close it "not later than mid-year." (Under the Cable Act, cable systems that are not subject to "effective competition" can be subject to municipal rate regulation. The current definition—three broadcast signals—leaves most cable systems without

regulation.)

The chairman also promised to accelerate work on a congressionally mandated report on the cable market since passage of the 1984 Cable Act and have it ready in July rather than in October as required.

Sikes's ultimate goal is to create a video marketplace in which cable systems would compete with other multichannel video providers, including telephone companies, home satellite program packagers and wireless cable. However, he told BROADCASTING after the hearing that rate regulation may be needed during the "transition" to the competitive market.

—HAJ



and vertical integration elements of the Danforth bill. "All these provisions will help restore a marketplace in which broadcasters, cable and other video providers can compete on more equal terms to service American customers," he said.

Preston Padden, president of the Association of Independent Television Stations, said a chief failing of the cable act was its "failure to separate conduit and content." He provided Gore with examples of a Tennessee-Duke football game that migrated to PPV this year and a billboard in Los Angeles proclaiming that certain professional sports teams were only available on cable. Fritts said examples like that billboard were "happening all over the country" as more sports turn up on cable.

Gore asked Padden and Fritts about the inability of broadcasters and cable to agree on a must-carry compromise, and alluded to Mooney's remarks the day before that broadcasters kept upping the ante. Padden said: "We reach a deal and they start a new heinous offense," forcing broadcasters to cover another base. "Their members keep thinking of new crummy things to do," he said. Cable "had broken good faith" on channel repositioning, said Fritts, in response to a Gore question on whether cable had broken promises from the '84 act.

Robert Schmidt, president of the Wireless Cable Association; Charles Dawson, head of the C-SAT army, and Robert Phillips, chief executive officer of the National Rural Telecommunications Cooperative, all endorsed provisions in the Danforth and Gore bills that would mandate cable programmer sales to third parties. Schmidt said "deregulation without competition will not work." Wireless operators "can't get the programming," even though, he suspected, some non-MSO-owned programmers like ESPN and USA would sell to wireless if not for MSO pressure.

Schmidt said "cable's strategy is clear." While cable is buying time, MSO's are buying programming, he said, so when competition comes cable will say: "We don't care who comes into the business, they have to buy from us."

Phillips said that even though the co-op has made headway in selling cable programming, "the abuses continue. Things have not changed." Under questioning from Gore about the wholesale price disparities between cable systems and TVRO distributors, Phillips said programmers are not hostile to TVRO as much as they are "opportunistic." The pricing disparity, he said, is an example of "the control we see exerted."

The two telephone representatives, GTE President Kent Foster and United States Telephone Association Chairman Dean Swanson, called for the restrictions to be lifted that bar telephone companies from providing video service. Freeing telcos to build fiber and provide video services would benefit the American public, they said. Foster said GTE had developed an economical voice and video broadband switch that it will deploy in its Cerritos, Calif., experiment next year. —KM, MS



Senators Danforth (l), Gore (c) and Lieberman at a press conference last week announcing bill to rein in cable

Danforth throws the book at cable

Danforth bill is introduced that would increase cities' franchise authority, broadcasters' leverage; NCTA opposes; NAB, INTV supports

Last week Senator John Danforth (R-Mo.) introduced his cable reregulation bill and, judging from its restrictions, there is little cable could stomach. Danforth expected cable opposition and he got it. National Cable Television Association President James Mooney vowed to fight the initiative: "This bill offers a series of extreme solutions to problems that are either modest or nonexistent. We will strongly oppose it."

Weighing in on the other side was the broadcast industry and others. At a Danforth press briefing, the National Association of Broadcasters and the Association of Independent Television Stations gave the initiative a rousing endorsement and have pledged to work for its passage. The Wireless Cable Association and Consumer Federation of America also signed off on it.

It would: restore city authority to regulate basic cable rates; limit cable system ownership by a single operator to 15% of the nation's subscribers; mandate carriage of most local broadcast signals; give broadcasters channel positioning rights; enable cities to revoke or deny renewal of a cable franchise without liability, and require cable programmers to offer their product to all technologies including the wireless cable and home satellite dish industries.

Danforth and six of his Senate colleagues assembled for a press briefing to announce their push to rein in cable. Danforth decried cable for its "monopolistic" practices and said the current situation is "untenable."



L to r: Fritts, Padden, Kimmelman and Allard

Senator John McCain (R-Ariz.) said the "situation cries out for a remedy." "The public is being ripped off by cable...the little kid on the block has become the big bully," said Howard Metzenbaum (D-Ohio). McCain and Metzenbaum are co-sponsors.

Danforth introduced the measure a day before the Communications Subcommittee was to convene the first of two oversight hearings on the 1984 Cable Act (see story, page 27). Congress is slated to adjourn before Thanksgiving, but the issue is expected to heat up when lawmakers return in January. During the hearing Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) indicated that he anticipated action on some type of cable bill.

Representatives from the broadcast community, the CFA and WCA were on hand. "It is a bright day," said NAB President Eddie Fritts at the press conference. "We think it is a good bill and will endorse it even if must carry is broken out."

INTV President Preston Padden said his association was "grateful" and pleased that the measure ties must carry to cable's compulsory license. Like other Hill proposals, it would condition a cable operator's compulsory copyright license on whether or not the system carries local broadcast signals. A system would lose that blanket license if it chose not to adhere to the must-carry rules.

Moreover, INTV and NAB are especially pleased with the bill's channel positioning provisions. It would enable UHF broadcasters to demand carriage on the low-numbered channel assignments where they once were located, or on channel, or on a mutually agreed upon channel. And cable would have to provide converter boxes for second-set hookups.

"What we've seen today is unprecedented," said Nick Allard, counsel for the WCA. The CFA's Gene Kimmelman hailed the bill as the "most important consumer legislation" before Congress, saying he believes the House will take it up if the Senate is willing to move forward.

The broadcasters' alliance with Danforth did not sit well with cable. "I don't know who they are going to negotiate with after what they did yesterday [at the press briefing]," said Mooney. He and Fritts have

been negotiating for some time on must carry.

"It is amazing to think that the broadcasters spit right in Inouye's eye," said Bob Thomson, vice president of government affairs for Tele-Communications Inc. Last month, Inouye offered to move a must-carry bill but broadcasters responded coolly to the proposal.

Fritts later said, "We have got to do what we have got to do. We have been as nice as we can as long as we can. Now is the time to play hardball."

Danforth, who is the Commerce Committee's ranking Republican, has recruited 14 co-sponsors, seven of whom sit on Commerce. They are McCain; Trent Lott (R-Miss.); Larry Pressler (R-S.D.); Slade Gorton (R-Wash.); Conrad Burns (R-Mont.); Al Gore (D-Tenn.); and Wendell Ford (D-Ky.). Other co-sponsors: Orrin Hatch (R-Utah); John Warner (R-Va.); Metzenbaum; Joseph Lieberman (D-Conn.); Quentin Burdick (D-N.D.); David Pryor (D-Ark.), and Dale Bumpers (D-Ark.).

Metzenbaum and Lieberman have each offered similar cable reregulation legislation (BROADCASTING, May 22). Gore, Ford and Bumpers have tried twice before to pass a home satellite bill that cable has sunk.

Danforth, who had been silent on the subject of telco entry, told reporters at a press conference that he would sponsor Gore's bill.

Lieberman, a former attorney general of Connecticut, ridiculed cable for arguing that it faces competition from television stations. "That is like the railroad barons saying they faced competition from the pony express."

"I believe we have now reached a critical mass of support for enacting meaningful cable legislation in this Congress," Gore said.

Under the measure:

- Cities could regulate basic cable rates if there is no "effective competition" from another multichannel provider. Comparable video programming must be available at comparable rates to at least 67% of all homes in the cable community from a competing cable system, wireless cable system, DBS, home satellite or other competing multichannel delivery service.

- The number of homes subscribing to such service must exceed 30% penetration of television households.

- MSO's with holdings beyond the 15% cap would have 360 days to divest.

- Vertically integrated cable programming services cannot discriminate in the "price, terms, conditions, or availability" of its programming to other cable operators or competing technologies.

- The franchise renewal process would allow cities to invite other bidders into the process as well as allow them greater latitude in determining whether incumbent operators should be renewed.

- The franchise authority's liability in First Amendment suits would be limited to injunctive relief and it would have more authority to regulate services, facilities and equipment. The FCC must establish minimum technical standards relating to the facilities and equipment of cable systems.

—KM

Court stands by syndex

It's victory for broadcasters and FCC, defeat for cable

The FCC's syndicated exclusivity rules on Friday (Nov. 17) cleared the U.S. Court of Appeals in Washington. A three-judge panel in a unanimous ruling rejected the arguments of major elements of the cable industry petitioning the court for review of the rules designed to protect the exclusivity that stations bargain for in purchasing programming. The panel concluded that Congress had decided the question should be resolved by the commission, "and on the record before us," it added, "we should uphold its resolution."

The case presented the court with questions regarding the validity and constitutionality of rules that were in their second incarnation. Syndex rules permitting stations to enforce their exclusive right to programming against cable systems' importation of duplicative programming on distant signals had been adopted originally in 1965, then repealed, as not necessary, in 1980. The commission in 1985 changed its mind again, concluding that the growth of cable television had been so great that the lack of syndex was harming broadcast stations, and might have been adversely affecting the supply of syndicated programs.

The cable interests, led by United Video Inc. and the Tribune Co. (the National Cable Television Association was not involved), argued principally that the commission lacked the authority to enact the rules, that Congress preempted that authority when it adopted the Copyright Act of 1976, which allowed cable systems the compulsory license that permits them to retransmit broadcasters' programs. Not so, said the panel, in the opinion written by Chief Judge Patricia Wald:

"Abundant evidence in both the text and history of the [Copyright] Act...shows that Congress was fully aware of [the original] syndex and chose to let it remain in place until the commission decided to change it. From this evidence, we are unable to draw any other conclusion than that the 1976 Congress believed syndex regulation to be a permissible accoutrement of a regime of compulsory licensing. Congress delegated to the commission the question of whether, given compulsory licensing, syndex regulation continued to be wise."

Broadcasters hailed the decision. "The court has declared a victory not only for broadcasters but for the public," said Eddie Fritts, president of the National Association of Broadcasters. "Broadcasters can now compete on a more equal basis with cable by enforcing exclusive rights in their viewing areas for programs they purchase." And Preston Padden, the outgoing president of the Association of Independent Television Stations, called it "a victory for all of the American people who rely on free television."

And while lawyers for the commission and the parties that intervened on its side were predictably pleased with the decision, the lawyers on the other side were predict-

ably glum. John Cole, United's counsel, said, "I'm not happy about it. The powers have spoken. I think the court is wrong." But he had not yet determined whether it was sufficiently in error, in its 37-page opinion, to warrant an appeal. Robert Beizer, Tribune Co., said he "strongly doubted" his client would appeal. He saw the decision as having "a negative impact" on the carriage of "regional distant signals." He predicted more "blackouts" as broadcasters assert exclusivity rights and as the cost of compliance with the rules becomes too great for cable systems.

One element of the opinion that surprised those who have followed the case was the panel's unanimity. During oral argument, last month, Judge Harry Edwards seemed hostile to the commission's decision, while Judge Laurence H. Silberman appeared to be supportive. Only Wald's views, it was thought, were in doubt.

But issue by issue, the unanimous panel rejected the cable interests' arguments.

Besides the matter of the Copyright Act of 1976, the cable interests had cited a provision of the Cable Act of 1984 that bars "any federal agency, state, or franchising authority" from imposing "requirements regarding the provision or content of cable services." This was one issue on which the panel thought the commission's analysis faulty.

The FCC had read the provision as barring rules requiring the carriage of programs. And syndex, it noted, does not do that. But Wald wrote the statute is not intended to bar the carriage of specific programming, either, that Congress intended to leave content to the owners of the programming, not the government. And syndex, she added, "is content neutral." The commission, she said, had reached "a conclusion to which it was bound to come as a matter of law, albeit for the wrong reason." Accordingly, the panel upheld the FCC's conclusion that the Cable Act does not forbid syndex.

The petitioners had also contended that the commission's action was "arbitrary and capricious." They claimed that the rule-making record did not support the commission's assertion that syndex is necessary to promote diversity in syndicated programming. The panel, however, found that "the commission's report, *in toto*, suggests that it undertook a thoroughgoing review of the syndex question and came to a new result with full awareness of its prior choices."

There was a weak link in the commission's "causal chain," however, in fact the "weakest link," in the panel's view. It was the assertion that syndex protection will affect the supply of syndicated programming. Wald noted that the commission, throughout the rulemaking proceeding, conceded that there is no empirical evidence of such a link. But, she said, "the commission's conclusion that lack of exclusivity leads to a lack of program diversity and lowered broadcast revenues 'is sufficiently in accord with accepted economic theory that it can stand without empirical support.'"

—LZ



FCC commissioners hear suggestions for improving AM radio

New FCC looks at broadcasting's oldest medium

In effort to reverse declining fortunes of AM radio, commission hearing explores expanded band and approaches to making AM competitive with FM

Perhaps the single most contentious issue of the day at the FCC's en banc hearing on technical improvement of the AM band was the coming expansion of the AM band from 1605 khz to 1705 khz. Proponents of homesteading the new spectrum with existing daytime-only AM stations that would convert to full time had appeared to have a strong chance for success before the hearing. But other groups looking for licensing preference for new stations in the expanded band, minority-owned broadcasters and public broadcasters, made a strong appeal.

The day-long hearing last Thursday (Nov. 16) was a chance for the three new commissioners to become familiar with band expansion and every other technical issue facing the ailing AM industry today. At the outset of the hearing, FCC Chairman Alfred Sikes said he was committed to reversing the declining fortunes of the oldest broadcast medium and "make sure AM is what AM can be."

By the end, he did not lack for ideas. Two dozen witnesses with a stake in AM delivered through oral and written testimony sometimes conflicting proposals for improving the technical quality of AM and making it competitive with FM.

But neither Sikes nor the other three commissioners gave much of a clue on what the agency would do with the ideas other than give them due consideration.

"Hopefully, we will both see the need to move swiftly, and...because of what you have brought to us we can move more thoughtfully," said Sikes.

John Abel, executive vice president, operations, National Association of Broadcasters, painted what he called a "stark financial picture" for the AM service, using information from financial surveys spanning the last 10 years. "The average fulltime AM station has moved from a five-figure profit number to a net loss for the year while the average daytime operation has also moved from a four-figure profit to a net loss," he said.

According to a study by Hoffman/Schutz Media Capital, Abel said, the average price of AM stations has dropped an average of 4% a year, while that of FM stations has jumped 20% a year.

"Many AM broadcasters are asking themselves: 'With a financial picture like this, are we better off running this business or putting our money into CD's that pay a 9% return?'" Abel said.

On the other hand, Lowry Mays, president and chief executive officer, Clear Channel Communications, said he had a "vision" of where the AM improvements will lead. "My vision is to have an AM band that is technically competitive with FM. I want to foresee a time when we can take pride in our AM band...and I want to know that the success of my investment in AM broadcasting will depend on my own efforts, not those of outmoded government technical policies."

The NAB, at whose urging the FCC organized the hearing, had the longest wish

list. The list calls on the FCC to:

- Recommend adoption of Representative Matthew Rinaldo's (R-N.J.) H.R. 2714, a bill requiring, among other things, that new radios receive AM and FM bands and that new FM stereo radios receive AM stereo as well.

- Tighten up technical standards, especially the protection ratio for interference from stations on first adjacent channel.

- Allow AM daytimers to "homestead" the expanded AM band (1605 khz-1705 khz) that is going to open up next year.

- Permit the consolidation of AM stations.

- Adopt rules and policies that will allow for the swift introduction of promising new antenna designs.

- Conduct a study of nonbroadcast, man-made interference to AM (e.g., power lines, lighting, computers, electric motors) and take steps necessary to limit it.

The FCC could start by taking immediate action on four pending rulemakings that would tighten technical standards, he said. As the new standards are gradually implemented over the years, they would mitigate interference among AM stations, said William Sanders, president and owner, KICD-AM-FM Spencer, Iowa.

The FCC should also launch a rulemaking to adopt a more stringent standard for what is acceptable interference from stations on first adjacent channels. Today's standard, or so-called protection ratio, "insufficiently protects AM stations," he said. "The service areas, coverage maps and all other estimates of AM service based upon the current...[standard] falsely portray AM

coverage," he said.

Sanders also reiterated the NAB's arguments for its proposal to make the expanded AM band available for "homesteading" for AM daytimers. Under the proposal, daytimers would be given a strong preference for channels in the band when the FCC begins parceling them out next year, and would be allowed to simulcast on their old and new channels for a set number of years while expanded-band radios proliferate.

Sanders said homesteading would relieve congestion in the band, give the daytimers an opportunity to provide full-time service and "be one of the easiest ways to initiate service on the expanded AM band."

During former FCC Chairman Dennis Patrick's administration, the main alternative plan to daytime homesteading was a plan for nationally licensed operators in the expanded band. Not a word was said about national licensing during last week's hearing. But pleas for preference to minority and noncommercial broadcasters became major obstacles to the homesteading plan.

"This is an agency which has social as well as technical obligations.... There is no higher priority facing this agency today than to address the historical and continuing underrepresentation of minorities in broadcast station ownership," said attorney David Honig, representing the National Black Media Coalition. "The way that I believe that AM radio can best meet the needs of minorities is if minorities and women are granted use of the expanded band," said Dorothy Brunson, a black woman who is president of Brunson Communications, an owner of three full-time AM stations.

Honig proposed two possible methods to introduce minority preference in expanded-band allocations. A "big-bang" approach would be to set aside half the new allocations for minority licensees only. Set-asides would ease the sometimes great expense that minority applicants must pay for representation in comparative hearings, Honig said. He admitted that recent court decisions have called into question the constitutionality of such set-asides, but said the courts have also said "that if there is a compelling state interest and if the program that is adopted by a state or federal agency is narrowly tailored to meet those objectives, it will be constitutionally acceptable."

James Winston, speaking for the National Association of Black Owned Broadcasters, said NABOB agreed with Honig's big-bang approach in spirit, but that "as a practical legal matter, our view is that you probably need some assistance from Congress to have set-asides in that area. We intend to speak to Congress about that."

As an alternative, both Winston and Honig suggested what Honig called the "little-bang" approaches. "Minority ownerships should be given greater weight than all other factors in comparative hearing evaluations. If lottery proceedings are used for awarding licenses in the expanded band, minority applicants should be given at least one-fourth of the chances for winning each lottery in which one or more minority applicants are involved," Winston said.

Meanwhile, another group looking to es-

tablish stations in the expanded band is public broadcasters. The spectrum in the FM band set aside for noncommercial stations has become congested and is made more scarce by FCC efforts to avoid interference with TV channel 6 in several markets, said Paul Symczak, vice president and general counsel, Corporation for Public Broadcasting.

"I think it would be good public policy for the commission to set aside 20% of the allocations to serve communities that do not have public radio service," said Tom Kigin, vice president, Minnesota Public Radio. But at the same time, he said an even higher FCC priority should be to provide current AM broadcasters with larger protected coverage areas. "Having a larger

The average price of AM stations has dropped an average of 4% a year, while that of FM stations has jumped 20% a year.

number of stations providing a larger number of voices to groups or communities, I think, might be a false promise to those people because we're just not going to be able to get listeners to them," Kigin said.

No one at the meeting challenged the minority or public broadcasting representatives' arguments directly. But daytime homestead advocates stressed the technical improvement aspects of their approach. "At the risk of being misunderstood, there are a lot of problems that you could address," said Ted Snider, owner of KARN(AM) Little Rock, Ark., and former NAB joint board chairman. "The daytimers have problems, there are certainly problems that minorities have in ownership, and the educational public radio people have problems. But this is a technical problem that we need to address, and we need to isolate it."

AM daytimers tend to provide more public service programming than any other type of radio station and in some radio markets is the only source of local news, said John Quinn, owner of WJDM(AM), a daytime station in Elizabeth, N.J. And yet that type of programming, which people rely on, often signs off at sundown.

"Today's hearing will be very successful if it results in further endorsement by this commission of AM broadcast quality," said another daytime operator, Jim Johnson, president, WDAO(AM) Dayton, Ohio. Daytimer homesteading of the expanded band would be a step in that direction, he said. Without relief of that type resulting in nighttime hours for daytimers, "we will ultimately probably end up going out of business," he said.

Both Sikes and Quello said that a band expansion rulemaking will be a high priority for the FCC and agreed to do whatever they could to convince the State Department to move on the AM treaties.

Discussions on AM receivers were also a source of controversy. Art Suberbielle, president and general manager, KANE(AM) New Iberia, La., said the provision of H.R. 2714 requiring manufacturers to make FM

stereo radios capable of receiving AM stereo would speed the introduction of AM stereo service. Such a provision would also preserve the "integrity and usefulness" of both bands. "This is especially important for car radios, since nearly 28% of radio listening is done while driving."

Everyone who testified thought that AM stereo is a key to bringing back AM, although none, in response to an inquiry from Quello, could produce any evidence of a station turning its financial fortunes around by beginning to broadcast in stereo. "I don't think we have any examples of somebody who was failing...and then became a success because of stereo," said Motorola's Frank Hilbert.

Most blame the failure of the FCC to set a standard for AM stereo and the resulting market confusion for the slow implementation of the stereo. The FCC had decided to leave the selection of a standard to marketplace forces. Hilbert urged the FCC to start a proceeding to select a stereo standard. "The marketplace approach to picking a standard is working, but not fast enough," he said.

Thomas Friel, group vice president, Consumer Electronics Group, Electronics Industries Association, seconded Hilbert's call, saying the FCC should either set a standard or, as it did for Zenith's stereo sound for TV, protect the pilot tone of one of the competing systems. "This approach...has the advantage of being less likely to spawn litigation [with the associated expenses and delays] and of not foreclosing alternative approaches now or in the future."

Quello, who believes broadcasters and receiver manufacturers should simply adopt the C-Quam system, said he does not advocate that the FCC select a standard at this time. "If we adopted a standard, we would be in litigation for three years," he said.

(Leonard Kahn of Kahn Communications was not invited to testify, but he submitted testimony saying the FCC marketplace approach is working "magnificently" and had rejected Motorola's C-Quam system. "Given the facts that [Motorola] is a multi-billion-dollar firm, has staked millions of dollars on its system, risked its reputation and has drawn upon its close relationship with its major customers, car manufacturers, it is astonishing that their total progress in seven years has been to convince only some 500 stations, about 10% of the market, to use their system.")

By requiring manufacturers to incorporate AM stereo into all FM stereo radios, Suberbielle said, H.R. 2714 would also force them to decide on an AM stereo system. As a consequence, he said, "the legislation would spur the marketplace decision by setting a deadline for the market to act."

The receiver manufacturers opposed any legislation requiring them to incorporate AM tuners in all FM radios and AM stereo tuners in all FM stereo radios. "Such requirements would limit consumers' choices, increase the prices of radios and deliver no corresponding public benefit," said EIA's Friel. Hilbert said Motorola is against "mandating [radio] features except as a last resort. The marketplace is best for determining market features."

—HAJ, RMS

CBS trades its 'Kingdom' for a 'Beast'

Surgery on the CBS prime time schedule continued last week, when on Thursday, the network announced the struggling *Peaceable Kingdom* (Wed. 8-9) starring Lindsay Wagner, had been canceled, to be replaced by *Beauty and the Beast*, effective Wednesday, Dec. 13. In addition, an industry source confirmed that the network will cancel *Top of the Hill* (Thurs. 9-10), another of its struggling new shows. And confirming predictions made at the start of the season, the network is dismantling its Tuesday night schedule (*Rescue:911* *Wolf* and *Island Son*) to insert a CBS Tuesday night movie. *Rescue:911* will remain on the Tuesday schedule at 8 p.m., but *Wolf* (9-10 p.m.) is being put on hiatus while it undergoes retooling by CBS Entertainment, which produces the show. According to a CBS spokeswoman, *Wolf* won't be prowling

the schedule again until at least January. *Island Son* (Tues. 10-11) is expected to take over *Top of the Hill*'s Thursday 9-10 slot.

At NBC, the network announced on Friday that *My Two Dads*, airing twice a week (Sun. 8:30-9 and Wed. 9:30-10) since *Nutt House* was dropped from its Wednesday night slot, is moving permanently to Wednesday at 9:30-10. *The Ann Jillian Show*, a mid-season project, will take over the 8-8:30 slot on Sunday night. *Sister Kate*, currently in that time period, will move to 8:30. *The Ann Jillian Show* will make its network premiere in a special preview telecast on Thursday, Nov. 30 at 8:30, behind *The Cosby Show*, where it will get the highest sampling. It begins its regular Sunday night airing on Dec. 3.

Radio DJ's crank up public protest over Hill pay hike

Public outcry appears less severe than last February's protest; Western Union gives listeners discount on 'political opinion message' sent to Washington

The House gave itself a pay hike late last week, approving a controversial ethics package that would increase their salaries, and those of federal judges and government bureaucrats, by up to 40% by 1991.

Once news leaked out that the lawmakers would move a pay raise bill, radio talk show hosts around the country opened fire, as they did last February. At that time, a national network of talk show hosts encouraged listeners to show their disapproval of a 51% pay hike proposal by sending letters and teabags to their congressmen. The public outcry was so strong that the plan was defeated and Congress reacted bitterly (BROADCASTING, Feb. 13).

This time, however, early reports from the Hill indicated the public reaction was not nearly as severe. An aide in the office of House Speaker Thomas Foley (D-Wash.) told BROADCASTING the talk show hosts started later than last time, apparently hindering their ability to "muster up" public support.

"Last time we had a total of about three months to do something about the pay raise," said Tom Leykis, afternoon drive personality, KFI(AM) Los Angeles. "This time we had a total of about a week." He and Jerry Williams, afternoon talk show host, WRKO(AM) Boston, and head of the recently formed National Association of Radio Talk Show Hosts (NARTSH), simulcast on Friday, Nov. 10. "In fact," said Leykis, "the story had not yet appeared in the Boston papers, and it had appeared in the *Los Angeles Times*. So I was reading portions of the article on the air, both on my station and WRKO."

According to Williams, "The networking among talk show hosts [this time] was very informal." He estimated that about 60 hosts discussed the pay raise issue on the air. Consumer advocate Ralph Nader was instrumental in activating the protest, Williams said. Nader reportedly contacted 600 talk show hosts about the proposed increase.

Nader has been a guest on programs discussing the pay raise hosted by Williams and Leykis. "This is mainly a revolt against the process, or the way they are doing this," said Williams. "Nader is keeping all of us up to date on occurrences in Washington." Leykis has also had Randy Huay of Common Cause (which is in favor of the bill) on his show "to add balance to the discussion."

Under the House pay raise proposal, House salaries would rise from \$89,500 to about \$124,000. A cost-of-living increase of about 7.7% would take effect immediately, with an additional 25% raise to follow in 1991. The lawmakers could still take honoraria for speeches and appearances but must turn it over to charity. Late last week, the Senate was considering a plan that would call for a cost-of-living adjustment only.

Mills Crenshaw, vice president of NARTSH and on-air personality, KTKK(AM) Salt Lake City, said last week's radio talk show host effort came from the listeners to

the disk jockeys—and not vice versa. "We [NARTSH] do not take political stands as an association. My stand is my own," he said.

Carol Hemingway, KGIL(AM) San Fernando, Calif., said she has not been in touch with other radio personalities, but "would welcome them" on her show. "Last time I was basically for the pay increase," she said. "However, the savings and loan crisis changed my mind." She added: "I started doing this on my own, I have really let it be known that I think that we have now a model of how corruption works in government and how our tax dollars are misused."

Mike Seigel, KING(AM) Seattle, was also one of the talk show hosts encouraging listeners to react to the bill's introduction. "The most important thing is that they [Congress] are coming back to sneak a raise, six or eight months after they heard the American people's opposition to it," he said. "This is absolute arrogance flying in the face of what the people have already



KFI's Leykis

"The most important thing is that they [Congress] are coming back to sneak a raise, six or eight months after they heard the American people's opposition to it...This is absolute arrogance..."

—Mike Seigel, KING (AM) Seattle



WRKO's Williams

Hanna-Barbera forms Bedrock Productions

Hanna-Barbera Productions is forming a new television features and motion pictures arm appropriately titled Bedrock Productions (from the animators of *The Flintstones*), and has announced a host of new production ventures. Bedrock will produce both adult and children's fare.

Hanna-Barbera has two current network series (*A Pup Named Scooby Doo* on ABC and *The Smurfs* on NBC). According to Hanna-Barbera Productions President and CEO David Kirschner, who announced the formation of the new division at a presentation for the press last week in Los Angeles, NBC has committed to 13 episodes of an animated project called *Gravedale High* (to possibly air Saturday mornings in fall 1990). Kirschner said NBC will get first look at *Pucinski*, a half-hour sitcom pilot about a tough Chicago cop who is reincarnated as a bulldog (possibly for prime time in fall 1990). In addition to a slated April 15 air date for H-B's *The Dreamer of Oz* (starring John Ritter), NBC has just signed a licensing agreement for a two-hour animation/live action telefilm, *Through The Horn*, for future broadcast.

New syndication entries include *The Funtastic World of Hanna-Barbera* and the recently announced live action/ani-

imated 130-episode half-hour series *Wake, Rattle & Roll* (BROADCASTING, Nov. 13). Kirschner said H-B is co-producing with Steven Spielberg's Amblin Entertainment either a syndicated or broadcast version of Spielberg's Universal Pictures animated feature "An American Tail" to follow the theatrical release of sequel "An American Tail II" in December 1991.

Included in Hanna-Barbera's emphasis on diversification are new foreign co-production ventures on a number of series and long-form projects. *The Endangered*, a two-hour telefilm, produced with HTV-Wells and Booker Entertainment (both of Britain), will also have 13 half-hour episodes to spin off into syndication (to be distributed by Worldvision Enterprises). *Sleepy Kids* (co-produced with Sleepy Kids Company, UK) is a new half-hour animated series scheduled for the international market in September 1990. *Honeywood Island*, a 90-minute feature produced with Children's World Productions, UK, is also being planned as a 13-episode series for a January 1991 airing. New co-production also reaches into Italy where H-B will team with RAI-TV to produce 26 half-hours of *Don Coyote* for domestic and Italian syndication as part of *The Funtastic World of Hanna-Barbera* in early spring 1990.

expressed."

Crenshaw, as well as all the talk show hosts contacted by BROADCASTING last week, has been reading out the phone numbers of congressional leaders and local members of Congress, encouraging listeners to make their stance known. Said Crenshaw: "Any time the citizens of the U.S. are given a chance to talk back to the government, it seems to frighten the politicians to death. I thought they were supposed to represent us, not dictate to us—apparently, they feel otherwise."

The talk show hosts and Western Union also made a deal, whereby listeners can send a "Political Opinion Message" to the U.S. Capitol at a reduced rate.

Another weapon the hosts hoped would be effective was the specter of next year's elections. "It is important for people to know, and one of the things that we have been pointing out to our listeners is that all 435 seats in the House are up for grabs next year," said Leykis. "And our message—the prewritten mailgram we are sending to Congress—says that.... And if you vote for the raise we will vote you out."

Leykis has promised that if the raise passes, he will read on the air a list of the names of the members of the California delegation who voted for the raise. "I am going to read their names on the air, every half hour for a couple of days now, and next year, a couple of days before Election Day, the day before Election Day, and on Election Day."

Station owners contacted by BROADCASTING last week referred questions about various talk show host discussions to local station management. And those managers with whom BROADCASTING spoke approved of the interaction between the station's talk show hosts and the public. Or as KFI(AM)'s president and general manager Howard Neal said: "You have to look at what a congressman is. He/she is a representative of the people. They must listen to the voices coming out of their districts."

—LC, KM

Padden to leave INTV for Fox

Association of Independent Television Stations president is joining Fox TV as senior vice president, affiliates; INTV hopes to name successor by January

Preston Padden, president of the Association of Independent Television Stations, announced last week that he will join Fox Television as senior vice president, affiliates, as soon as his successor is chosen—hopefully by the time INTV convenes its annual meeting, Jan. 3-6, 1990.

Padden has been an aggressive advocate for INTV, and his tireless attacks on cable helped put the association on the map. "Preston Padden has made INTV a formidable force on Capitol Hill and made it synonymous with integrity, forthrightness and pragmatism," said Walter McCormick, minority chief council and staff director for the Senate Commerce Committee.

"He has served us well and made us stronger," said John Serrao, INTV chairman and WATL-TV Atlanta's vice president and general manager. "We'll miss him," said Serrao, who also chairs the associa-

tion's search committee. INTV will look for "the same type of person," he said, adding that they hope to complete the task quickly. Interviews are expected to begin after Thanksgiving.

Four years ago, he came to INTV from WTTG-TV Washington where he was assistant general counsel for Metromedia Inc., which owned the station then. He had been with Metromedia since his sophomore year in college, when he was the nighttime and weekend switchboard operator. During law school he began clerking for Tom Dougherty, Metromedia's Washington vice president and associate counsel. He worked with Dougherty 12 years before assuming the INTV presidency in 1985.

Among the candidates are Jim Hedlund, INTV vice president for government relations, and Jim Popham, INTV vice president and general counsel. Jim Smith, with Pierson, Ball & Dowd, the association's outside counsel, is also a possibility.

Padden's tenure at INTV has been controversial at times. He has clashed with some cable leaders, especially National Cable Television Association President James P. Mooney, over must carry and channel positioning. At times, Padden's maneuvering has been a source of some tension with the National Association of Broadcasters.

But there were no signs of ill will last week. "He's been an energetic and articulate spokesman for his people and has done a good job bringing attention to their position. I wish him well," said Mooney.

"We are sorry to lose him as a member of the Washington core," said Fritts. "He's done a terrific job building INTV up and representing INTV's interests."

Padden does not feel his past with cable will intrude on his future dealings as a Fox executive: "The cable industry is made up of feisty and independent people. At some level they have identified with and appreciated our feisty independents."

—KM



Preston Padden

NATPE '90: Down to business on Bourbon Street

Rep firm executives anticipate increased level of activity over previous few NATPE's; organizers hope new rules nixing mixing and munching make for better business

The level of wheeling and dealing on the 1990 NATPE International convention floor will be considerably greater than at the most recent NATPE gatherings, where program sales were generally considered soft. That's the consensus of program analysts at rep firms contacted last week.

The reps cite a number of marketplace factors, including the vulnerability of a number of first- and second-year programs, including some that might never have been launched were it not for the leverage used by some big syndicators to get them on the air.

At the same time, not much is being offered in terms of mid-season replacements, allowing stations to wait out the November rating books and make careful evaluations about their existing schedules and what they may need for next fall.

Also, fewer station executives and syndicators are participating in the Los Angeles "screening groups," typically held in December, where deals have often been closed before NATPE. A number of syndicators feel they lose the advantage in a presentation to groups where they can't really address market-specific issues that often make or break a sale.

In addition, a number of proposed new shows have already hit the street, say reps, that may not be breakthrough, but that have been well executed through pilot stage and will give stations with new product needs something to think about between now and NATPE.

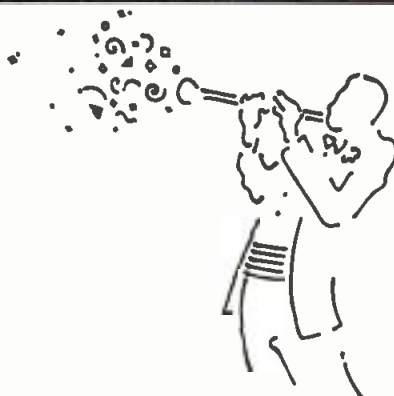
"I don't make blanket recommendations about programs," said Mike Levinton, vice president, programing, Blair Television. "Every market is different, and the hottest new concept won't make a difference to a station manager who's got *Wheel [of Fortune]* in there and it's going through the roof."

On the other hand, said Levinton, this development season seems to have spawned a crop of proposed shows with more potential than in years past. "I'm seeing more intriguing concepts and a higher quality level of programing out there," he said. "There seem to be some game shows and some reality shows with a slightly different point of view."

As examples, but not recommendations, Levinton cited *Preview*, the proposed new strip from Television Program Enterprises, described by TPE as the "best of the new" in pop culture. He also cited *Love Thy Neighbor* from GTG Entertainment, about feuding neighbors who take their case to a

studio audience, and LBS's new TV *Personals*, a proposed late-night strip.

In the game show category, Levinton noted there are a number of proposed new revivals with "proven credentials," such as Orbis's *Joker's Wild*, *Tic Tac Dough* from ITC and *Name that Tune* from Orion. "They are going to generate some talk and interest. Ultimately, he added, most of the



NATPE
INTERNATIONAL
CHALLENGES
I N - T H E
N E X T - D E C A D E
NEW ORLEANS 1990

new shows so far unveiled will get launched "on merit. Many of them are being offered by medium-sized companies with no leverage."

Dick Kurlander, vice president, pro-

graming, Petry Television, said he, too, felt "a lot more will get done at the convention" in January than at the previous few NATPE shows. "There's a real different feeling out there," he said. "There is no buying frenzy" for any particular show. And, he added, stations seem intent on waiting out the results of the November sweeps before making any moves.

John von Soosten, vice president and director of programing, Katz Television, said: "I think there will be quite a bit of activity at NATPE, given the number of shows that are iffy, coupled with the fact that few shows are designed for January starts. So far, the only formally announced new start for January is the NBC-Group W early fringe strip *House Party* (previously known as *Doocy's Place*, and, before that, *The Open House Show*).

In the reality category, the shakeout has already begun with the cancellation of Orion's *Crime Watch Tonight*. "It's inevitable you'll see a few others go by the wayside," said von Soosten. Program cancellations, coupled with a lack of January replacements, he said, "may make NATPE more of a shopping place than the previous few seasons."

Among the shows with uncertain fates is GTG's *USA Today On TV*, with the majority of stations clearing it having downgraded the show out of prime access. Also high on the list is Buena Vista's *Win, Lose or Draw*, whose survival beyond next fall is to be decided shortly by company officials.

Also contributing to what many predict will be a more shirt-sleeves convention is a new set of rules designed to encourage a more businesslike environment on the convention floor (BROADCASTING, May 15, et seq.). Exhibitors are no longer allowed to serve food or alcoholic beverages to people coming by their booths.

In addition, live demonstrations are

Stars of NATPE '90. The syndication business may get a boost as it enters the 1990's, with the pace of program sales expected to pick up considerably at the NATPE convention in January. Off the floor, convention-goers will grapple with issues that have been tied to the theme of "Challenges of the Next Decade." Among the handful of high-profile speechmakers and panelists helping to shape the agenda will be Robert C. Wright, president and chief executive officer, NBC. Wright will deliver the keynote address at the opening general session on Tuesday, Jan. 16. Also on hand will be the Rev. Jesse Jackson, who will moderate a panel on minority programing. Jackson is also the host of a proposed new weekly talk show, *Voices of America*, which Warner Bros. Domestic Television Distribution is trying to launch for next fall. Candice Bergen, star of CBS's *Murphy Brown*, will be on hand to lead a discussion about prime time programing in the 1990's. The view from Washington will be provided by FCC chairman Al Sikes and commissioners Andrew Barrett, Sherrie Marshall and James Quello. Former FCC chairman Dennis Patrick will also share his views on regulation and issues in the 1990's. *Entertainment Tonight*'s Leonard Maltin will moderate a session on nonnetwork program alternatives. NBC Sports President Dick Ebersol and Comsat Video President Robert Wussler are among the panelists who will talk about television sports in the 1990's. Other sessions will address syndication, cable, marketing, promotion and censorship.

prohibited on the convention floor, and costumed characters are restricted to exhibitor booths. Violators are subject to stiff fines and the possible closing of their

booths. When the new convention rules were passed last summer, NATPE President Phil Corvo said: "We took great pains in setting rules and regulations that

would provide for a more productive business environment, where the buying and selling of television programming could effectively take place." —SM

Fox comes clean on soap strip

Fox to launch half-hour soap aimed at teenagers in January; start of rival project, 'Glory Days,' has been delayed

The Fox station group, covering almost 25% of the country, will launch a new half-hour soap opera strip aimed at teenagers, Monday, Jan. 22, 1990. Each of the seven Fox-owned and -operated stations will carry the program in varying time periods between 5 p.m. and 7 p.m. Fox has lured some heavyweight network soap talent to help get the new show off the ground.

The new program, as yet untitled, will be introduced in a one-hour "preview" special that will air on the stations the weekend of Jan. 20. If the program does well on the owned stations, Fox will roll it out nationally, probably in syndication. A rollout of a locally produced Fox show to the Fox Broadcasting Co. is not unprecedented, as evidenced by *America's Most Wanted*.

Word of the Fox plans came last week as word that a rival project, *Glory Days*, has been put on hold. Sources with knowledge of the project confirmed the program would not be introduced in January as planned, and that "no decision" has yet been made on a new launch date.

Claster Television, distributor of the *Glory Days* project, to be produced by DIC, has had trouble getting the program cleared by a major station group. Fox was initially offered the program, and passed, deciding to produce its own teen soap (BROADCASTING, Oct. 16). Tribune Broadcasting and United/Chris-Craft subsequently passed on the project as well.

Fox has tapped Dennis Steinmetz to serve as executive producer of its new teen soap, which is being produced under the Fox Stations Productions banner. Steinmetz is a network soap veteran and protege of William Bell, who created (with his wife, Lee Phillip Bell) both *The Young and the Restless* and *The Bold and the Beautiful*, seen on CBS. Steinmetz produced *The Young and the Restless* for five years, and most recently served as producer of *The Bold and the Beautiful*.

The Fox program will be set in a small California town, focusing on a core of high school teenagers. In an interview last week, Steinmetz described the program as a "continuing drama with a lot of lighter elements. It'll be almost a continuing dramedy in its form."

The program will address many of the problems and issues that adolescents typically face, said Steinmetz, including the heavier issues of sex, drugs and drinking, as well as issues such as dating, and relationships with peers and parents.

A major challenge, said Steinmetz, will be to program a show that strikes a balance between "not being all fluff and not being too heavy. We won't moralize, but we are going to tell, hopefully, stories with moral

precepts. We'll be playing with the mix as we go along."

Most of the casting is currently being finalized. Because many of the contracts have not been signed, Steinmetz declined to identify cast members. For the most part, he said, the casting is "fresh new talent." Although mostly teens, there will be a few regular adult roles cast.

The stories will focus on the school, home and social lives of the core teens, said Steinmetz. He said that as much as 25% of the shooting will be done on location. (Maybe more, if studio space isn't arranged quickly. The producers just found out that space on the Fox lot in Los Angeles is booked, and they have to make other arrangements.)

The location shooting will help to "open up the show a bit," said Steinmetz. "It gets claustrophobic shooting in the studio all the

time, like you're in a closet. This will give us an opportunity to stretch."

The Fox soap was created by Leah Lehman, currently serving as co-head writer on ABC's *One Life to Live*. She will remain with that program, but continue to serve as executive story consultant to the Fox program. Serving as head writer on the show is Trent Jones, whom Fox lured from his post as co-head writer of CBS's *Guiding Light*.

The Fox program is one of a handful of teen-targeted serials being developed for 1990. In addition to *Glory Days*, other projects include a space-based adventure serial from Zodiac Entertainment entitled *Warp Riders*, as well as at least one teen soap being developed by Viacom's Nickelodeon cable network. The teen serials are designed as transitional programs to bridge audiences from younger-skewing programs to more adult-oriented shows. —SM

New York passes on 'Cosby' renewal

With deadline for station responses passed, 'Cosby' stations in 16 of top 20 markets have declined Viacom's initial offer

The nation's largest market has cast its ballot, with independent WWOR-TV New York declining Viacom Enterprises' offering for the second-cycle renewal of *The Cosby Show* and the first-cycle of the Carsey-Werner Productions *Cosby* spin-off, *A Different World*. According to a WWOR spokeswoman,

the station is still interested in later renegotiation of a *Cosby* renewal, but felt the timing of the offer and the Nov. 8 deadline were "inappropriate" and did not fit the station's immediate plans.

There were additional passes last week on the opening *Cosby* renewal offer (BROADCASTING, Nov. 13) from a number of top-20 markets, including San Francisco, the fifth ranked market, and Detroit (7). For the top-20 markets, the declines stood at nine of the top 10 and 16 of the top 20 markets. KHTV(TV) Houston (10) has not made its decision public. Viacom Broadcasting-owned KMOV-TV St. Louis (18) accepted the offer for both shows, KPHO-TV Phoenix (20) offered a counter-proposal for

Children's TV awards

Eleven stations have been honored for excellence in children's television by The National Association of Broadcasters' Children's Television Committee at a reception in Washington. The "Service to Children" awards are presented annually to encourage TV programming and nonprogramming activities for children. Among those attending the awards ceremony were Senator Pete Wilson (R-Calif.) and award winner David Gerstein (r), host of *Soft TV*, a program he conceived, which introduces young people to classic animated cartoons from the 1920's, 30's and 40's, and which airs on KEYT-TV Santa Barbara, Calif.

The categories and winners are: *Regularly scheduled programs*: KEYT-TV; KATU(TV) Portland, Ore., and WNEV-TV Boston. *Special programs*: KCBS-TV Los Angeles; WOWK-TV Huntington, W.Va.; KRGV-TV Weslaco, Tex., and WSMV(TV) Nashville. *Public service campaigns and PSA's*: WSMV; WCSH-TV Portland, Me.; KRGV-TV, and noncommercial WTVS(TV) Detroit. *Drug and alcohol abuse campaigns and PSA's*: WOWK-TV; KTTV(TV) Los Angeles, and KYMA(TV) Yuma, Ariz.

In addition to the Service to Children awards, three special awards were also given: Congressional Families for Drug-Free Youth presented WOWK-TV with a Waterford crystal of the U.S. Capitol dome for the best overall submission in the drug and alcohol abuse campaigns and PSA's category; Post-Newsweek Stations Group presented KEYT-TV with \$5,000 for *Soft TV*, the best regularly scheduled program, and Bonneville International Corp. presented WSMV-TV with a bas relief of children playing for best overall submission in the public service campaigns and PSA's category.

Why should a mid-size, independent broadcaster go with D-2?



Look at the big picture.

Like many mid-size markets around the country, the Orlando community is in constant change.

As individuals and business gravitate toward new lifestyles, this market is clearly in a growth phase. So to maintain their position as "Florida's favorite", WOFL-TV is focused on the future.

"We see digital as an investment in the next decade. Mid-size does not mean that our needs are appreciably different from those of a network affiliate or larger independent broadcaster. There's a growing list of highly visible corporate clients expressing interest in a broad range of commercial services. Not to mention the need for a variety

of public service announcements. But whether it's in-house commercial production, sales training tapes or PSAs, what we do needs to reflect our own high standards.

The Sony DVR-10 digital VTR helps us satisfy all those needs and more. On-air graphics, digital to analog post, four digital audio channels, those are all things that make a difference.

And we've been a Sony customer for some time. VTR's, editors, consoles—all from Sony. When the DVR-10 was ready for delivery, we were ready. No questions. The only thing we had to do was plug it in"...Jim Doyas.



Jim Doyas,
Chief Engineer,
WOFL-TV,
Orlando, Fla.

To find out how a Sony Digital VTR measures up to your market, call 1-800-635-SONY.

SONY®

BROADCAST PRODUCTS

Sony Communications Products Co., 1600 Queen Anne Road,
Teaneck, New Jersey 07666. ©1989 Sony Corporation of
America. Sony is a registered trademark of Sony.

New at USA TV

Model and ABC *Good Morning, America* contributor Kim Alexis has joined *USA Today On TV* as a correspondent to report on health, fitness and lifestyles. The GTG Entertainment news magazine will also have Alexis interview major personalities and celebrities.

Cosby alone, and Tampa (13) was out of the picture, having produced no takers for the first offering of the syndicated *Cosby* in 1987.

The decline from New York alone accounts for close to 8% of the nation's household coverage, and from the 17 out of the top 20, over 40%. Since the Nov. 15 date Viacom set for its response to counter-offers has passed, it appears that it has few top-25 incumbent stations to respond to, so the syndicator will in all probability have to shop both half-hour sitcoms to competing stations in each of the markets, particularly to independents who may have passed on *Cosby*'s original first-cycle offer. Of the 184 stations currently carrying *Cosby*, 168 of those are affiliated stations.

Jim Lutton, program director of San Francisco's KPIX-TV, passed on both shows, but said the station is still looking at the proposal. He did not rule out a renegotiation on the pricing for the second cycle of *Cosby*; however, Lutton says the station has "very little interest" in the first cycle of *A Different World*. WDIV-TV Detroit General Manager Allan Frank says the station did not respond to Viacom's deadline. "We have our own deadlines," Frank said simply. "To throw this kind of money into it [*Cosby*], it kind of bothers me to see them sell it to other stations so early into its first cycle." —MF

NBC puts off to mid-1990 decision on West Coast prime time shift

At meeting between NBC and station executives, affiliates express disappointment but seemed to agree that more research was needed

NBC executives, whose Oct. 19 meeting with West Coast affiliates to discuss research conducted on the shifting of prime time to 7-10 p.m. PT was itself shifted by the San Francisco earthquake, met with those affiliates in Los Angeles last Monday (Nov. 13). At the meeting, the network said more study was needed, and delayed a decision on shifting the 8-11 p.m. prime time (previously scheduled to be made by Jan. 1, 1990) until June 1990, with implementation

not to take effect until the 1991-92 season.

At the meeting, it was determined that additional lifestyle research (to be conducted by phone) was needed and that a "competitive study" to sample viewers' reactions in selected homes will be launched in early spring. No future meeting to discuss those results had been set as of press time.

Bill Fouch, vice president, affiliate marketing, said there was some "understandable disappointment" among the general managers, most notably long-time time-shift proponents Amy McCombs of San Francisco's KRON-TV and John Kueneker of Sacramento's KCRA-TV, but Fouch said further research was in everyone's best interests. "We put in a deadline that we later had realized was out of reach for us and the affiliates," Fouch said.

There had been published reports that NBC executives had nixed the shift idea after the less-than-impressive results from KRON-TV's four-day "public service" shift (due to the earthquake) late last month (BROADCASTING, Nov. 6). According to Fouch, those reports were in error. He said that network executives did not decide to "say no" to the prime time shift after KRON-TV's solo maneuver, but that the decision for further study had been made before the Bay Area shift.

"It appears we would take a [ratings] hit if we were to go ahead with this thing right away," said Fouch. "From my own standpoint and Pier Mapes's [NBC network president], we are extremely committed to looking at the research to see that we maintain a competitive edge against the other networks."

Kueneker said he was disappointed at having to wait for a prime time rollback decision to happen "for yet another year," but emphasized that both parties needed further time to study how a possible move would affect their schedules. According to Kueneker, NBC Entertainment President Brandon Tartikoff had expressed concerns during the meeting about not having a prime time schedule going "head-to-head" against ABC and CBS, and "how difficult it would be to counter-program against the other networks if we were out of sync."

Also representing the network side was Bob Niles, vice president of research; John Damiano, vice president of affiliate relations, and John Miller, senior vice president, advertising promotion. Nineteen West Coast affiliate general managers (and some general sales managers) attended the meeting.

Fouch said the affiliates came armed with Nielsen Station Index (NSI) material that Kueneker says showed no loss in the HUT levels of 18- to 49-year-old men and women during the 7-10 p.m. time period, while the network's Nielsen Television Index indicated a 4% drop of that age group for that time period. Kueneker thought the "margin of error" was 4%, and that it made little difference. Comparable readings were taken from the Eastern time zone, where prime time is also currently 8-11 p.m., and referenced to viewing patterns in the Central and Mountain time zones, where prime time is 7-10 p.m. "We're talking about national and local readings," said Kueneker, adding,

"it's all apples and oranges anyway."

"We discussed HUT and PUT [people using televisions] levels, the difference of using the NSI diary system as their point of reference and NTI metered numbers we used for ours. It was just decided that we needed time to run more conclusive numbers."

"We just feel that a 7-10 p.m. prime time is an absolute home run for us," said Kueneker of the Sacramento market. "Los Angeles is more difficult to read, and the network [which owns KNBC-TV] has more to risk. I think we all understand NBC looking further into the research, but that does not diminish the resolve of the stations. We made that clear." —MF

AFT is animated over new technique

Colorizer says new computer animation system can reduce production time by half

American Film Technologies Inc., which has the single largest share of the film colorizing business, is applying its colorization technology to a new computerized animation system. The system, AFT executives said, bypasses the tedious process of hand-painting animation cells, reducing program production time by more than half.

The AFT animation system uses the same hardware already in place to colorize films. According to Barry Sandrew, president of AFT's animation division, AFT has developed a separate software for animation. "All the colorization workstations can be turned into animation workstations by changing three keys on the computer," he said.

AFT plans to colorize film and animate programs simultaneously, using parallel schedules, said Sandrew. The company has signed award-winning animator Bill Kroyer, head of Bill Kroyer Films, as a client.

Kroyer is using the system to animate a 20-minute TV video for a major toy company. "We are still in the development period with them," said Kroyer. But so far, initial testing seems to indicate the AFT system will work for this particular project. "All the road signs are positive so far," Kroyer said.

Kroyer said if the system produces the effects for the video, he may use the AFT system for animated TV series, such as *Widget*, *The Whale Watcher*, which he is animating for Zodiac Entertainment.

The so-called "paperless" animation technology is not new. Hanna-Barbera, for example, has used a system to complete a portion of its television animation programming for the past eight years. Chris Odgers, director of computer animation systems at Hanna-Barbera, said the company used its in-house computer animation system for about a third of the company's television product. The rest is done by overseas animators. Using the two processes, he said, is



*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

\$350,000,000

Continental Cablevision, Inc.

12⁷/₈% Senior Subordinated Debentures Due November 1, 2004

Interest payable May 1 and November 1

Price 100% and Accrued Interest

Copies of the Prospectus may be obtained in any State from only such of the undersigned as may legally offer these Securities in compliance with the securities laws of such State.

MORGAN STANLEY & CO.
Incorporated

LAZARD FRERES & CO.

November 1, 1989

more cost efficient, given network ordering cycles for animation shows.

But AFT contends it has a system that is not only more cost efficient, but produces higher quality results as well.

At Disney, Gary Krisel, president of the animation division, said: "I'd be fascinated to see it. A number of people have comput-

er animation systems, but we've found it to be cheaper to use overseas animators. Two dollars per cell is a lot to be spending overseas."

That figure equates to about \$145,000 per half-hour episode of television animation, which does not include pre- or post-production work, which would bring the

total half-hour cost to more than twice that. "We are competitive with overseas animation," said Sandrew. In addition, he said, the AFT system may cut the production time of a single episode from perhaps six weeks to two weeks. "The U.S.-based producers also get better control over logistics and the product," he said. —SM

Law & Regulation

Broadcast, cable give Senate score on 'siphoning'



NFL Commissioner Paul Tagliabue (l) with team owner Art Modell



NAB's Eddie Fritts (l) and INTV's Preston Padden make their cases

Football and baseball commissioners tell Senate that leagues' major events will not go to 'pay TV' in 1990's; NAB and INTV ask Congress to tie league antitrust exemptions to 'antisiphoning rules,' end compulsory license or otherwise 'level playing field'

New National Football League Commissioner Paul Tagliabue all but promised Congress last week that American audiences would not have to go through pay-per-view television to view the NFL's Super Bowl any time this century. And, appearing as a witness at the same Nov. 14 Senate Antitrust Subcommittee hearing in Washington, Major League Baseball Commissioner Fay Vincent said he will not likely use what he believes is his authority to intervene in ongoing negotiations over local broadcast rights to the New York Yankees.

According to both commissioners, the alleged "siphoning" of sports programming from over-the-air to cable television—the subject of the hearing called by Subcommittee Chairman Howard Metzenbaum (D-Ohio)—is not the grand issue some have made it. Charges that their league's current and upcoming contracts with cable may violate antitrust law are, they said, unfounded. Tagliabue, Vincent, Art Modell, owner of the NFL's Cleveland Browns, and ESPN President Roger Werner testified that cable TV is only adding to the amount and diversity of sports on TV.

But the hearing pitted the commissioners' testimony against that of another panel of witnesses including outgoing Association of Independent Television Stations President Preston Padden (see story, "Top of the Week") and National Association of Broadcasters President Eddie Fritts, who argued that, in the public interest, Congress must act to prevent cable from eventually buying exclusive rights to all major sports events.

Joined intermittently at the dais by Senators Howell Heflin (D-Ala.), Orrin Hatch (R-Utah) and Herbert Kohl (D-Wis.), Metzenbaum and Senator Arlen Specter (R-Pa.) dominated the two and a half hours of questioning, focusing primarily on two specific cable sports contracts made late in 1988—the MLB-ESPN deal and another that gives Madison Square Garden Network exclusive local rights to New York Yankees games beginning in 1991 (BROADCASTING, Dec. 19, 1988).

Yet even before the commissioners took questions, more than half a dozen congressmen, some appearing as witnesses, used the hearing to express concern over the topic and to consider actions ranging from lifting the leagues' antitrust exemptions to revising the 1984 Cable Act.

"I want to emphasize," said Metzenbaum at the hearing's outset, "that we are prepared to review antitrust exemptions" now enjoyed by the NFL and MLB. Saying he was "shocked" to see an advertisement

for University of Tennessee football on pay per view, and calling New York Yankees owner George Steinbrenner's deal with MSG "arrogance bordering on contempt," the chairman warned that "if other teams follow" the Yankees' cable-only rights contract example, "the lure of big bucks" may prompt sports franchises to "bypass free TV altogether, [and] fans will be paying through the teeth to follow their teams."

Prompted by Specter's concern that the NFL on ESPN represents "a foot in the door for pay per view," Tagliabue said, "I think that we are prepared to say that, for the balance of this century, we do not foresee pay per view for the Super Bowl." Beyond "some expansion" in basic cable's share of the NFL, Tagliabue told the subcommittee, the league believes that basic, not premium or pay-per-view, cable "will continue to be a supplement" to broadcast network carriage of the NFL in the 1990's. A premium service, such as HBO, with far fewer subscribers than the top basic services, would not likely satisfy the league's exposure requirements, he said. The next NFL contract, he said, "will have an overwhelming number of games on free TV."

Although the broadcast networks will "dominate our coverage" in the future, said Modell, there is a "good chance" that expansion of the cable package could also come early next year in the form of 16, rather than the current eight, regular season



*These Securities were offered and sold outside the United States.
This announcement appears as a matter of record only.*

U.S. \$100,000,000

Continental Cablevision, Inc.

***Senior Subordinated Floating Rate Debentures
Due November 1, 2004***

Interest paid initially on May 8, 1990 and thereafter quarterly in arrears.

Price 100%

MORGAN STANLEY INTERNATIONAL

LAZARD FRERES & CO.

November 8, 1989



Werner

games on ESPN. Werner appeared to shore up the NFL's "no-premium, no-pay-per-view" assurances, saying that ESPN's lawsuit against Cablevision Systems in New York is evidence of ESPN's "vigorous enforcement" of its commitment to remain a basic service only (BROADCASTING, Oct. 13). "We view our role" in the NFL, he said, "as supplemental" to broadcast network carriage.

As for cable's place in the sports TV constellation, Vincent predicted "we will see a proliferation of outlets," but, he said, "the [broadcast] networks will play a major role" in his league's future, albeit a role somewhat diminished by competition. Local broadcasters are also "vital" to the league, he said, testifying that the number of MLB games aired on local over-the-air TV has increased every one of the past five years and has outstripped cable schedules by 55%. "We are not withdrawing those [ESPN] games from free TV," he said, calling restrictions on over-the-air TV under MLB's new 175-game 1990-93 deal with ESPN "very slight." In the "worst case," CBS and ESPN exclusivity would remove a maximum of 32 out of 162 games from any of those teams' schedules. It is "likely," he added, "that no [individual MLB] team will end up with fewer than 140 games" to air on local TV stations once the ESPN contract begins next season.

Pressed on the New York Yankees issue, Vincent conceded that, as commissioner, he might have the authority to intervene in negotiations between MSG and WPIX(TV) New York. That Tribune station could air 50 Yankees games in 1991 if it is willing to pay the price asked by MSG, he said, adding that he has "encouraged" the parties to reach an agreement "in the interest of baseball." But, he said, "I can understand [MSG's] position that they do not want to subsidize over-the-air TV" by reselling some Yankees games at a loss. "I believe I have the authority to step in," he said. "Whether or not I would remains to be seen. It is hard for me to intervene," he said, "when there are no over-the-air buyers" outside of WPIX. He concluded by saying that, despite his efforts and those of late commissioner Bart Giamatti, broadcasters in Chicago showed no real interest

in White Sox rights.

Vincent and Tagliabue also argued that the leagues should be allowed to respond to cable demand and reap the benefits of multiple revenue streams, in part to keep up with rising player salaries, without violating antitrust law or the public interest. For the fans, who are served by larger and larger local TV schedules, said Vincent, "we believe it's a fine thing to have another national service," ESPN, carrying the league. In the NFL, said Tagliabue, viewers are protected in the NFL-ESPN deal by the mandate that a local station in each team's market carry the game simultaneously.

In any case, added Modell, "I don't think there is such a thing as free television. The cost is built into advertising. The consumer pays somehow."

By that logic, said INTV's Padden, "basic [cable] ought to be called pay TV," because it carries ads and a subscription fee, "and pay TV ought to be called pay and pay again. Free TV," he said, "is absolutely free."

Padden pointed to compulsory copyright license as the "underlying issue, the broadcasters' subsidy of cable." A New York cable system that failed to carry New York's broadcast signals, he said, "would be out of business." If cable operators were required to pay broadcasters a fee for the use of those signals, he argued, a station such as WPIX would gain an "extra revenue stream" enabling it to bid for sports "on a more equal footing with the cable folks."

Padden presented the senators with three potential options: seeking a national consensus on the issue, repealing compulsory license and/or conditioning antitrust exemptions on a statutory provision, "for example, one that would prohibit subscription cablecasting of such sports events... broadcast by free television stations within the prior three years."

Also addressing compulsory license, Fritts charged that the 1984 Cable Act "pushes the market toward cable," and that "broadcasters are clearly at a disadvantage [because] sports franchises can go to cable with its [cable's] multiple revenue streams to raise the bidding." He proposed "a plan to compensate broadcasters for their programming, which cable now retransmits at very little cost." NAB also suggested Congress could direct the FCC to reinstitute antisiphoning rules that had been in effect until 1977. Arguing that broadcasters "simply need a fair system to let us compete and one which also protects the fans," Fritts also proposed legislation tying antitrust exemption to requirements that games be made available "on free TV and not exclusively on cable."

James Boaz, general manager of WTXF-TV Philadelphia, warned the subcommittee that ESPN's new Wednesday night MLB exclusivity, the prospect of eight more NFL games on ESPN and the appearance of University of Tennessee football exclusively on pay per view in the team's home market all represent a trend that will not stop with the newest rights deals. Boaz, whose station owns local broadcast rights to the MLB's Philadelphia Phillies, said the MLB-ESPN



Vincent

deal "effectively overrides my contract" by prohibiting Wednesday night telecasts against ESPN.

Tagliabue and Vincent, he said, "suggest that they are not the culprit. Who then is the culprit in this chipping away process?"

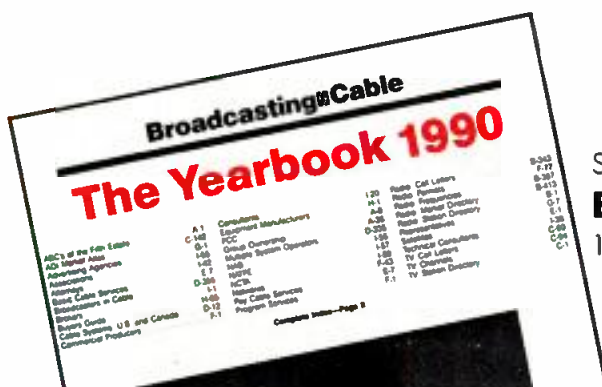
Like Metzenbaum, Specter argued that lifting the leagues' antitrust exemptions cannot be ruled out. However, most of the congressmen attending the hearing expressed concern over the "siphoning" issue without advocating legislative action.

Senator Kohl, who argued that "cable television has increased the viewer's choice and enhanced the amount and diversity of sports on TV," distanced himself from Metzenbaum's and Specter's stated willingness to take legislative action, saying he contemplated no bills and would, as owner of the National Basketball Association's Milwaukee Bucks team, likely have to recuse himself from voting on such legislation.

But Kohl did describe himself as concerned with the "rising costs of cable" service and with "increasing evidence" of siphoning—in particular, cable exclusive deals with MLB and with the Big Ten, Pac-10 and Southeast football conferences. "Even more troubling," he said in a written statement, "is that cable snared *exclusive* rights to all Yankees games for the next 12 years—although only about half of the homes in the New York area are wired for cable."

Also apparently contemplating no legislative remedy, Hatch agreed, however, that an investigation of "which sports broadcasting practices are in the public interest [is] warranted."

But several New York area congressmen appearing as witnesses intimated that legislative action is in their plans. Calling for "immediate congressional review of the 1984 cable deregulation act," Senator Joe Lieberman (D-Conn.) charged, "We're setting up two-tier access to sports, those available to the general public and those available to consumers who can pay to receive them on cable." Describing cable operators as "effective monopolies without competition or regulation," he said, "Today, it is clear that we have succeeded in removing rate regulation without having



posed effective competition. Representative Christopher Shays (R-Conn.) echoed Lieberman's claim that Connecticut residents have "felt the sting of cable-ization of the Yankees," testifying that "cable operators can't have it both ways: no

competition and no regulation." And Representative Charles Schumer (D-N.Y.), also appearing as a witness, focused on the Yankees-MSG deal as well. MLB, he said, has "let down its end" of "more sweeping" antitrust exemptions than are enjoyed by any

other league. Suggesting that MLB "should follow the NFL's example" and assure that home fans see their teams' games, Schumer said a bill he has sponsored would require that MLB teams air at least 50% of their games on "free TV." —PDL

Broadcasters divided on FCC license renewal proposal

Networks support proposal to tie renewal expectancy to issues/programs lists; NAB and others call it counterproductive; citizen groups say it is violation of Communications Act

The broadcasting industry is split over the FCC's proposal to grant stations caught up in comparative renewal proceedings "renewal expectancies" based on the submission of their quarterly "programs/issues" lists.

Some broadcasters, most notably the three networks, supported the proposal as a simple and objective means of establishing the expectancies, which virtually assure incumbent broadcasters of prevailing in comparative renewal battles.

But others, led by the National Association of Broadcasters, felt the standard was so narrow that it would restrict broadcasters' ability to make their case for renewal.

Citizen groups and license challengers, meanwhile, charged that the proposal ran afoul of the Communications Act by shifting the burden of proof in establishing expectancies from the incumbent to the challengers.

The Media Access Project and the Telecommunications Research and Action Center challenged the FCC's intent in advancing its proposal. "The object of the commission proposal is an effort to rig the rules of the comparative renewal contest by insuring that any licensee doing the minimal programing necessary to obtain renewal under any circumstances will be considered to have performed meritoriously," they said. "On this basis, the commission proposes to grant a decisive, insurmountable preference to all incumbents capable of establishing that they are minimally qualified for renewal. This profoundly anti-competitive objective is antithetical to the basic scheme of the Communications Act."

The proposal "would give an expectancy of renewal even to a licensee whose principal is convicted of any crime," they said. "Thus, Willie Horton not only could get an FCC license from his jail cell, but he would now receive a renewal expectancy if his station proved that it prepared quarterly issues/programs lists."

When a station's license comes up for renewal, others may file a competing application and challenge the incumbent for its license. To determine which party gets the license, the FCC holds a so-called comparative hearing before an administrative law judge.

The ALJ uses ever-evolving criteria designed to promote diversity and integration of ownership and management to compare the incumbent and challenger. However, incumbents that can show they have provid-

ed "meritorious" or "substantial" service during the license term can earn a renewal expectancy that outweighs any comparative advantage of the challengers. Since the challengers invariably have a comparative advantage, the renewal expectancy is often critical to the incumbents.

To prove that they have provided "meritorious" service, broadcasters now supply the ALJ with reams of programing schedules and testimonies to their good citizenship.

As part of its effort to streamline the comparative process and minimize abuse of the process, the FCC proposed basing "meritorious" service and the granting of an expectancy on the incumbent filing its programs/issues lists, which stations are obliged by the FCC to assemble each quarter. The lists summarize all programing aired by the stations that addresses community issues.

Under the FCC proposal, challengers may rebut the lists by showing that the listed programs were not aired or that the programs were not responsive to issues of concern.

The networks with some qualifications were supportive of the proposal. "Use of the issues/programs list as the initial indicium of meritorious service should simplify the presentation of evidence, testimony and other proof regarding program issues in a comparative hearing," said NBC.

The network said the proposal "will be useful in establishing a comparative renewal procedure that will determine the service that will entitle an incumbent licensee to a legitimate renewal expectancy in a simple and straightforward manner."

Echoing the NAB's concern that the new standard is too narrow, NBC added a caveat. "We assume that an incumbent licensee wishing to provide additional, relevant program-related evidence at any stage of the hearing would not be precluded from doing so," it said.

Many broadcasters still think Congress should intercede and create a two-step process, in which competing applications would not be considered until after the FCC decided not to renew the incumbent's license. Such legislation, said NBC, "should be encouraged and supported."

CBS, which settled a challenge of its WBBM(TV) Chicago last year, supported the proposal, noting that it would result in a "significant reduction in the cost of comparative hearings for incumbent licensees."

CBS said it expended "hundreds of man hours" preparing programing exhibits in support of its claim to a renewal expectancy for WBBM. The FCC proposal "would largely eliminate the need for such time consuming and expensive efforts unless and until it were determined that a licensee's issues/programs lists had failed to provide prima facie evidence of its entitlement to a renewal expectancy, or the challenger had raised significant questions as to the accuracy and reasonableness of the programing judgments reflected by those criteria," it said.

"The commission's proposed new order of proof is well designed to implement the applicable standards of licensee responsibility," Capcities/ABC said. "It properly would give the issues/programs lists a central role in the comparative renewal process."

The lists are a "good measure of the

Low-power rights

FCC Commissioner James Quello told a group of low-power television broadcasters gathered in Las Vegas for the annual convention of the Community Broadcasters Association that the FCC should consider granting LPTV stations unpreemptible rights to their channels if it can be shown that they are providing "longtime, vital and unique service." However, Quello cautioned that granting such rights to LPTV stations is "only an idea at this time, without official sanction. Also, HDTV is a major upcoming issue that may require UHF spectrum, and HDTV requirements would receive the highest priority from the commission and Congress." Under current rules, LPTV stations are secondary services and their channels are preemptible. The stations must relinquish their channels if they interfere with any full-power stations that go on the air. Thus far, according to CBA, few stations have had to go dark due to the medium's secondary status; most have been able to shift to another channel and continue broadcasting. Nonetheless, CBA has begun a push for greater channel rights. (Another example of CBA's drive to make LPTV a first-class medium is its effort to get the medium included in must-carry legislation. CBA President John Kompas testified before the Senate Commerce Committee last month that LPTV stations "should have the opportunity to compete on an equal basis with other stations for a position on local cable channels." Quello also called "disturbing, if true" Kompas's testimony that Tele-Communications Inc. has a "blanket policy" of not allowing any of its cable systems to carry LPTV stations, even though system general managers may want to. "I do not believe it serves the public interest for large multiple system operators to adopt blanket policies excluding [LPTV] stations that may be the sole or primary source of local news.")

seriousness with which a licensee takes its issue-responsive programming obligation," Capcities said. "Although not a perfect measure, we think the...lists are a better and more objective measure than testimonials from community leaders and so-called 'reputation evidence.'"

Like the networks, Cosmos Broadcasting Corp. supported the proposal, but said broadcasters should have the option of supplying additional information concerning past programming and service to the community at any stage in the comparative hearing. "It could...serve as responsive evidence to a challenger's attempt to rebut the presumption created by the issues/programs lists' initial submission, or it would augment the weight to be accorded to the renewal expectancy earned through the lists' submission," it said.

With some qualifications and suggestions for modifications, United Communications Corp. lent its support to the proposal. "It will help reduce the confusion and the complexity which often surrounds the renewal process," it said. "Licensees will know what is required to realize a renewal expectancy, and those who have satisfied this test can more confidently invest in improving their operations for the long term. Thus, a clearer policy would have salutary benefits to the public."

Greater Media, another supporter of the FCC proposal, invited the agency to establish standards for "nonentertainment" programming to be included on the program/issues lists. A standard with "some timing

requirements is an essential component of a broadcaster's entitlement to a renewal expectancy and a necessary means of eliminating the uncertainty which currently attends nebulous standards such as meritorious service."

The renewal expectancy should not be based solely upon a licensee's issues/programs lists, but rather should be a reflection of a licensee's total service to its community, potentially including all programming and nonprogramming efforts," said the NAB in its comments.

As NAB sees it, the FCC proposal, if adopted, could cause broadcasters to cut back on "worthy" nonprogramming efforts—charity drives, fundraisers and educational programs—to "concentrate their limited resources on the one facet of their community service which would gain them a renewal expectancy. The result could be less overall service to the licensee's community, hardly the commission's goal."

The NAB also said the FCC should continue to weigh testimony of community and government leaders. Such testimony "can often add relevant insights into a station's reputation within, and thus its service to, the community. Any biases, for or against the station, can often be discerned in the hearing process and ultimately discounted."

The NAB suggested other reforms of the comparative hearing process, including implementing an examination of the challenger's qualification before comparing it with the incumbent's. "Such an approach would save the commission much time and ex-

pense by weeding out those who could not qualify to be a commission licensee, let alone win a comparative hearing."

The FCC should also require "more specificity in challengers' objections to the incumbent's renewal. Currently, a challenger need only make general accusations, with no requirement of supporting evidence."

Burnham Broadcasting Corp., a licensee of five network affiliated television stations, sided with the NAB. "At renewal time, the incumbent needs the broadest discretion in fashioning the appropriate response or defense against the renewal challenge," it said. The lists "may be the most appropriate evidence at renewal time or they may not be," it said. "Quite frankly, since the lists are simply illustrative, and this is certainly true for overachieving broadcasters, the lists are an inadequate representation of the overall public service provided by a station."

Fisher Broadcasting Inc., licensee of two AM's and a TV, also "strongly opposed the proposal, arguing that "it would unfairly limit the evidence that could be used to defend a licensee against a renewal challenge and it would limit the level of credit that a licensee could obtain for its renewal expectancy."

Post-Newsweek said the proposal may not solve the problem. "It may lead to inquiry into subjective matters that should properly be left to broadcasters' programming discretion. It may well subject broadcasters to being judged quantitatively without any

BONNEVILLE INTERNATIONAL CORPORATION



CORE VALUES

LEADERSHIP — We set a standard of leadership for our employees, our industry, and the communities we serve. We provide noteworthy examples of ways to improve the quality of life and to emphasize high ethical and moral standards.

KAAM-AM
KZPS-FM
Dallas
KBIG-FM
Los Angeles

KIRO-TV
KIRO-AM
KSEA-FM
Seattle
KMBZ-AM
KMBR-FM
Kansas City

KOIT-FM
KOIT-AM
San Francisco
KSL-TV
KSL-AM
Salt Lake City
WNSR-FM
New York City
WTMX-FM
Chicago

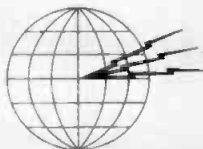
Bonneville
Broadcasting
System
Chicago

Bonneville
Entertainment
Company
Salt Lake City

Bonneville
Media
Communications
Salt Lake City

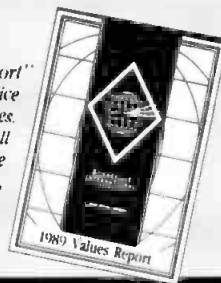
Bonneville
Telecommunications
Company
Salt Lake City

Bonneville
Washington
News Bureau
Washington, D.C.



BONNEVILLE
INTERNATIONAL
CORPORATION
A Values-driven Communication Company

Bonneville's 1989 "Values Report"
lists the community service
efforts of Bonneville properties.
For a copy of the report, call
or write: Values, Bonneville
International Corporation,
Broadcast House, Salt Lake City,
Utah 84110-1160.
telephone 801-575-5690.



25 YEARS OF COMMUNITY SERVICE

One of a series listing Bonneville's mission and core values.

notice of the pertinent standards.”

The FCC should base renewal expectancy on meeting a quantitative standard for nonentertainment, nonsports programming. “Under the existing statutory scheme, carefully designed quantitative standards will minimize the impact of the comparative renewal process on broadcasters’ program discretion and protect against arbitrary government action.”

The Office of Communications of the United Church of Christ said the proposal “is inconsistent with judicial precedent requiring renewal expectancy standards far superior to the bedrock obligations” of broadcasters to cover public issues.

“Certainty of renewal based upon minimum service will not advance the commission’s goal of quality service. Rather than reinvest profits in quality programming and creative personnel, incumbents will be inclined to provide mediocre service.”

American Women in Radio and Television said the proposal could be counterproductive to the FCC goals of streamlining the comparative hearing process. If implemented, AWRIT said, it is “likely to result in a three-phased hearing just on the renewal expectancy showing.”

Southeast Florida Broadcast Limited Partnership, which is locked in a comparative renewal battle with Metroplex Communications for WHY(FM) Fort Lauderdale, Fla., said the proposal is “patently inconsistent” with the Communications Act, which expressly contemplates that a “full hearing” is one in which the burden of proof is on the incumbent. “Congress has not given the FCC the authority to reallocate the burden of proof.”

A group headed by the National Association for Better Broadcasting also filed against the proposal, contending, as Southeast did, that it shifts the burden of proof to the incumbents in violation of the act. A renewal expectancy can only be justified where the incumbent has provided above-average service. “The issues/programs lists do not provide any basis for determining whether a licensee has in fact provided above-average service.” —HAJ

Court dismisses Gartner suit against USIA

NBC News president says agency has become more open since suit was first pressed; USIA says policies haven’t changed, but concedes technology has made it hard to enforce ban on U.S. dissemination of its material

A U.S. district court in Des Moines, Iowa, has dismissed the suit that Michael Gartner, in his role as editor of *The Des Moines Daily Register and Tribune*, brought against the U.S. Information Agency. Gartner had been pressing the suit for years, arguing that the 1948 Smith-Mundt Act barring the dissemination of USIA material in the U.S. violates the First Amend-

ment. The court said it does not. The ban, the court said, applies only to USIA.

Still, Gartner, now president of NBC News, is claiming victory, contending that USIA has changed its policies in a way that gives Americans far more freedom to review and report USIA materials than had been the case. USIA officials say the policies have not changed; that citizens have always had the freedom Gartner says is new. But what they agree is new is that the case has focused attention on the fact that, as USIA General Counsel Alberto Mora says, “technology is making the ban more difficult to enforce.” USIA materials transmitted by television or radio could start showing up on American broadcast services.

The ban on the domestic dissemination of USIA material was written into the law to prevent the agency from becoming a propaganda organization that the party in power could use to indoctrinate the American public. The law says USIA materials prepared for dissemination abroad may be available at the agency’s headquarters “for examination only” by reporters, research students and scholars “and, on request, shall be made available for examination only to members of Congress.” Gartner filed his suit after a *Register* reporter had been frustrated in an effort to obtain copies of editorials broadcast by USIA’s Voice of America.

Judge Donald E. O’Brien, in dismissing the suit last month, said that the First Amendment does not afford anyone the right to make verbatim copies of USIA materials. “The First Amendment proscribes the government from passing laws abridging the right to free speech,” he wrote. “The First Amendment does not prescribe a duty upon the government to assure easy access to information to members of the press.”

O’Brien also found that Gartner and his fellow plaintiffs in the suit—Ralph Rosenberg, an Iowa state representative, and the Partnership Independent Press, which owns the newspapers he has served as editor—lack standing to contend that the ban affects them; they had not suffered any “real or threatened injury” as a result of disseminating USIA material domestically. Furthermore, O’Brien held, there is no controversy regarding such domestic dissemination by the media. Indeed, he said that Congress did not intend the ban “to preclude plaintiffs from disseminating USIA information domestically.”

“It would be easy to conclude that USIA’s position is ‘inappropriate or even stupid,’” O’Brien wrote, “but based on the record, this court concludes that neither the statute, nor USIA’s interpretation of the statute, is unconstitutional.”

Gartner, in a column he wrote for *The Wall Street Journal* and in an interview with the Associated Press, was not complaining. He said that as a result of his suit, any citizen—regardless of whether he was a reporter, scholar or member of Congress—can drop in at the VOA offices in Washington, read the text of any broadcast, take notes, even “extensive notes” and, if he wished, publish the text. The freedom to do those things was not available before, he

said.

Mora and other USIA officials say the policies to which Gartner referred are not new—that any citizen has been allowed access to USIA materials and that, while photocopying is not permitted, there is no restriction on the extent of handwritten notes. (“We don’t look over the shoulder” of anyone reviewing documents, said one official.) “And we have not restricted publication in the U.S.,” said Mora. “That would be a violation of the First Amendment. There is no case where the USIA tried to prevent use of [its] material in the U.S.”

Some USIA officials saw the language of the opinion—at one point it explicitly rejects the suggestion that the ban applies to speech by the press and general public—as doing more than simply upholding the constitutionality of the ban and the manner in which the agency is administering it. As one official put it, American broadcasters might start downlinking satellite-delivered VOA or Worldnet programs and rebroadcasting them domestically. That could happen, Mora said. It would be legal.

Mora did not seem concerned. “We’re not adversaries,” he said of the suit in which USIA was pitted against Gartner and his co-plaintiffs. “We do not regard the decision as a victory,” he said. “We were simply observing the law.” —LZ

MPAA’s Valenti continues defense of fin-syn rules

Motion Picture Association of America President and Chief Executive Officer Jack Valenti took aim at “network domination” last week (Nov. 13) in a luncheon speech in Hollywood to the Academy of Television Arts and Sciences.

Later that day, Valenti and Hollywood studio executives met with network officials as part of ongoing negotiations on the FCC’s financial interest and syndication rules. Because of a press blackout, Valenti said little about the meeting: “There have been some fresh ideas put on the table.” Another MPAA-network bargaining session has been slated for the first week of next month.

Valenti told BROADCASTING that the “11/11” proposal by the networks in past bargaining sessions was not discussed and that the new “ideas” were “born out of some network ideas” and a “detailed proposal” by MPAA. Under the 11/11 proposal, the major Hollywood studios would split the production of 22 hours of prime time programming on each of the NBC, ABC and CBS slates, while the networks’ in-house production units would produce the remaining hours and realize the profits made from putting those shows in syndication.

Valenti warned ATAS that the networks seek “all-encompassing” power to produce 100% of their own prime time schedule once the Justice Department’s consent decrees expire in November 1990. One network source would say only that Valenti’s

job is "to defend the status quo for the major studios," giving them a free rein to enter the cable and network broadcasting business while the networks cannot pursue syndication.

The network source added: "The reasons the negotiations have stalled is that Jack [Valenti] and his colleagues are advocating the same proposal after more than five years. Jack's rhetoric is unchanged, as is Hollywood's blind insistence that the competitive environment is the same as 20 years ago."

Much of Valenti's address to the ATAS members continued the tongue-lashing. "Every TV professional sees with awful clarity the land mines in the 11/11 proposal....Every half-hour sitcom, every remotely attractive script presented to the networks, would be gobbled up under network terms. What would be left to independent producers would be expensive hour dramas, choking in deficits. The networks

would skim the cream and leave the dribbles to those whining producers in Los Angeles.

"Producers work in a highly competitive arena where anyone with fiscal resources and access to talented people can become a producer. By contrast, the networks operate in a secure womb, protected by a noncompetitive market, where competition is forever foreclosed by the FCC's VHF frequency allocations."

Valenti said that before the financial interest and syndication rules (which took effect in 1972), the networks took a financial interest in 93% of all the programs on prime time. He reemphasized: "What has been inserted in the marketplace is a regulation that works, a rule that inspires and sustains a precarious competitive balance between the three networks and the creative production community. Their cries of wretched poverty and homelessness suggest to me that if the networks are searching for situation-comedy writers, I would recom-

mend they look no further than the folks who write their press releases and their lengthy letters. I even have a name for their new sitcom: 'We're The Boss.'"

Valenti also chided the networks for their criticism of the growing interest that foreign companies have in acquiring major studios—in particular, Sony's just-completed acquisition of Columbia Pictures. He said the networks ignored the fact that CBS was "the first communications enterprise to lead the way" in the sale of Columbia Records to Sony in 1988. NBC's brief interest in helping Qintex Entertainment-Australia's failed acquisition bid of MGM/UA was also cited by the MPAA boss. "It depends, I take it, on whose foreign ox is being gored," he said. Of the 500-plus members that make up the Coalition to Preserve the Financial Interest and Syndication Rule, Valenti said only Columbia and one other studio (Qintex Entertainment) are foreign-owned. —MF

Business

Stressing the value of TV advertising in L.A.

TVB meeting gets positive response from attendees, who are urged to push TV medium over competition rather than fight among themselves

Accentuate the positive was the principal message to members of the Television Bureau of Advertising at TVB's 35th annual conference in Los Angeles last week. Attendees at the three-day meeting were told to stress the advertising value of their medium over others and not to fight among themselves. Other themes included the mix of good news and bad in store for TV advertising in the 1990's, changes in the advertising business and, finally, that to survive, television needs to re-educate the people who sell the medium.

Laurel Cutler, vice chairman and director of marketing planning, FCB/Leber Katz Partners, and vice president, consumer affairs, Chrysler Corp., in a sometimes blistering speech, told the TVB members that the automobile industry is changing its focus toward customer satisfaction concerns, and so too, should television stations. Cutler also said the high prices paid by advertisers for television spots would hurt the TV advertising industry. "If network shares continue to decline, then prices should decline as well. There are just too many options. If we make a mistake in print advertising, it's throwing away change, but if we make a mistake on television, it's throwing away the bank," Cutler said.

Cutler's presentation seemed to best characterize the overall theme of this year's meeting. "We cannot continue to expend and squander our energies fighting among ourselves—large markets versus small, affiliate versus independent, and cable versus broadcast," said Jim Joyella, TVB presi-

dent. "Once you're in this battle of my brand of television versus yours, you enter into the position of having the advertiser making the decision based solely on price, and then you've lost the high ground. It should be the selling of television versus the other mediums," he said.

In his opening remarks on Monday, Joyella discussed the "new TVB" and how the television advertising organization is being outspent by the organizations of competing mediums.

Two years ago TVB released the findings of the Butterfield study, whose purpose was to make the organization more effective and responsive to its members. Prior to the study, members had criticized TVB for being out of touch with members' needs, and

questioned its value relative to its cost.

Since then, Joyella said there has been an increase in national spot sales, continued research, and more education and training seminars, among others. As for the increase in national spot sales, Joyella said nearly a quarter of a billion dollars in new spot revenue had been generated in the past two years.

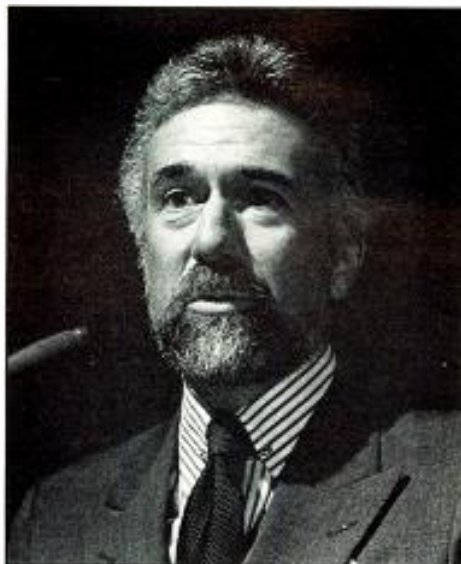
He also pointed out that while TVB has been undergoing changes, it has continued to provide assistance to its members. "In the first nine months of this year, our member services department logged 8,698 member requests. That's one every 10 minutes of every working day," he said.

Although Joyella said the TVB was partially responsible for the lack of communication between the organization and members in the past, he said the misfirings have come from both sides.

"Here's a too frequent occurrence, where TVB will be criticized by a member, yet when we probe for specifics, the member admits that perhaps his station wasn't fully aware of all of TVB's services and resources. Perhaps his station wasn't using its TVB membership to its fullest advantage. I acknowledge TVB must communicate with you more effectively. But I submit the problem exists on both ends of the communication process. That means the problem can only be solved together," said Joyella.

One aspect of the TVB makeover called for the annual meeting to focus more specifically on the needs of the station sales executives. Complaints from previous meetings focused on the lack of useful material the members could take back to their stations and implement into their sales plans.

However, this year, said Joyella, "Going



TVB President James Joyella

into the meeting we felt we were giving them the meeting they had been asking for by scheduling meetings with their clients from many different industries." And feedback from members indicated that TVB was successful in offering a more effective gathering.

Nearly one full day was devoted to advertiser workshops with ad buyers from a variety of businesses meeting directly with the station sales executives to discuss problems and concerns in their relationships.

Pat Dalbey, general sales manager, KYTV(TV), Springfield, Mo., said he found the client sessions helpful, and an indication that the TVB has changed its focus. "One thing I learned, is that we have made assumptions about each other in the past which have been harmful. The customer involvement this year is more productive for them and for us," he said. Dalbey said

he was impressed with the format change of this year's conference. "The sessions ...contained information on strategies that stations could take home and use to improve the television station business. This was more akin to a seminar than a convention."

Bernie Flynn, a broadcaster from Phoenix, Ariz., agreed. "We've been more reactive than proactive in the past. Now, the TVB has a lot more focus," he said. "I thought that [Laurel] Cutler's remark, about learning about your customer's problems, really hit home."

In response to criticisms from members in the recent past that TVB is too costly, Joyella said the organization is stretched too thin, and it is being badly outspent by other industry organizations.

"Our annual operating budget is approximately \$8 million for an industry with \$26

billion in sales. On the other hand, the Newspaper Advertising Bureau is a \$16 million-per-year operation—that's 100% larger than TVB's budget—while their sales are just 19% larger at \$31 billion," he said.

"That may be one reason why newspapers enjoy a much bigger share of market than their media value warrants. Why, in this city, the *Los Angeles Times* bills more than twice as much as all of the television stations combined, despite the fact that the early news on just one station reaches more homes than the *Times*," said Joyella.

He added that the operating budget of the Cable Advertising Bureau is funded with \$3.4 million on cable sales of \$1.5 billion. Joyella said if TVB were funded at a similar rate, its budget would total \$60 million.

On a historical basis, Joyella said the

Satellite Footprints

Ready, set, scramble. The Nashville Network, now claiming more than 48 million subscribers, will begin fixed key scrambling of its satellite signal March 20, 1990, the cable programming service said last week. Using the de facto industry standard Videocipher II encryption system, TNN will move from fixed key to fully addressable scrambling June 20. The six-and-a-half-year-old service, whose distribution and marketing are handled by Stamford, Conn.-based Group W Satellite Communications, said TNN is available to home dish owners through six program packages sold in the U.S.: Disney, HBO, National Rural Telecommunications Cooperative, Netlink, Showtime and Tempo.

Home dish syndex. Arguing that new Videocipher II Plus descramblers "must be moved into the marketplace as quickly as possible" to combat satellite signal theft, the Satellite Broadcasting and Communications Association told the FCC last week that imposing syndicated exclusivity on home satellite television "is virtually impossible." In a Nov. 15 letter to the FCC, SBCA vice president and general counsel Mark Ellison objected to the Association of Independent Television Stations' request that syndex rules be implemented for home dish programmers via General Instrument's de facto industry standard encryption system, the VC II.

Already being assembled by GI, the purportedly more secure VC II Plus is due to reach dealers next January or February, one month after syndex rules go into effect for broadcast and cable television services. "Even if the commission were to act today," said Ellison, "changes in the VC II Plus to accommodate syndex, if at all possible, would require a minimum of 15 to 20 months' delay in its introduction for additional research and technology modifications." Application of syndex rules "would have a severe and detrimental effect on the home satellite industry [and would] undermine anti-piracy efforts and also cause a major descrambler shortage."

Co-op milestone. Conus Satellite News Cooperative membership reached 100 last week with the addition of KCCI-TV Des Moines, Iowa. The station's commitment also made complete the association between Conus and KCCI-TV owner, H&C Communications, whose five other stations, all owners of satellite news-gathering vehicles, were already members. "We're founding members of Conus and we're proud to have all of our stations in the cooperative," James Crowther, H&C president, said in a prepared statement. "Conus widens the availability of news stories to our stations and other members in a very cooperative time. Everybody puts in and everybody benefits. It's a true cooperative."

Digital radio news. Associated Press's worldwide commercial-

free radio service, AP Network News, has begun a process that will, over the course of several years, move all its analog satellite transmissions over to a new digital T-1 Audio Delivery (TAD) system. To be built by Paramus, N.J.-based Control Resources, the TAD will add no costs to the more than 1,000 affiliate stations, said AP. An efficient one-sixth of a transponder system, the TAD will save "thousands of dollars each month in operating expenses," said AP. Analog services via Westar IV and Spacenet III will continue through the new service's launch at the end of 1989 until the conversion is complete.

Meantime competition. With long-term plans to launch the Intelsat K (formerly GE Americom's Satcom K-3) satellite over the Atlantic in 1991, and to launch the first Intelsat VII bird in 1992, Comsat is not waiting to expand its current capacity and services. First announced at the Oct. 2-7 International Telecommunications Union exhibition in Geneva, Comsat's new services include a week-at-a-time lease service aimed at short-term news and sporting event coverage; an Atlantic Television Lease Service offered at a flat \$7-per-minute rate, and TV Scheduling Service that allows users to book Intelsat capacity by direct access to Comsat's computer database. Also, Intelsat will next year begin a six-year lease of 12 C-band transponders aboard two NASA tracking and data relay birds.

Under one roof. Two divisions of Northvale, N.J.-based Video Services Corp. will combine their resources to supply 155 television stations with Multimedia Entertainment's *Sally Jessy Raphael Show*, VSC said late last month. New York-based Video Dub Inc. has been selected to provide syndication service for the show, now added to the stable of more than 100 programs it distributes annually, including *The Cosby Show*, *This Week in the NFL* and *Three's Company*. Metromedia chose co-owned Atlantic Satellite Communications in Northvale to carry out transmission of the show via Telstar 301.

They know who they are. As General Instrument gears up its assembly lines to replace its much compromised consumer video descrambler, Videocipher II, with what it believes will be a more secure VC-II-Plus unit, the maker of the industry standard TV encryption system is offering an amnesty trade-in plan to consumers in Utah who have purchased illegally modified VC-II's. Many of those consumers are known to General Instrument, thanks to sales records seized along with pirated VC-II's during October raids on three Salt Lake County satellite TV dealerships. Documented buyers of modified VC-II's are subject to prosecution and face possible \$100,000 in civil damages, in addition to criminal penalties of \$2,000 and six months in jail. Running from Nov. 6 through Dec. 6, the amnesty program requires that participants trade in pirate decoders and pay \$200 for a legal unit.

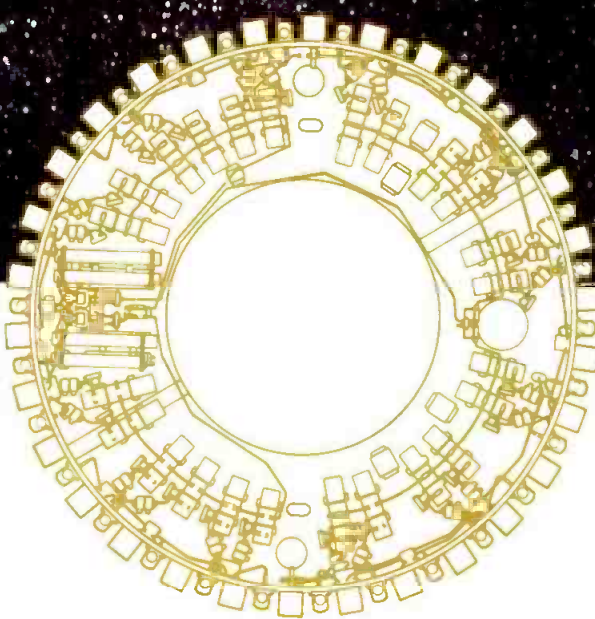
SPACE MAY BE INFINITE, BUT OUR NEW GALAXY IS FILLING FAST

© 1989 Hughes Communications

Photograph courtesy of National Optical Astronomy Observatories.

HEADLINE NEWS • ESPN
THE DISNEY CHANNEL
CBN • CINEMAX • FNN
MIND EXTENSION UNIV.

BET • HBO • TBS • TN
CNN • USA NETWORK
THE COMEDY CHANNEL
A&E NETWORK • WG



The space available on Hughes Communications' next generation of Galaxy satellites is filling fast. Galaxy I-R, Galaxy V, Galaxy VII and the fleet backup, Galaxy VI, will serve the most prestigious names in cable. The cable programming community is deciding that the future in cable delivery lies with these Hughes satellites.

Companies like these realize Hughes' C-band plans for the future are the most ambitious in the business. Our satellite replacement program and state-of-the-art technology offer our clients the opportunity to be ideally positioned well into the 21st century.

So if you plan to use satellite services in the years to come, call Hughes Communications today. Sign on now for your space in our Galaxy. For further information contact Hughes Communications Video Services at 213-607-4000.

WE MAKE IDEAS HAPPEN.®

HUGHES
COMMUNICATIONS



Subsidiary of GM Hughes Electronics

1 VB's budget now is 60% less than it was in 1956, in relation to industry billings. "Are the problems we face today 60% less than they were in the good old days?" he asked.

Don Beveridge, president and CEO, D.W. Beveridge Jr. and Associates, challenged the sales executives to rethink their role in the industry. In a general session, he told them their number one goal over the next five years was to "learn to deal in expertise. Today you've got to be more than a seller of spots," he said.

"If you're a sales person, your number one job priority is to identify and satisfy customers' needs profitably. If you're a sales manager, your number one job priority is not to sell, but to coach and train the sales staff," he said. Also, saying that successful sales managers spend 60%-80% of their time in the field, Beveridge challenged the general sales manager and station managers to spend more time out in the field "with your antennae up."

□

TVB members also heard from observers of advertising trends who had positive and negative news for the future. Bob Coen, senior vice president, director of forecasting, McCann-Erickson, said the picture for advertising is rosier in the long-term but not necessarily bleak for the short-term.

Coen said the advertising industry saw three basic trends in the 1980's. The first was an overextension of ad budgets in the first half of the decade; second, since 1985 traditional media budgets have been more tightly controlled, and third, marketers have shifted to a wider use of media alternatives.

"It was inevitable [that] traditional ad budgets would undergo corrections after growing at nearly twice the rate of the total economy during the first half of the decade," he said. Coen credited the new technologies and new industries, as well as the deregulation of the airline and telephone industries, for the expansion.

"The current slowdown in the advertising industry is no surprise to most of us here in this room.... We've known about these problems for some time and we believe the corrections and restructuring of the '80s is now nearly completed. In another year or two I believe the U.S. advertising industry will return to outperforming most other industries," he said.

Although the performance for all national advertising media has been dismal in recent years, with the exception of Olympics advertising in 1988, Coen said the performance in 1989 to date, "with total demand for time and space firming up, at least among the national marketers and for most of the major mass consumer media," gives cause for optimism for the momentum to carry over into 1990. He cautioned, however, that some media sectors should be more optimistic than others.

As for national spot advertising in 1990, Coen expects gradual improvement, "similar to this year," when national is expecting to grow by 5% from 1988. For local advertising, he expects its outlook to remain sluggish. "In 1990, there will be more political activity, but otherwise we cannot expect much more local ad growth than this

year," he said, with this year's growth expected to be 7% from last year.

For the overall outlook for 1990, Coen expects total U.S. advertising to increase 6% to 8%, with total television advertising growing by 7% to 9%. He predicts spot and local advertising will increase 5% to 7%.

Despite the guarded optimism for the remainder of 1989 and 1990, Coen expects the advertising industry to rise dramatically in the next decade. He likened the current period of adjustments and corrections to the advertising business from 1968-75, when due to events such as the end of the Vietnam war and the elimination of cigarette advertising on television, as well as failed market controls, the industry failed to keep pace with economic growth. However, he said, once the artificial restraints ended, the industry came back strong until 1985.

"From 1985 through this year, and most likely into the next one, we are experiencing a stagnation in the growth of the importance of the industry in total. Despite corrections and restructuring, the relative importance of total advertising has merely flattened," he said.

Coen said underlying social forces and marketing systems are pressuring for "ever greater injections of the highly efficient influences of advertising." He believes once the economy moves into a strong and sustainable expansion, the role of advertising will increase as more affluent consumers spend more heavily to satisfy pent-up demands. "The outlook for the U.S. advertising industry will be excellent once we get through the next 18-24 months. By the year 2000, I expect advertising to be 30% of GNP. Just hang in there," he said.

Speaking about the "Hot Political Races in 1990," Robert Squier, partner, Squier-Eskew Communications, said local advertising can expect 20% more political advertising in 1990 compared to this year. However, he said the bad news was that there would also be a rise in negative advertising, which many political campaigns have recently been based on.

Both incumbents and challengers, he said will contribute to the increase in negative ads. "The incumbents now feel they're not safe no matter how far they are ahead. And the challengers enter the race early, raise a lot of money and throw it into advertising and see if it changes the numbers. If it does, they'll use the change in numbers to raise more money," he said.

At a session led by Ken Dychtwald, Ph.D., president, Age Wave Inc., a communications and education firm specializing in tracking demographic shifts, members were told that in the next 10 years, the U.S. population will undergo a shift whereby the 18-34-year-old demographics will shrink in size and in spending power, while the 35-64 group will grow in both size and economic power.

Between now and 2000, the 18-34-year-old group will decrease by nine million, while the 35-64 group will gain 22 million. "This represents the first time the young people group has lost people," he said. In addition, by 2000, the 35-64 group will spend \$320 billion more than they did this year, while the 18-34 group will spend \$42 billion less than this year. "The mid and mature market will grow in interest while the youth market, now the darling group, will be less of a force," said Dychtwald.

Dychtwald gave five reasons for the power of the mid-age group in 2000. The year 2000 will mark the middle aging of the baby-boomers, and by that time the 35-64 group will make up 28% of the U.S. population. Secondly, an individual's income peaks during ages 45-64. Also, discretionary income increases with age. Fourth, there will be more dual households in this generation than ever before. And fifth, by 2000, the middle aged will be the best educated group of all time.

He suggested that the way to capitalize on the changing marketplace was to beef up the station's strategies and media planning toward the emerging 35-64-year-old group. "The youth era is coming to an end and will not be back again," he said. -SC

Commanding Move

Westwood One announced that it will sell its 50% interest in WNEW(AM) to Command Communications for \$15.3 million cash. Westwood One also said it will buy KJQY(FM) San Diego as part of a three-player transaction involving Group W, Command Communications and Westwood One. According to the terms for the KJQY deal, Westwood One will pay \$15 million cash to Group W and \$4 million worth of Westwood One common stock priced at \$10.75 per share (372,093) to Command Communications to be held for three years.

Command Communications recently acquired an option to acquire KJQY from Group W, which will be transferred to Westwood One. As part of the agreement for the WNEW deal, Command will continue its affiliation agreements with NBC and Mutual Radio Networks, which are owned by Westwood One. WNEW will also continue to carry Westwood's *The Larry King Show* and *The Bruce Williams Show* for at least the next two years.

Besides NBC Radio Networks and the Mutual Broadcasting System, Westwood One owns WYNY(FM) New York and KQLZ(FM) Los Angeles. Command Communications, headed by Carl Brazell and Robert F.X. Sillerman, sold KJOI(FM) Los Angeles and KHOW(AM)-KSY(FM) Denver last week to Viacom Broadcasting for \$101.5 million (BROADCASTING, Nov. 13).

Westwood One bought its 50% share of the station last April for \$11 million. The other half of WNEW is being put into a trust by Sillerman's Metropolitan Broadcasting for Robert F. Wagner, former mayor of New York City ("For the Record," Oct. 30). Sources close to the deal say that when the WNEW purchase is completed, Sillerman will reacquire the remaining 50% and put the station on the market.

The low of San Francisco and the high of Berlin

NBC News president takes lumps for slow uptake on earthquake; network takes bows for the Berlin beat

NBC News President Michael Gartner says he was responsible for the division's slow start last month in providing extensive coverage of the northern California earthquake. He says that while the problems encountered in providing coverage were "intensified by a lack of footage," he accepts "whatever blame should be assigned for our not having top-of-the-line talent readily available and for not assuring that the entire staff was up to the task of handling an emergency."

But that mea culpa, in a letter to James Siefert, president of the Cosmos Broadcasting Co. and chairman of NBC's affiliate board, was overshadowed by the euphoria the news division—and Siefert—were still feeling last week as a result of NBC News's performance in covering the news of East Germany's breaching of the Berlin Wall. "It was the essence of newsgathering," Siefert said last week. "They were there

when it happened: They were there the night before, and all over the story when the walls came tumbling down."

In its coverage of the earthquake, Oct. 17, NBC News had suffered about every mishap available to it, including the fact that anchor Tom Brokaw had left NBC headquarters in New York before the earthquake hit, and could not be located and called back to the newsroom for more than an hour.

Gartner's letter to Siefert said problems uncovered in the investigation of what went wrong and various NBC News practices and procedures have been reexamined. But the cause of one problem that was critical in the embarrassing delay of more than one hour remains unsolved. In the days following the earthquake, NBC News personnel were unable to explain why it took their technicians and those of its Los Angeles affiliate, KNBC-TV, at least a half hour to pick up the earthquake pictures KCRA-TV had begun feeding by satellite. A KCRA-TV official said the station had begun feeding the material "between 5:45 p.m. and 6:15

p.m. or 6:30 p.m. PT" as soon as requested by NBC (BROADCASTING, Oct. 30). Exactly why the link-up was not made at about 6:15 p.m. PT, Gartner said in his letter, "remains the one mystery and the one fact that can't be determined by records or interviews or tapes."

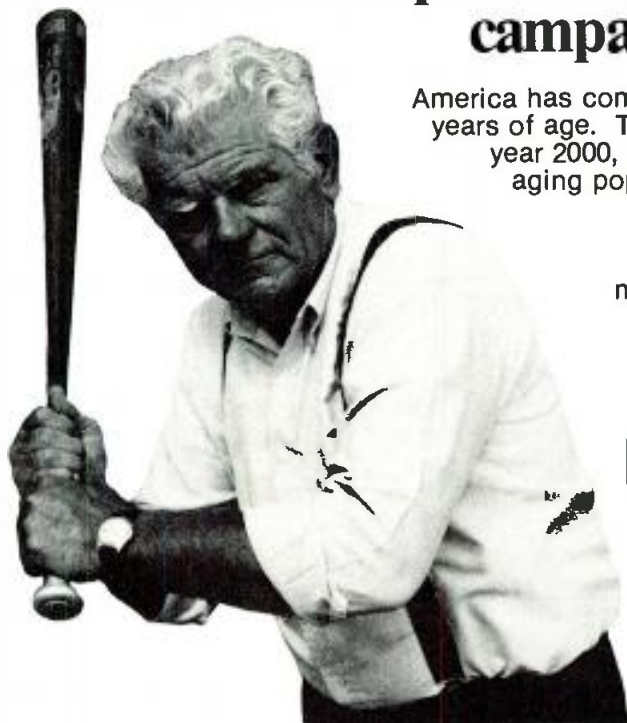
If things went terribly wrong last month, they went terribly right for NBC News in its coverage of the event now being described as "historic"—the decision by East Germany to permit its citizens to travel to the West. And NBC News officials were happy to provide details of how it was done.

David Miller, the director of foreign news, said the news division had begun watching the story in East Germany build over the past several months. Crowds in Leipzig and Dresden were demonstrating against the government. "We were engaging in strategems" to get the story, Miller said, sending in people with super 8 film cameras that could be used surreptitiously. He had also been strengthening the bureau in West Berlin.

Then, on Tuesday, Nov. 7, the German

"Don't Let Anybody Tell You You're Too Old!"

**The only limitation is a person's health.
That's the important message this free public service
campaign presents.**



America has come of age. The largest segment of population is now over 50 years of age. This segment of the market will grow larger and older. By the year 2000, it will account for one-third of America's population. Will an aging population be an asset or liability to our nation? It all depends on its health and ability to remain active.

As people get older, they have to be reminded to stay in the mainstream of life. To live, love and participate. To maintain their health. To *not* be a burden on their family or society. To maintain a higher quality of life.

**FREE
30 SECOND
AND
60 SECOND
SPOTS FOR
TV AND
RADIO**

TO: American Chiropractic Association
1701 Clarendon Boulevard
Arlington, Virginia 22209

89-4

Please send me copies of "YOU'RE NEVER TOO OLD" public service spots for:

- ☐ Television (One 60-sec. & one 30-sec. spot on ¾" videocassette)
☐ Radio (Four 60-sec. & four 30-sec. produced spots)

I understand the spots will be sent without cost or obligation.

Public Service Director

Station

Street Address

City

State

Zip

☐ Please send me additional health campaigns that are available

Democratic Republic's government resigned. And Don Browne, the executive news director, who had been deeply embarrassed by the news division's performance during the earthquake, saw the resignation—which Brokaw announced in a two-minute bulletin at 12:26 p.m.—as “a major break.” He suggested that NBC go “all out” and send Brokaw to Berlin. Gartner agreed, and so did Brokaw. And after *The Nightly News* that night—during which he said that “free elections may be next” in East Germany—Brokaw left for West Berlin accompanied by *Nightly's* producer for foreign news, Mark Kuznetz, and the show's unit manager, Marilyn Gelefsky.

Why the anchor? What can an anchor do that another correspondent cannot, besides validate by his presence the importance of a story? Browne's answer is that Brokaw is “a better reporter than an anchor,” and broke the story. He was at the press conference in East Berlin when a spokesman, in what seemed an offhand manner, at the end of the session, said the government would no longer interfere with citizens who wanted to travel to West Berlin. Brokaw,

Browne said, “did a one-on-one” with the spokesman to determine the significance of the statement. “Without Brokaw, we would have had to rely on the normal staff,” Browne said. “Brokaw got it.” Brokaw aired the network's first interrupt with the news at 1:20 p.m. ET, and four more within the next 70 minutes. The other networks were so far behind NBC News, Browne said, “we were getting nervous.”

By that time, 45 correspondents, camera people, directors and producers whom Miller had contacted on Tuesday night in a series of telephone calls to eight NBC bureaus in Europe and the Middle East were in West Germany to cover the story. “But the key,” Miller said, “was to have a lock on a remote truck parked by the Brandenburg Gate at the Wall.” NBC News has 24-hour satellite service between Frankfurt and New York. The problem, though, was transmitting the signal from West Berlin to Frankfurt. NBC News managed that by microwave links between the truck and the West German PTT office in West Berlin and from there to Frankfurt. Taped pieces were sent on Wednesday. But the arrange-

ment permitted live coverage when the big news broke on Thursday.

Sefert had sent two copies of Gartner's letter regarding the earthquake coverage to every NBC affiliate, one for the general manager and one for the news director. He also sent each affiliate a copy of a memorandum he had written reflecting unhappiness with the NBC News division. If “timing” is, as some say, “the real control ingredient in this world,” he said, it “certainly dealt the NBC system a cruel blow following the quake. Your news committee has been working for months with NBC News to reposition, enhance and improve the affiliate news system. I felt after reading letters and reports following the annual [Radio-Television News Directors Association] convention that we were making real progress. We must get that project back on its timeline....”

Sefert apparently believes the project is “back on its timeline.” In a conversation with NBC President Robert Wright, Sefert summed up his feelings of the coverage with a bit of alliteration: “Brokaw. Berlin. Beautiful.”

—LZ

On Radio

Radio gets crack at cable's 'Eggman'

New VH-1 show includes celebrity guests, music videos, 'weird news' and live hook-ups with radio stations

The VH-1 Eggman “interactive radio-TV show” made its debut on the music video network last Monday (Nov. 13). The program airs from 8 a.m. to 10 a.m. and is hosted by Vic Dunlop, actor, writer and stand-up comedian. Ed Bennett, president, VH-1 Network, believes the time and place are right to try “something different, something bizarre, something experimental.”

Something different, for Bennett and the executive producer who came up with the morning show concept, is a program that blends the “wacky and zany” qualities of radio's “morning zoo” programs with the visual advantages of television. The program will feature celebrity guests, music videos, “wild jokes,” “weird news and weather,” and live hook-ups with radio stations. The setting of the program is the inside of the Eggman's “traveling Winnebago,” as he supposedly tours the country.

According to Bennett, radio was the ideal choice for the alliance because that is what the VH-1 target audience listens to each day. Said Bennett: “Where are people in the morning? They are listening to radio. So we thought, why not bring VH-1 to the radio?”

As part of that process, VH-1 sent camcorders to 15 radio station disk jockeys to make local tapes with station personnel and listeners. The tapes are then played on the air during Dunlop's show. The Eggman



Vic Dunlop as the VH-1 Eggman

also phones the disk jockeys while they are on the air, so that they are at the same time distributed via VH-1 to 35 million homes, and Dunlop is heard on the radio station. While the station disk jockeys are talking to Dunlop, a map of the U.S. is shown with the station call sign or logo.

So far, the idea has had a favorable response from radio disk jockeys. Mike Kennedy, co-host (with John Langa) of KXXR-FM Kansas City, Mo.'s *Morning Deal*, said: “We had a blast with it.” (They were on *Eggman* Nov. 14). Kennedy said the station promoted the event ahead of time on the air, and received many positive calls from listeners about the hook-up. Many of the

stations are running contests for listeners as well as promotions: Winners from their respective audiences receive Club Med vacations, and runners-up receive Eggman paraphernalia—including T-shirts, mugs, compact disks and concert tickets.

KXXR-FM listeners, for example, had to create a commercial for the radio station. The two best entries were shown on the air during the Nov. 14 cablecast, while the disk jockeys were on *Eggman*.

The “Morning Buzzard Zoo” at WMMS(FM) Cleveland was also on *Eggman*, on Nov. 13. The station conducted a hunger drive for the city's “Hunger Task Force.” The winners of the drive were listeners who could carry the most cans of food—they won a Club Med vacation. Len Goldberg, WMMS promotions director, was pleased with the arrangement. “How can you not like having your morning show and your call letters on television from coast to coast?” he asked. “We loved it.”

VH-1's Bennett is happy to take advantage of what he termed “the great synergy” between radio and television. “We have done a number of promotions with radio stations in the past. We work very well with radio,” he said, “Being a music-driven service, that makes sense.”

Said Bennett: “For a radio jock in San Diego to all of a sudden be in 35 million homes,” he said, “It is a great idea.” If the program is a success—it has a pilot run of four weeks—Bennett said he would like to have an ongoing relationship with the radio stations. “We would like to develop a strat-

Target the Hispanic Market

With SRDS Hispanic Media and Markets

Hispanic Media and Markets is the definitive source for Spanish language media. With over 635 distinct advertising opportunities, *Hispanic Media and Markets* helps you quickly and easily identify media vehicles targeting the Spanish language market. It includes comprehensive profiles of radio/TV stations, newspapers, consumer and business publications, outdoor advertising and even mailing lists.

Extensive Media and Market Data

The listings include all the information you need to quickly evaluate and compare media for your advertising programs. Information such as programming formats, advertising rates, editorial profiles, advertising closing dates and contact names. *Hispanic Media and Markets* also includes extensive Hispanic market data summaries which enable you to formulate solid, comprehensive advertising plans.

Free For 20 Days!

Subscribe to *Hispanic Media and Markets* on a 20 day trial basis. It will help you pinpoint the most profitable advertising and marketing opportunities available in the Hispanic market more accurately than ever before. To subscribe to *Hispanic Media and Markets*, complete and return the attached coupon. In a hurry? Call **1-800-323-4588** or **312-256-8333**.

srds

HISPANIC MEDIA AND MARKETS

HISPANIC AD MARKETS
MARKET DATA
RADIO STATIONS
TELEVISION STATIONS
DAILY NEWSPAPERS
COMMUNITY NEWSPAPERS
CONSUMER MAGAZINES
OUTDOOR ADVERTISING
DIRECT MAIL LISTS

Yes, enter my subscription to *Hispanic Media and Markets*, which includes 4 completely updated issues and free monthly Bulletin Updates for \$145. If I am not completely satisfied, I will return the first issue within 20 days at no cost or obligation.

☐ Payment of \$145 enclosed ☐ Bill me ☐ Send me more information

Charge: ☐ Visa ☐ MasterCard ☐ American Express

Charge # Expires

Signature

Name

Title

Company

Address

City/State/Zip

Type of Business

Telephone () FAX ()

SRDS Circulation Department
3004 Glenview Road, Wilmette, IL 60091
312-256-8333 • 1-800-323-4588

FYBC

egy that says we are going to remain committed to the stations that were visionary enough to jump into this with us," he said.

The list of stations scheduled to be part of *The VH-1 Eggman* show to date includes WMMS(FM) Cleveland; KGMG(FM) San Diego; KSDM(FM) International Falls, Minn.; KFAS(FM) Casa Grande, Ariz.; KWHL(FM)

Anchorage; WBCN(FM) Boston; WHYI(FM) Detroit; WKLS(FM) Atlanta; KZZP-FM Mesa, Ariz. (Phoenix); KDWB(FM) Minneapolis; WNLN(FM) Tampa, Fla.; KXRX(FM) Seattle, and KQMQ(FM) Honolulu.

Bennett is also happy with the "real advertiser interest" in the program, but said that they are not pushing ads until the show

goes past the pilot mode.

Dunlop, the host of *The VH-1 Eggman* show, has headlined in comedy clubs across the country. He will also be seen in the upcoming feature releases: *What's Happening to Walter* and *Martians Go Home*, which Dunlop co-wrote and which also stars Randy Quaid. —LC

FCC review board upholds WHYI(FM) renewal expectation

Competing application dismissed as 'sham'; WHYI owner Metroplex cautioned to more closely scrutinize employee-promoter contacts

The FCC Review Board upheld last week the ruling of an administrative law judge granting Metroplex Communications a renewal of its license for WHYI(FM) Fort Lauderdale, Fla., and dismissing the competing application of Southeast Florida Limited Partnership.

The Review Board affirmed the renewal despite testimony from the station's former program director that he had accepted cocaine and other illegal drugs from record promoters. Like the now-retired Chief ALJ Thomas Fitzpatrick, the board rejected Southeast's charges that acceptance of drugs and records constituted payola and that Metroplex failed to exercise "reasonable diligence" to prevent payola.

The board also agreed with Fitzpatrick that Metroplex was entitled to a "renewal expectancy" based on its service to the community and that Southeast's application was a "sham" contrived to give it comparative advantages over Metroplex. By precedent, the grant of a renewal expectancy virtually assures renewal in comparative proceedings.

"We are delighted with the review board decision," said Metroplex partner Norman Wain. "If anything, it's stronger than the initial decision. It amplifies what we always thought: that [Southeast] was a sham applicant."

According to Wain, Metroplex has spent "well over" \$600,000 defending the WHYI license from the Southeast challenge and is prepared to spend even more. "The only

good thing to come out of this is that it was one of the...cases that caused the FCC to change its comparative hearing rules to limit settlement payments challengers can receive to legal expenses," he said.

"I have a strong feeling that [Southeast's] only interest was to get a settlement," Wain said. If the new rules had gone into effect prior to WHYI's license coming up for renewal, he said, "we would not be in this situation."

Morton Berfield, an attorney representing Southeast, said Southeast would continue to press the case. "We think the review board went off the reservation with this one," he said. "We hope the commission will reverse and, if not the commission, the U.S. Court of Appeals. We don't think the board treated the drugs and payola issues in a proper way legally."

Told of Southeast's intentions, Frank Mullin said: "That just reflects the triumph of optimism over experience. I can't imagine on what basis they hope to prevail. They lost twice, they were held to be a sham twice and the station was given a renewal expectancy twice."

The board did not let Metroplex off without warning, however. "Metroplex would be doubtless prudent to elevate its scrutiny of future relationships between its employees and the record promoters who service its Fort Lauderdale station," it said.

"I take the advice and I take it seriously," said Wain, noting that he had already sent memos to employees at all the Metroplex stations outlining the group's policies against payola. "But let me repeat: Nobody found any instance of payola at any of our stations."

According to the board, Southeast is a

"sham" in which the limited partners and 96% owners, not general partner and 4% owner Gloria Butler, are the controlling parties. "Southeast's limited partnership structure is a mummery projected purely to skew its otherwise feeble comparative stature," it said.

Had it not affirmed the ALJ on the basis of renewal expectancy, it said, "we might likely remand this case for a further hearing on misrepresentation and/or real-party-interest issues against Southeast, stemming from its submission of a disingenuous limited partnership."

Fitzpatrick and the board did not concur entirely. Fitzpatrick found that WHYI's acceptance of records from promoters after it put the records on its playlist was a violation of the rule requiring stations to identify sponsors, although he did not hold the violation against the station.

The board said it would "decline to affirm" Fitzpatrick's finding until it had a better understanding of what the "common industry practice" is with regard to accepting records for promotional use. "Without disagreeing with the proposition that record promoters can use such largess to curry favor with broadcast station owners, it is only by an expansive reading of the statute that this ordinary custom could be considered...an improper practice without a further showing of inducement," it said. —HAJ

Rep Report

KQIL(AM)-KQIX-FM Grand Junction, Colo.—To Republic Radio, previously without representation.

KVAD-FM Windsor, Colo.—To Republic Radio, previously without representation.

WGUS-AM-FM Augusta, Ga.—To Republic Radio from McGavren Guild.

KRVK-FM Leavenworth, Kan. (Kansas City)—To Banner Radio from CBS Spot Sales.

WABK-AM-FM Augusta, Me.—To Eastman Radio from Christal Radio.

WLWV(AM)-WQHQ(FM) Salisbury, Md.—To Republic Radio from McGavren Guild.

WMXP(FM) New Kensington, Pa. (Pittsburgh)—To Republic Radio from Hillier, Newmark, Wechsler & Howard.

WKGB-FM Susquehanna, Pa. (Binghamton, N.Y.)—To Banner Radio, previously without representative.

KRYS-AM-FM Corpus Christi, Tex.—To Republic Radio from Durpetti & Associates.

HEALTH NEWSFEED

RADIO REPORTS VIA SATELLITE FROM
THE JOHNS HOPKINS MEDICAL INSTITUTIONS

Broadcast-quality wraps and cuts on timely medical and health topics, designed to fit into your newscasts. Information your listeners want, on subjects such as:

- AIDS
- ALZHEIMER'S DISEASE
- HEART TRANSPLANTS
- HIGH-RISK PREGNANCY
- HEALTH CARE COSTS
- ALCOHOLISM
- CANCER
- BIRTH CONTROL
- and much more.

The service is free, fed weekly in bulk via SATCOM 1R and WESTAR IV.
To find out more, call 301-955-2849.

UNDISPUTED.

46% U.S. coverage in 16 months.



BRN is going the distance.

Since July, 1988, BRN has built an impressive record. 46 affiliates. 14 stations in the top 20 markets. All but four stations in the top 100 markets.

Our fans include broadcast groups like Gilmore, Infinity, Malrite, Park, Price, Adams, Cook Inlet, Charles J. Givens, and Naragansett. Important stations are in our corner:

Los Angeles KORG-AM	Raleigh-Durham WNBR-AM
Chicago WNVR-AM	New Orleans WTDX-AM
San Francisco KSJX-AM	Greenville WPCI-AM
Dallas KDBN-AM	Buffalo WWKB-AM
Washington, D.C. WPGC-AM	Harrisburg WWII-AM
Houston KSEV-AM	Wilkes Barre WWAX-AM
Cleveland WLIK-AM	Albany WPTR-AM
Atlanta WFOM-AM	Little Rock KBIS-AM
Boca Raton WSBR-AM	Albuquerque KMBA-AM
Seattle KEZX-AM	Honolulu KGU-AM
St. Louis WCEO-AM	Jacksonville WELX-AM
Denver KDEN-AM	Knoxville WUTK-AM
Leadville, CO KRMH-AM	Richmond WJDK-AM
Phoenix KFNN-AM	Pensacola WBZR-AM
Sacramento KXOA-AM	Huntsville WNN-AM
Baltimore WFBR-AM	Springfield WSPR-AM
Hartford WXCT-AM	Colo. Springs KCBR-AM
Orlando WBZS-AM	Augusta WNTA-AM
Portland KBNP-AM	Traverse City WMKT-AM
Cincinnati WCVG-AM	Topeka KEWI-AM
Kansas City KBEA-AM	Mexico City VIP-FM
Charlotte WSTP-AM	?????

When you're ready to get the sales punch of hard-hitting business news and talk—

Get behind a winner.

1(800)321-2349

(Inquiry)

1(719)528-7046

(Listen Line)

Radio's Business Solution™

BRN

Business Radio Network

RAB urban radio task force gets started

Radio Advertising Bureau President Warren Potash and executive vice president George Hyde initiated the Urban Radio Task Force during an organizational meeting with various urban radio executives at RAB headquarters in New York. Appointed to the task force were Skip Finley, president and general manager, WKYS(FM)

Washington; E.J. (Jay) Williams, president, Sheridan Broadcasting Networks, and Pierre Sutton, president, Inner City Broadcasting. Other appointees from urban-formatted stations, networks and representatives are expected.

According to one of the attendees, the three-hour meeting on Nov. 10 was seen as a "great start" toward increasing the revenue base for urban-formatted radio stations. As a result of the meeting, concrete plans are being formed for the review of existing RAB sales training tools, with an eye toward modifying them for urban-formatted stations, said a source.

In other areas, the RAB has announced

that Dick Orkin, of the Los Angeles-based Dick Orkin Radio Ranch, will be a keynote speaker at the RAB's annual Managing Sales Conference in Dallas. He is scheduled to address the Jan. 19, 1990 luncheon. Orkin has been producing and performing in radio commercials since 1967.

In other Managing Sales Conference news, the RAB will offer its national Certified Radio Marketing Consultant exam Thursday, Jan. 18. For more information on the test, designed in 1973 by the RAB to "upgrade and recognize professionalism in radio sales," contact Ken Costa, vice president marketing information, RAB, by Dec. 1. □

International

Hill questions foreign ownership of U.S. media

Hearing questions America's ability to compete in global marketplace

Foreign ownership of U.S. media firms may be of less concern than the ability of American media companies to compete on a global level, according to testimony at a hearing held by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) in Washington last Wednesday, Nov. 15.

Trade advantages for foreign firms, however, such as the ability to coordinate business plans with other home-country companies and support programs from their governments, may lead U.S. legislators to equalize opportunities for U.S. firms, said Markey.

Markey, who called the hearing in the wake of Sony's \$5 billion purchase of Columbia Pictures, also questioned whether audio-video hardware firms such as Sony, the Dutch electronics giant Philips and others were vertically integrating with software producers to eventually push new consumer technologies such as high-definition television, digital audio tape and 8 mm videotape.

But Sony executives testifying at the hearing challenged assumptions of Sony corporate control over creative and technological decisions of its American software subsidiaries CBS Records and Columbia Pictures.

Walter Yetnikoff, president and chief executive officer of CBS Records, who helped put together Sony's Columbia buy, testified at the hearing that the Sony investment in CBS "has been excellent for the company. At no time has Sony interfered with the company's autonomy to make creative and business decisions that are in the best interests of CBS Records, particularly where artists and content are concerned."

Yetnikoff said Sony had the same understanding with Columbia Pictures, and there would never be an attempt, for instance, to force Columbia's use of HDTV, despite Sony's active support of a move to HDTV

production.

Although he acknowledged that subtle pressures from the parent could come to bear on the studio to use HDTV, Yetnikoff maintained: "Columbia Pictures will not release in [the] HDTV format if it is not in our best financial interest."

The executive added that while one of the motivating factors in Sony's decision to buy a movie studio after years of consideration was having available software for the home video market, expanding the market

"We've lost the Rockettes. What's next? Mickey Mouse? Mickey Mantle? The New York Yankees?"

—Bill Richardson (D-N.M.)

for its new 8 millimeter videocassette technology "was not a predominant factor."

Michael Schulhof, vice chairman, Sony Corp. of America, urged the subcommittee to view Sony as "a naturalized corporate citizen of the U.S.," because of its long history of U.S. operations and current \$8 billion in investments in U.S. plants and research and development.

And Schulhof added that while there is "an obvious marriage of interests between Columbia's software and Sony's hardware [and] our plan is to thoroughly acquaint Columbia's management with Sony's HDTV hardware designs and technology...it is the management of Columbia that will eventually decide how, or even if, they will use high-definition TV. They will

make that decision based on their expertise and experience in software."

Yetnikoff later noted that charges Sony would also seek to alter creative activities to suit Japanese cultural or political demands were unrealistic. "There has been a lot of silly innuendo that somehow Sony would change the ending of 'The Bridge on the River Kwai' or 'Tora, Tora, Tora.' Sony is not interested in changing the content of our productions."

The hearing focused attention on weaknesses in America's ability to compete in a global media market.

Majority Leader Richard Gephardt (D-Mo.), who submitted written testimony when his appearance at the hearing was held up by the visit to Congress last week of Polish Solidarity leader Lech Walesa, said foreign investment was not bad per se and that "too much of it too quickly indicates an underlying weakness in an economy."

Echoing those concerns was Representative Carlos Moorhead (R-Calif.), who said, "We have nothing really to fear from the globalization of media, [but we do] from the U.S.'s inability to accumulate capital" to purchase these properties when they come up for sale.

According to Frank Biondi, president and CEO of Viacom International, "The global marketplace has arrived, and in industry after industry, consolidation will continue to advance—yielding a select number of players with sufficient critical mass to compete head-on worldwide. So long as everyone is playing by roughly the same rules, I am confident that the U.S. entertainment industry will continue to evolve and thrive as a dynamic mix of foreign and domestically owned firms."

But under scrutiny during the hearing was whether foreign firms may have insurmountable advantages over American firms in the U.S. market.

Clyde Prestowitz of the Carnegie Endowment for International Peace, for instance, argued that large European and Asian entities are making acquisitions in the U.S. and

TV Journalists Held Captive

On December 4, BROADCASTING will feature its annual **Special Report** on the **Best of Local Television and Cable Journalism**. This issue will offer its advertisers a captive audience of television station and cable system personnel including — General Managers, News Directors, Anchors, Reporters, Editors, Camera Operators, Writers, Producers, Meteorologists, etc.

The management and staffs of TV stations and cable systems will be turning to the pages of BROADCASTING's annual survey of local TV journalism searching for their stations, keeping an eye on the competition and looking for ideas. It's a **Special Report** tailor-made for advertisers interested in targeting station and cable decision-makers. They'll be looking for their top stories. Shouldn't they find your message, too?

Broadcasting

Space reservations and copy closing November 24

New York
(212) 599-2830

Los Angeles
(213) 463-3148

Washington, DC
(202) 659-2340

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Berlyn & Assoc.
(914) 631-6468

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Pattis/3M
Chicago (312) 679-1100
Los Angeles (213) 462-2700
Toronto (416) 482-6288

New York (212) 953-2121
Hawaii (808) 545-2700
London (01) 427-9000

Broadcasting  . Over 115,000 readers every week.

exporting to the U.S., but that U.S.-based companies do not have the same opportunities overseas.

"This raises a question of whether globalization is not a euphemism for colonization," said Prestowitz.

Representative Al Swift (D-Wash.) said during questioning that there may be an inconsistency in allowing, for example, foreign broadcasters to buy U.S. studios, but preventing U.S. broadcasters from owning the same studios because of financial interest and syndication rules.

The fin-syn rules were also raised in connection with the hearing by Representative John Dingell (D-Mich.), chairman of the parent Committee on Energy and Commerce, who wrote Markey following correspondence with NBC President Robert Wright on fin-syn.

In his letter to Dingell, NBC's Wright argued that foreign companies are targeting the U.S. telecommunications industry today as they targeted the U.S. automobile industry in the 1970's, but that legislation "handicaps some of America's strongest potential players in this new global vertically integrated competition."

But political economist Robert Reich of Harvard University's John F. Kennedy School of Government said there may be more important issues than whether foreign companies are buying up U.S. firms.

"The fundamental question is not who owns what, but who learns what," said Reich. "And how do we build up the American work force?" —AAG

World of advertising

The opening of worldwide markets through deregulation may enable multinational companies to pitch their products on a more global basis, but according to Lintas advertising executive Don Peppers, the main motivation for such cross-cultural advertising is the desire to get the most from creatively successful campaigns.

Peppers, moderating an "Advertising Goes Global" panel discussion sponsored by the Center for Communication in New York Nov. 9, told the audience of industry executives and students, "The truth is there's only one reason why any company would try to advertise the same way in two different countries: Good ideas are very hard to come up with and when you come up with one that appeals to people in one culture, the chances are good that you can get that idea to appeal to people in other cultures. Rather than give up the idea and start over again, you try to translate it both culturally and executionally into another culture."

Peppers added that deregulation around the world "means increasingly worldwide marketers are going to be able to penetrate more and more into other economies using the same sort of emotions, the same sort of properties and the same sort of brands that work so well in the West."

Joseph Plummer, executive vice president and director of business development for DMB&B USA, noted that "more and more, you're going to see global brands. They're being designed that way. They're not accidents anymore." Advertising will also be developed with world markets in mind, added Plummer. "It's not just going to be a good campaign from England and you try it and it works in Germany and you try it and it works in Spain. People are going to work on global ideas to start with."

Christopher Blauvelt, vice president of worldwide marketing for American Express Travel, agreed that "general concepts that work in the U.S. can be exported around the world." But he argued that "the execution of an idea has to be adapted to particular cultures. You've got to make it work in a local way, symbolically, culturally."

Plummer said the most effective global marketing relates either to events or to youth-oriented products, as well as highly segmented products, such as American Express, Mercedes or Rolex. But even lower-ticket products can work on a global basis, pointed out John Carson, senior vice president of Cadbury Schweppes Beverages, who said his company believed in having, as far as possible, the same product around the world, with basically identical labeling.

The Media

Public TV groups, CPB, reach agreement on national program funding plan

Compromise includes creation of PBS programming 'czar,' shift of about 50% of funds now at CPB to PBS; plan to be presented to Congress in January

The Corporation for Public Broadcasting (CPB), The National Association of Public Television Stations (NAPTS) and The Public Broadcasting Service (PBS) surely surprised skeptics last week, having reached an agreement on how to restructure national program funding that appears to truly satisfy all parties.

Two major features of the compromise, outlined by CPB, PBS and NAPTS at a Nov. 14 press conference in Washington and set to go into effect Oct. 1, 1990, are the creation of a chief programming executive position at PBS and the movement to PBS of just under 50% of the funds now administered through CPB's Program Fund.

Ironed out through a July-to-November series of meetings between the presidents of the three organizations, the plan falls short of an earlier NAPTS proposal that would



PBS's Christensen, CPB's Ledwig and NAPTS's Brugger pleased with compromise on roles of CPB and PBS

have left CPB only enough money to fund several minority programming projects and the Independent Television Service, which was formed at the beginning of this fiscal year by congressional mandate (BROADCASTING, June 19).

Under the agreed upon compromise, however, CPB remains in charge of considerably more than a few million dollars. Using fiscal 1991 figures, out of about \$45 million in the CPB Program Fund, CPB would keep \$6 million to fund ITVS and \$3 million for minority programming. Of the remaining \$36 million, 50% (\$18 million) would go to PBS for funding of continuing series. The other 50% would remain at CPB, which would be primarily responsible for developing new shows.

Overall, the new funding structure will put PBS in charge of managing about \$100 million of the total \$262 million National Program Service funds gained from public TV stations, as well as from private and public sources. The funds include the Station Program Cooperative (SPC), a system that allows stations to select and finance national programming that PBS distributes, and the Station Independence Program, a station-supported cooperative "designed to assist station fundraising activities."

A key player in what PBS President Bruce Christensen described as "both a centralization and a consensus-building plan" will be Jennifer Lawson, who last month left her position as CPB Television Program Fund Director to become (officially on Nov. 27) PBS executive vice president, national programming and promotion services. As the new so-called PBS programming czar, Lawson will be in charge of all the PBS funds.

The 50% to be moved out of CPB, said CPB President Donald Ledwig, just about matches CPB's current funding of continuing series, a role that will consequently be more clearly placed at PBS. Ledwig said CPB agreed that "it makes sense" to house national scheduling and the management of continuing series under one roof at PBS. "It remains to be seen," he said, whether the stations will also turn management of their \$60 million a year SPC over to PBS. It is a likely move, he said, since all year the stations have voiced the belief that aggregating all those funds together at PBS will streamline decisionmaking and increase bargaining power.

The agreement also requires that PBS funds be obtained from CPB under contract. The funds would be subject to restrictions based on the results of a new information-gathering role for CPB, that of conducting a regular public television needs assessment. "The better we serve Americans' needs," said Ledwig, "the better chance we stand" that Congress will meet noncommercial television's appropriation requests.

Christensen said the plan will "make the programming process more agile and responsive to a quickly changing television environment." NAPTS President David J. Brugger said the new structure comes "fairly close to what everyone hoped for."

The CPB board last week approved the programming proposal, which will also go to

the PBS and NAPTS boards of all three organizations for approval and, in January 1990, CPB will present the final plan to Congress.

The chief programming executive plan will be implemented by the newly formed, 17-member PBS National Programming Policy Committee. The committee will be made up of the following: one representative of a station from all four regions of the country; two representatives from the major producing stations; the minority consortia; the independent production community, and CPB. The PBS chairman will appoint three members and, along with the PBS president, serve as nonvoting members.

The agreement, according to CPB, NAPTS and PBS, should be considered an experiment for the first three years (fiscal years 1991-93). Public TV stations will also, according to a statement issued by the three organizations, "devise an assessment formula that will ensure that all public television stations have an equitable opportunity to acquire all programs."

There has been no formal reaction from Capitol Hill yet, but Brugger said that Hill staffers have been told of the proposal and are "pleased" with the plan. —JF

CBS reports first year of promotion tie-in with K mart results in higher ratings

Now that the 1989-90 television season has seen the first-year implementation of prime time network cross-promotions tied to major retailers, CBS/Broadcast Group Senior Vice President George Schweitzer said the network's partnership with K mart created "a test case for a whole new way of thinking of television marketing" at epm Communications' "Entertainment Marketing: Building Profitable Promotions for the 1990's" conference last week in Los Angeles.

In describing the main objective of this season's launch campaign to build viewer sampling and awareness of CBS's 8 p.m. lineup, Schweitzer said the premiere numbers for those shows grew 20% over last year's fourth quarter average. As a result of overall advertising and promotion efforts, the marketing chief says that premiere episode ratings are up 28% over last season's premiere fare. And in turn, K mart saw its sales increase 6% through the September promotion period (with only two weeks of the promotion included) to \$2.57 billion for the month, in what Schweitzer says "is just slightly less" than CBS's annual sales.

In citing the "tangible" and "lasting" effects that network television can realize from cross-promotional tie-ins, Schweitzer says the 1990's will see smaller and varying promotions appear throughout the broadcast season. Hence, CBS will kick off a February sweepstakes promoting prime time soaps *Dallas* and *Knots Landing* with a

SOLD!

WCRJ-FM/WRXJ-AM, Jacksonville, Florida has been sold by Hoker Broadcasting, Inc., Jay Hoker, President, for \$8,600,000 to Nine Chiefs, Inc., Ragan A. Henry, Principal.

Randall E. Jeffery
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval.

"For Love and Money" theme-related campaign to appear in free-standing newspaper inserts throughout the country. Contestants will be offered a grand prize of \$250,000 or a house in the style of the Southfork Ranch seen on *Dallas*. Schweitzer says the 14-page insert will have the participation of seven advertisers (Bristol-Myers and Chesebrough-Pond's among them) when it hits the street Sept. 25, not to mention an on-air promotional barrage from CBS to alert viewers of the contest.

It may also be that CBS is looking to bolster the sagging ratings for both programs, with *Dallas* the 40th-ranked prime time offering with a 12.7/22 and *Knots Landing* in the 34th slot with a 13.8/23 in the latest NTI weekly measurements. Nonetheless, Schweitzer says it is part of an overall plan "that will build audiences and enhance CBS program awareness."

Schweitzer said the "combined media value" of the CBS-K mart campaign was \$24 million, but in terms of specific expenditures would say only that CBS's investment was "just a fraction of that." He also told BROADCASTING that he is already working on the 1990-91 cross-promotional campaign with K mart, since Schweitzer estimated that an 18-month planning calendar is usually needed to help advertising partners prepare the campaign.

According to Schweitzer, one of the biggest benefactors of the campaign was Monday night's *Major Dad* (at 8 p.m.), in which he says viewer awareness jumped to 52% of the nation's households. □

Changing Hands

KTRH(AM)-KLOL(FM) Houston and KSMG(FM) Seguin (San Antonio), all Texas □ Sold by Rusk Corp. to Jacor Communications Inc. for \$70.6 million. **Seller** is headed by Jay Jones and also owns KWES(FM) Odessa, Tex. **Buyer** is headed by Terry Jacobs and Frank Wood and is also licensee of WMJI-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. It also announced sale of WQIK-AM-FM Jacksonville, Fla., and WMYU(FM) Knoxville, Tenn., to Channel 17 Associates Limited for \$28 million ("Changing Hands," Nov. 6). KTRH(AM) is fulltimer on 740 khz with 50 kw. KLOL(FM) is on 101.1 mhz with 97 kw and antenna 1,425 feet above average terrain. KSMG-FM is on 105.3 mhz with 100 kw and antenna at 1,240 feet above average terrain. **Brokers: Media Venture Partners and Americom Radio Brokers.** Americom also brokered \$101.5 million sale of KJOI(FM) Los Angeles and KHOW(AM)-KSSY(FM) from Command Communications to Viacom Broadcasting (BROADCASTING, Nov. 13).

WHNS(TV) Asheville, N.C. (Greenville, S.C.) □ Sold Pappas Telecasting of the Carolinas to Cannell Communications for \$21 million plus assumption of film and syndicated program contract liabilities including all film or television program barter commitments, plus those other

third-party contracts referred to above and assumed by buyer and reciprocal trade liabilities (worth about \$8,809,623) ("Closed Circuit," Nov. 13). **Seller** is headed by Harry J. Pappas, who holds CP for WHST(TV) Greenwood, S.C. He also has interest in KMPH(TV) Visalia, Calif., and KPTM(TV) Omaha. **Buyer** is headed by TV producer Stephen J. Cannell (see box, page 61), who has no other broadcast interests. WHNS is independent on channel 21, with 3390 kw visual, 398 kw aural and antenna 2,509 feet above average terrain.

KLSK(FM) Santa Fe, N.M. □ Sold by Classic Media Inc. to Progressive Broadcasting Inc. for \$2 million. **Seller** is headed by William Sims and also owns KMIK(AM) Santa Fe. **Buyer** is headed by John Sebastian, radio programmer, and investors Peter Baumann and John DeJoria, investors. KLSK is on 104.1 mhz with 100 kw and antenna 1,876 feet above average terrain. **Broker: Kalil & Co.**

WTIS(AM) Tampa, Fla. □ Sold by Forum Communication Inc. to WTIS-AM Inc. for \$1.7 million. **Seller** is headed by Lind Carl Voth and has no other broadcast interests. **Buyer** is headed by Luis Albertini, former general manager of WRBQ-AM-FM Tampa, Fla., and has no other broadcast interests. WTIS(AM) is on 1110 khz with 10 kw-D.

WABK-AM-FM Gardiner, Me. □ Sold by Kennebec-Tyron Communications Corp. to The Great Kennebec Wireless Talking Machine Co. for \$1,052,500. **Seller** is headed by Jeffrey Fisher and has no other broadcast interests. **Buyer** is headed by Ronald R. Frizzell, who is 32.5% owner in The Great Merrimack Valley Wireless Talking Machine Co., licensee of WLH(AM) Lowell, Mass., and president, director and 51% shareholder of The Great Down East Wireless Talking Machine Co., licensee of WLAM(AM) Lewiston and WKZS(FM) Auburn, both Maine. He also has interest in WJBQ(AM) Gorham, Me., and WZOU(FM) Boston. WABK(AM) is daytimer on 1280 khz with 5 kw. WABK-FM is on 104.3 mhz with 50 kw and antenna 480 feet above average terrain.

KQXK(AM)-KCIZ(FM) Springdale, Ark. □ Sold by Moran Broadcasting to Kelley Communications for \$1 million. **Seller** is headed by R.J. Moran and is licensee of KWON(AM) Bartlesville, Okla., and KJNE(FM) Hillsboro and KGTM(AM)-KNIN(FM) Wichita Falls, all Texas. **Buyer** is headed by James McCrudden and is licensee of WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois. KQXK is daytimer on 1590 khz with 2.5 kw. KCIZ is on 104.9 mhz with 3 kw and antenna 496 feet above average terrain. **Broker: Chapman Associates.**

KZZP(AM) Mesa, Ariz. □ Sold by Nationwide Communications Inc. to Embee Broadcasting Inc. for \$975,000. **Seller** is headed by Steve Berger and is licensee of KZZP-FM Mesa (Phoenix) and KNST(AM)-KRQQ(FM) Tucson, both Arizona; KWSS(FM) Gilroy (San Jose) and KZAP(FM) Sacramento, both California; WBJW-AM-FM Orlando, Fla.; WPOC(FM) Baltimore; KITN(TV) Minneapolis; KLUC(FM) Las Vegas and KRSR(AM) North Las Vegas, both Nevada; WKZL(FM) Winston-Salem, N.C.; WGAR-AM-FM Cleveland and WNCI(FM) Columbus, both Ohio; WATE-TV Knoxville; WXEX-TV Petersburg (Richmond), Va.; KISW(FM) Seattle, and WBAY-TV Green Bay, Wis. **Buyer** is headed

BLACKBURN IS

#1

BUYER/SELLER MATCHING

Blackburn & Company brokers are specialists in putting the best buyers and sellers together. We know the buyers who are *motivated* and *qualified* to close the deal. With Blackburn's vast resources, we can virtually guarantee the best price . . . quickly and quietly.

Buyer/Seller Matching. Just one of the reasons why Blackburn does more deals than anybody else. Blackburn brokers make the deal happen.

BLACKBURN & COMPANY

I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills



New player

Stephen J. Cannell entered station trading world this week with \$21 million purchase of WHNS-TV Greenville, S.C. (see opposite page). Cannell Communications will focus on independent stations in large and medium size markets. However, purchases of affiliates have not been ruled out by the company. William A. Schwartz, former president of Cox Enterprises and Cox Communications, was named president and CEO of Cannell Communications.

by Byron H. Gerson, who runs "Sav-on Drugs," Michigan-based drugstore chain, and has no other broadcast interests. KZZP(AM) is fulltime on 1310 khz with 5 kw day and 500 watts night.

KGNB(AM)-KNBT(FM) New Braunfels, Tex. □ Sold by New Braunfels Broadcasting Corp. to New Braunfels Communications Inc. for \$975,000. **Seller** is headed by Jimmy Rae and has no other broadcast interests. **Buyer** is headed by William J. Rainer and Edward L. Knetzger, investors who have no other broadcast interests. KGNB is daytime on 1420 khz with 1 kw. KNBT is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

System serving Carroll County, Ga. □ Sold by Cable USA Inc. to TeleScripps Co. **Seller** is headed by Tom Linder and has systems in two states. **Buyer** is subsidiary of E.W. Scripps, headed by Steve Crawford, and has systems in eight states serving about 500,000 subscribers. System passes over 6,100 homes and serves 2,500 basic subscribers. **Broker:** Communications Equity Associates Inc.

Systems serving Davenport, Deer Park and Wilbur, all Washington □ Sold by TCI Cablevision of Washington Inc. to Sun Country Cable. **Seller** is subsidiary of TCI and is headed by John Malone. It has systems in 38 states and about 9.5 million subscribers. **Buyer** is headed by David Kinley and has systems in four states serving about 11,000 subscribers. Systems pass about 1,485 homes and serve 950 subscribers. **Broker:** Pym's Cable Brokerage.

Systems serving Mill Pond Village, Conn. and New Seaburg, Mass. □ Sold by Channel One Inc. to Continental Cablevision of Portsmouth, New Hampshire for about \$650,000. **Seller** is in process of selling remaining systems of about 1,500 subscribers. **Buyer** is subsidiary of Continental Cablevision, headed by Amos Hostetter and has systems in 15 states. System passes 1,260 homes and 550 basic subscribers. **Broker:** Communications Equity Associates Inc.

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

Bravo, AMC plan wider reach for 1990's

Services add new original shows, films and some vintage programing as way to make them 'a little more friendly'

Bravo and American Movie Classics, cable services born in the 1980's, are gearing up for entrance into the 1990's with plans for new original and acquired programing, service repositioning and continued expansion.

Bravo launched Dec. 8, 1980 as the first national pay service for the performing arts, and currently has about 3 million subscribers. Much of its new distribution will be as a basic channel, according to Josh Sapan, president, Bravo and American Movie Classics, a positioning reflected by Bravo's new promotional slogan, "Culture Everyone Can Turn To."

"We really think there is an opportunity for a defined and dedicated cultural channel on cable television that has very wide distribution," Sapan told BROADCASTING ■ CABLE. "There's a lot in the world of the art and performing arts that many people could get into if it's all made a little more friendly."

Sapan believes that there are many cable markets where it will benefit the operator to have a channel "that is a dedicated cultural channel in terms of attracting new nonbasics and also adds value to the cable mix." Although the emphasis will be on adding Bravo to systems as a basic service, there

will continue to be an overall combination of basic and pay.

Sapan does not see a conflict between Bravo's new orientation as a basic service and the Arts & Entertainment Network. "First, we're 100% unduplicated in terms of programing," he said. "There are no shows that are on both channels. Second, we are, and will continue to be, predominately a movie channel; 55-60% of Bravo's prime time programing is film, and that in a sense makes us like a pay television channel on basic."

Among the titles to be seen in the first quarter of 1990 are "Dark Eyes," "The Discreet Charm of the Bourgeoisie," and such American films as "Targets," "Leadbelly," "Nijinsky," "Down By Law," "Slamdance" and "White Dawn." Twenty to twenty-five percent of the films shown on Bravo are foreign, according to Sapan, with an emphasis on movies that are well known. They are "almost exclusively subtitled, not dubbed," he said. In December, Bravo will hold a Glasnost Festival, telecasting about 21 fictional and documentary films made in the Soviet Union as a direct result of Gorbachev's policies.

The second largest category on Bravo, after film, is performing arts and arts-related programing, said Sapan. Included is *The South Bank Show*, which Sapan describes as "an English-produced 60 minutes of in-depth profiles of performing artists. In a

We are pleased to have represented Metroplex Communications, Inc.

NORMAN WAIN • ROBERT WEISS

in the closing of
WYLT-FM/WKIX-AM Raleigh • Durham
to **Alchemy Communications**
JEFF WARSHAW • HOWARD WARSHAW • MIRIAM WARSHAW
for \$7,700,000



Radio's Blue-chip Broker

One Stone Place • Bronxville NY 10708 • (914) 779-7003
74-854 Velie Way • Suite 10 • Palm Desert CA 92260 • (619) 341-0855

sense you can call it a signature show for Bravo," said Sapan, "because we are stripping it at 8 p.m. and because it's a celebration and investigation of people behind the arts." Those profiled include Eric Clapton, Raymond Chandler, Martin Scorsese and Al Jolson.

Bravo's programming mix also includes a large proportion of comedy. The English-produced *The Lenny Henry Show*, whose star Sapan describes as a "conceptual comic artist," debuted last February. *This is David Lander* features British comedian Stephen Fry as a wry investigative reporter, and Fry will be featured with Hugh Laurie in a new 12-part, half-hour comedy series entitled *A Bit of Frye and Laurie*. This show will premiere as a Christmas special before beginning its regular run in February.

In September 1990, Bravo will present *Unfinished Stories II*, a continuation of the service's benefit for AIDS research which was held April 23. The 13-hour *Stories*, Bravo's first simulcast, was also seen on five noncommercial television stations in the New York area, expanding the cable service's distribution to over 10 million for the event.

The first *Stories* featured films, documentaries and specials by and about artists who died from AIDS. "The tack we took," said Sapan, "was to raise awareness for what AIDS does, not by being morbid, but by showing works and in a sense, eulogizing performing artists who are victims of the disease."

Sapan hopes to make *Stories II* more of an international event, by transmitting it overseas to the United Kingdom and Australia. Money raised will go to AIDS care as opposed to research, he said, with funds going to local care or counseling organizations rather than being funneled through a national organization.

Other Bravo activities include the televising of a show entitled *Culture for Kids*, launched in September 1988. Programs range from films such as *The Red Balloon* to an original opera composed by writer/illustrator Maurice Sendak. The show is currently being moved from its former Sunday, 5 p.m. time slot, but will continue, Sapan said. The service recently announced a May 31, 1990, deadline for its "Bravo For Books: National High School Theater Competition." The service is asking high schools for videotapes from stage productions from the 1989-90 school year. Three schools will receive \$2,500 in grant money, with portions of the productions shown on the network. Bravo for Books is part of the service's national literacy campaign.

American Movie Classics, which launched Oct. 1, 1984, currently has 20 million subscribers, and is in the midst of expanding its programming content to include originally produced movie-related shows as well as classic Hollywood fare. "In a sense we see it as the MTV of classic movies," Sapan said, "which is to say that it enjoys a personality coming from its vertical program orientation and its franchise."

Upcoming AMC programs, slated to be officially introduced by the channel at this year's Western Show, include *The Classic Picture Show*, featuring film critics Susan Granger, David Edelstein and Dana Hersey discussing classic films of the past and future. *Classic* will debut in January 1990.

Another new AMC show scheduled for late 1989/early 1990 will feature one-on-one celebrity interviews conducted by film professor Richard Brown. According to Katie McEnroe, AMC's general manager, the pilot's guest will be either Jack Lemmon or Katherine Hepburn.

AMC has also licensed episodes from television's *This Is Your Life* featuring "classic" movie stars as guests. Ralph Edwards, the series original host, has done new wraps specifically for AMC, and the episodes will air adjacent to movies starring the particular stars, Sapan explained.

Other original AMC programs include *Movie Masters*, a game show hosted by Gene Rayburn, specials on film directors and genres, and *Salute to the States*, focusing on filmmaking activities around America. "AMC's new orientation is to develop proprietary program elements that really do drive the franchise, or personality, of the channel," Sapan said.

Sapan would like to see Bravo with 20 million subscribers and AMC with 40 million, "over the next few years," he said. A Bravo spokesperson also said that the possibility of advertising on both services has been discussed, but no definitive decisions have been made.

Times Mirror press survey is mixed bag

In 'something for everyone' poll, network TV news maintains favorable rating with respondents, but loses ground in 'objectivity'

Times Mirror's continuing "The People & The Press" survey of the public's attitude toward news organizations continues to produce findings rich in ambiguity and contradictions. Put another way, it provides material to support a variety of arguments concerning news organizations. For instance, the favorability ratings of network television news and daily newspapers are about as high as they were four years ago, yet, as the report on the latest study says, "there has been a significant erosion of public confidence in the press as an objective reporter of the news and as an impartial observer of the political and social scene."

Again, the study, the latest in a series begun in 1985 and conducted, like the others, by the Gallup Organization, shows that a substantial majority of the public continues to give news organizations and prominent journalists positive believability ratings, even higher than those given to figures from other walks of life. But, according to the study, the number of Americans who give most media organizations a low believability rating has risen sharply.

The study shows that some 82% of those surveyed gave the networks a favorable rating. The percentage giving that rating to newspapers was 77. The "unfavorable ratings" were 14% and 17%, respectively. But while that is about where those groups were in the affections of the American people four years ago, opinions about the news organizations have fluctuated over the recent past. For instance, both newspapers and television network news operations suffered a decline in public favorability during the Iran-contra crisis and again during the 1988 presidential election campaign.

The negatives showed up in a section on the public's attitude toward how the press does its job. The study showed that 68% of those surveyed thought the press "tends to favor one side" in dealing with news on social and political issues, up from 53% in 1985. As for accuracy, 54% thought news organizations "get the facts straight," about the same as the 55% that thought so in 1985, but the percentage of those who believe the press is "inaccurate" was found to have risen to 44 from 34. And as for the "independence of news organizations," 62% of those contacted thought news organizations were "often influenced by the powerful." In 1985, it was 53%.

The Gallup Organization put the same questions to members of the press, to government leaders, to academic elites and to business leaders, and obtained interesting results. As for fairness, 68% of the press members thought they and their colleagues deal fairly with all sides of issues. But only 31% of the government leaders, 33% of the academic elites and 8% of the business leaders agreed. As for accuracy, 84% of the

SUNBELT SPECIALS

NETWORK TELEVISION STATION

Texas Medium - Growth Market
Positive Cash Flow
\$20 Million, Terms: Price Negotiable

GROUP FOR SALE

Three Sunbelt Medium Markets
Full Powered FM/AM Combos
\$3 Million, Negotiable

SOUTHWEST MAJOR MARKET FM

\$1.3 Million, Terms

NF&A

Norman Fischer & Associates, Inc.

Media Brokerage • Appraisals • Management Consultants
1207 Parkway • Austin, Texas 78703 • (512) 476-9457

press members said the press is accurate, while only 54% of the government leaders, 51% of the academic elites and 23% of the business leaders thought so.

As for "independence," the press's estimate was not that far removed from those of the others checked. The survey showed that 69% of the press members thought the press was "pretty independent," while 58% of the government leaders, 55% of the academic elites and 58% of the business leaders agreed. But in another breakout, the study shows that only 57% of correspondents in broadcasting think the press is independent of powerful influences, while among publishers, the figure was 83%.

The positives showed up in a series of questions concerning news organizations and network personalities. The study found majorities rating 15 of the 16 organizations or personalities tested as believable all or most of the time. *The Wall Street Journal* and the relative newcomer CNN received the highest believability ratings—83% and 84%, respectively—followed closely by the news divisions of the other networks and their anchors. Putting that in perspective, the study said, "only Pope John Paul II gets better believability ratings than the news organizations measured in the study." Former President Reagan's believability rating was 47%. Still, there was a general decline since 1985 in believability, or increase in "not believable," or both, for the network news organizations and anchors.

ABC News's Peter Jennings was found to have been least affected by the believability slide. The study found him "the most highly regarded" of those correspondents tested. His negative ratings increased by only five points, from 10 to 15, while his "highly believable" rating remained unchanged, at 40%. His overall believable rating is 85%. CBS News's Dan Rather suffered a 7% drop in "highly believable," to 37%—but believable overall by 79% of the respondents—and a 10% increase, to 21%, in "not believable." NBC News's Tom Brokaw was considered "highly believable" by 35% of those asked, a 4% drop, and "not believable" by 19%, an increase of 7%. His overall believable rating, however, was 81%.

The one exception to a four-year downward trend in believability is CNN. It suffered no increase in the percentage of respondents rating it negatively—16%—and was alone among the networks that enjoyed as much as a five percentage point increase—from 38 to 43—in the "highly believable" category.

The study revealed more ambiguity in the public's views regarding government regulation of the news media. The study found an increase in the percentage of Americans believing that freedom of news media to report stories in the national interest is more important than government censorship on national security grounds. Support for press freedom rose from 38% in 1985 to 52% last summer. And the public, to a greater extent than in 1985, appears to see the constitutional guarantee of press freedom as protecting the general interest rather than the parochial interests of the press. While the public roughly divided on the issue in 1985, it now regards the First Amendment as pro-

Concerned about cable

Janice Obuchowski, head of the National Telecommunications and Information Administration, is another recruit in what seems to be a growing army of cable bashers. She expresses "concern about reports that cable TV is throwing its weight around in its franchise area like the proverbial 2-ton gorilla," adding: "Only the price of modern art at a Christie's auction is escalating faster than some cable rates."

Obuchowski, who spoke in Boston last week at the annual convention of the National Association of Regulatory Utility Commissioners, was not interested in regulation as an answer. Rather, she said that "entry by competitors...is the best way to 'control' those companies, so that they provide the quality of service and the rates that customers deserve."

And Obuchowski indicated she is not ruling out telephone companies as the kind of competition that would be desirable—even to the extent of providing programming. She noted that NTIA in 1988 introduced the concept of "video dial tone": Telephone companies would provide the conduit to the home for competitive video programming. "While I endorse video dial tone," she said, "NTIA will be looking beyond that concept in the continuing cable/telco crossownership debate to evaluate whether all companies, including local exchange companies, should be able to enter the video programming market."

tection for itself, rather than the press, by a margin of 56% to 32%. Those were the findings that were reassuring.

The public attitudes were based on polling of 1,507 adults. Gallup also questioned 508 members of the press, 96 government leaders, 79 Fortune 500 chief executives, and 100 officials of universities and colleges, including journalism schools.

But the public is not for giving the news media free rein. There was found to be an increase of from 43% to 48% in the proportion of the public that favors the government requiring news organizations to cover all sides of a controversial issue. The study attributes the increase to "the growing number of those who believe the press is

unfair in its coverage of political and social issues." The study also found that almost nine in 10 of those questioned believe that even in a free society news organizations should be subject to libel suits if their critical statements about people are false.

Times Mirror began the series of surveys to test American attitudes toward the press in 1985, and has now established the Times Mirror Center for The People & The Press, with offices in Washington, to serve as headquarters for the continuing project. Andrew Kohut, who as president of the Gallup Organization has been involved in all of the studies conducted thus far, will continue that work in his new role as president of Princeton Survey Research Associates.—LZ

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

☐ **Yearbook '89** (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures—\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by **MASTERCARD** or **VISA**, phone toll free 1-800-638-7827

Name _____ ☐ Payment enclosed
 Company _____ ☐ Bill me
 Address _____ Home? Yes ☐ No ☐
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations ☐ Yes
 (required) ☐ No

For renewal or address change
place most recent label here

Zenith introduces HDTV production system

Company says it will complete development of its transmission system before exploring commercial possibilities of production system

Do not look for demonstrations of prototype equipment in the new high-definition video format proposed to the Society of Motion Picture and Television Engineers two weeks ago by Zenith Electronics Corp., Glenview, Ill. ("In Brief," Nov. 13). The company's first priority will be to complete development of its Spectrum Compatible High-Definition Television transmission (SCHDTV) system in time for its February 1991 test date at the Advanced Television Test Center (ATTC) before exploring the commercial possibilities of the production system. "We obviously need a source of material for [SCHDTV], and that is the real genesis for why we have proposed this to the SMPTE," said Wayne C. Luplow, Zenith executive director of advanced research and development.

The Zenith proposal matches the parameters of SCHDTV and is designed to be used

with it. The system calls for recording 787.5 progressive scanning lines with a 59.94-hertz field rate and an aspect ratio of 16:9. It would display 1,280 pixels per horizontal line over 720 active lines, leaving a vertical blanking interval of 67.5 lines. The pixels are to be square-shaped to facilitate use in computer graphics and data transfer applications. The scanning parameter was set at 787.5 in order to make conversions down to 525-interlace NTSC video easier. That figure is three times 262.5, the number of lines in an NTSC scan.

The expense of converting to 787.5/59.94, Luplow said, would be comparable to the expense it would take to convert to the other two major proposals for North America, the SMPTE 240M 1,125/60 standard and NBC-proposed 1,050/59.94. "I believe you're talking in the same ballpark for all of those numbers." He predicted that the same amount of studio equipment that would need to be replaced in conversion to 787.5/59.94 would also be equivalent.

The progressive-scanned system (all

lines are displayed in each field rather than interlacing half of the video information in each field, as is done with NTSC and the SMPTE 240M) will produce picture resolution equivalent to SMPTE 240, Zenith claims. "People have been hesitant to go to 1,050 progressive or 1,125 progressive because of not just the cost of equipment, but because of technological gas. Post-production and special effects people have to process much higher than the process you would normally have for a television set or camera and they have felt that progressive is beyond the current state of the art," Luplow said. "We believe that 787.5 is [currently] the state of the art."

Others have criticized progressive-scanned video because the cameras lack light sensitivity. Luplow said that he could not at present compare the sensitivity of a 787.5/59.94 camera with the performance of other HDTV cameras. But in the trade-off, the motion artifacts that typically appear on interlace images are eliminated.

The square-pixel feature is something that is also being considered by the International Radio Consultative Committee (CCIR) as it works to develop a world "common image" format, which would document world agreement on all HDTV production parameters except field rate. Currently, the most likely scenario would be square pixels on 1,080 active lines.

Asked whether broadcasters would perhaps prefer to adapt to whatever line figure is chosen by CCIR rather than the Zenith number, Luplow said that it is most likely that they will choose the system that works best with whatever transmission system is chosen, and that if SCHDTV is standardized by the FCC, the Zenith production standard will make the most sense for broadcasters. "All of this in terms of production exchange really ought to become secondary to having a transmission standard... 1,080 is a number we're very friendly with and that makes the conversion very easy," he said.

In its SCHDTV transmission proposal, Zenith has never committed to a particular aspect ratio. While it concedes that nearly all of the television industry has expressed a preference for 16:9 for HDTV, it has emphasized that retooling for wider screens will result in higher cost to the consumer and that consumers may not perceive a great difference between 16:9 and the NTSC standard 4:3. But the 787.5/59.94 production standard is being proposed for 16:9 because it is important that its aspect ratio match the 1,125/60 and 1,050/59.94 proposals when they are viewed side-by-side in ATTC tests. The test software will be shot to take full advantage of the wide aspect ratios of the three systems. But that

WE OFFER A COMPLETE SELECTION OF MONEY.

Crisler Capital has the resources and investment banking expertise to help you arrange senior debt, mezzanine debt and equity financing for a variety of media acquisitions, including television and radio stations and newspapers.

If you're considering a purchase of a property, or looking to refinance, call Dean Meiszer, President of Crisler Capital Company at (513) 241-1844.



CRISLER CAPITAL COMPANY

Suite 2710, 600 Vine Street, Cincinnati, Ohio 45202 • (513) 241-1844

Broadcasting/Cable Yearbook '89

Radio
Cable
Television
Satellites
Technology
Programing
Professional
Services
Advertising &
Marketing
Associations
Government
And more!



**SAVE
\$50**

 While supplies last save \$50 off the \$115 cover price on the latest edition of the directory that has powered industry deals and decisions since 1935!

☐ YES! I want the 1989 Broadcasting/Cable Yearbook published in March 1989. Send me _____ copies at \$65 each (prepaid orders only-my payment is enclosed). (D.C. and California orders add 6% sales tax.)

Mail this form with payment to:
Circulation Dept.
Broadcasting Publications Inc.
1705 De Sales St. NW
Washington, DC 20036-4480

Name _____
Company _____
Street Address _____
Check here if home address ☐
City _____ State _____ Zip _____

☐ Check enclosed
☐ Charge my: ☐ VISA ☐ MASTERCARD

Card # _____
Expires _____
Signature _____

Order **TOLL-FREE** using **VISA** or **MASTERCARD**: 1-800-638-7827

does not necessarily mean that consumers inherently prefer 16:9, Luplow said.

The Zenith proposal will not greatly affect ATTC's testing plans. The center had already planned for the need to acquire

787.5/59.94 test software. A standards converter which will simultaneously route camera signals into 1,125, 1,050 and 787.5 recorders has been designed and ATTC is currently searching for a company to build

the device. "It will cost a little bit more to build format converters for three formats, but so far all of the formats proposed work in the conversion function," said ATTC Executive Director Peter Fannon. —RMS

Companies provide hands-on tips for high-tech broadcast gear

One of the side topics of discussion during the recent Society of Motion Picture and Television Engineers (SMPTE) Equipment Exhibition in Los Angeles (BROADCASTING, Nov. 6), was the problem of training engineering personnel to use the constantly changing array of broadcast equipment.

Much of the new equipment, although expensive, is designed to be more cost-effective. But much of the cost savings is lost in the expenditure of time by equipment operators having to acquaint themselves with the new devices' capabilities, while at the same time putting together productions. A number of companies are addressing that concern.

The Grass Valley Group (GVG) announced that it has built a special demonstration and training suite for users of its Kadenza system at its Grass Valley, Calif., headquarters. Kadenza is a component digital video switcher and video processor with built-in GVG-developed video effects. The suite was built, GVG said, because many customers of the Kadenza have complained of difficulty mastering the system's full capabilities. GVG is opening the suite to all Kadenza users and owners by appointment.

A similar service was announced by Tiffen Manufacturing Corp., Hauppauge, N.Y., designer and manufacturer of video camera lenses and filters. The "main purpose" of the new Tiffen Technical Center opened in Burbank, Calif., according to Steve Tiffen, president and chief executive officer, is to provide a place "where professionals can come and learn about our products." It will also be opened to TV production students. Tiffen decided to open the center near the West Coast production community because "there just isn't enough information on filters out there," said Dick Barlow, the center's newly hired director of technical services. Tiffen said that the company is considering opening a similar facility in Manhattan.

There was also a large presence at SMPTE by Weyand Associates, a Conoga Park, Calif.-based company that has specialized for the past eight years in providing training for high-end studio and field production and post-production equipment from Sony, Ampex, Grass Valley, Quantel and several other manufacturers. During the show, Weyand said it would provide special classes on use of the Quantel Paintbox system in New York in December. The company regularly organizes classes on various types of equipment in TV markets throughout the country.

But Weyand's main line is on-site training at television stations and studios. The main advantage of on-site training, compared to the type of training provided by equipment manufacturers, is that engineers learn on their own equipment and see how

products from several different manufacturers work as a system, said company president Diana Weyand. "We make sure they have the wherewithal to put it together," she said.

There is a "huge problem" with the shortage of qualified equipment operators, according to Shirley Craig, vice president and co-founder of Weyand Associates.



FCC's type

The FCC recently granted type acceptance for commercial marketing of the "Reciter," a new FM radio transmission tool introduced by TFT Inc., Santa Clara, Calif., during the 1989 National Association of Broadcasters convention. The system combines the functions of a studio-to-transmitter microwave receiver and the FM exciter in the transmitter. TFT claims that the system delivers improved quality sound, eliminating links in the broadcast chain. The box fits into the transmitter, replacing the exciter. So far, it has been tested on FM transmitters from four different manufacturers with no interface problems to report so far, a TFT spokeswoman said. Testing on the Reciter is now being completed at three beta sites. TFT expects to begin taking orders in January and is expected to be priced at between \$10,000 and \$11,000.

At the Bell

Southern Bell Telephone Co. has announced that it will participate in a project which is believed to be the first use of satellite-delivered high-definition television signals for commercial purposes in North America. According to Southern Bell, the project will also mark the first commercial use of HDTV transmission over fiber optic cable.

A partnership of Japan's NHK, and Platinum Sports Network and Zbig Vision, both based in New York, announced last month that it would cover the Dec. 7 fight between Sugar Ray Leonard and Roberto Duran in Las Vegas using 1,125/60 video equipment and then transmit it live by satellite to three North American locations with NHK's MUSE-E system ("Closed Circuit," Oct. 23). Club Theater Network (CTN) of Florida is sponsoring use of the 3,000-seat Gusman Center for the Performing Arts in Miami as one of the three sites.

For example, freelance operators of the Quantel Harry video editing system make about \$150 an hour, she said. As more sophisticated equipment is being introduced in medium-sized TV markets, stations are unable to pay the salaries of experienced equipment operators and are unable to train from within. On-site training courses can solve that problem, Weyand said. —RMS

The telephone company plans to receive the HDTV signal from a Miami downlink site and deliver it over several miles to the Gusman Center. Further technical details are to be announced tomorrow (Nov. 21) by CTN. Southern Bell and CTN are also currently working together to establish an HDTV theater chain that will be interconnected by a fiber network (BROADCASTING, Nov. 6).

Paper!

The National Cable Television Association is calling for technical papers to be presented during its annual convention and exhibition in Atlanta, May 20-23, 1990. NCTA expects to present about 50 papers during 10 separate sessions covering the various aspects of cable technology. Interested authors must send a one-page summary by Jan. 5, 1990, to Katherine Rutkowski, NCTA director, technical services, 1724 Massachusetts Ave., Washington 20036. Presenters will be judged and chosen in January. Those chosen must submit a camera-ready manuscript of the paper to NCTA for inclusion in the technical conference proceedings by March 30.

The sound of high-definition

David Niles, founder of HDTV Production Ventures, 1,125 Productions, and Captain of America, New York, has entered into a partnership to form Magnetoscope Productions Inc., a company that will specialize in music videos produced in 1,125/60 high-definition video. The group expects to begin shooting its first projects from a New York studio by early January, with later projects to be done on location. So far, no artists have signed to work with Magnetoscope, according to Captain of America spokeswoman Pat Kogan. The goal is to attract a mixture of established stars and new artists, she said.

Acting?

Movietime is wrapping up its nine-city, local screen test promotion, and will be flying 20 aspiring actors to Los Angeles for the finals Nov. 30 through Dec. 3. One actor and one actress will win roles in *Hot Men*, about the rise of the Benny Goodman Quartet, that is scheduled to go into production in January. Robert Boris is the film's writer-director. All the finalists will appear in segments of Movietime accompanied by host Mark DeCarlo.

Comedy combo

Showtime and MTV Networks have joined forces to acquire rights to Montreal's "Just for Laughs International Comedy Festival" for the next three years. Showtime plans a 90-minute special from Montreal the final weekend of the two-week festival. MTV Networks will originate live from Montreal for three days with short-form reports. MTV also plans to use some of the performances for its HA! comedy service during the contract.

Ironically, Showtime had the rights to the festival in 1986 and 1987, lost them to HBO in 1988 and '89, only to regain them. Although what the final bidding looked like is unknown, Steve Hewitt, senior vice president, original programming, Showtime, said the creative vision the organizers had for the event, and live flavor Showtime and MTV will provide, tipped the scales in their favor.

Hewitt said comedy is an important element in Showtime's original programming. The festival draws not only top U.S. stars, but comedians from around the world, making it the Cannes of comedy. The event is not widely known to average viewers, said Hewitt, but it will be Showtime's job to "truly make it a consumer event."

Movie makers

CBN Producers Group and Rush Entertainment Group have signed a three-year deal for co-production of four made-for-cable movies and one series. The production budgets for each movie will be between \$2.5 million and \$3 million, the two sides said, while the original series' budget will be between \$400,000 and \$450,000 per episode. CPG has produced several projects for the broadcast networks as well as *Bordertown*, *Rin Tin Tin: K-9 Cop* and *Gerbert* for the Family Channel.

Blackout option

Quantum Satellite Programming is offering cable operators the ability to carry direct response programming in schedules where blackouts will occur because of

syndex reimposition. QSP will uplink various half-hour direct response programs on Satcom F4, transponder 22. Operators can earn 20% commissions on sales in this area. Programs include *Arnold's Gourmet Kitchen* and *Solid Gold Rock and Roll*, starring Wolfman Jack.

'Rose' is a rose

The Rose and the Jackal, a two-hour original Turner Network Television film slated to air in April 1990, will star Christopher Reeve and Madolyn Smith. Based on a true Civil War love story, *Rose* is produced by Wendy Dytman and Paula Weinstein of PWD Productions and Steve White of Steve White Productions.

New media move

Turner Broadcasting System announced the creation of a publishing arm, Turner Publishing Inc., which will develop publishing opportunities related to various productions and properties owned by other entertainment divisions within the company.

The new division will be headed by Michael Reagan, former director of still photography and book development at TBS. The division is expected to produce two projects next year, "Portrait of Great Britain" and "Season of Giants," and six to eight in 1991.

The Great Britain book will feature 200 photographs taken from the WTBS(TV) series of the same name. The other book will be based on the TNT mini-series about the Italian Renaissance to debut next fall.

Warning

ESPN has produced a 30-second PSA on cable theft which it will be distributing to affiliates in its weekly feed beginning in December. The anti-theft PSA will appear on Wednesday at 2 p.m. during December on Galaxy 1, transponder 6.

Leaving Discovery

The Discovery Channel has announced that Sanford Socolow, executive producer of *World Monitor* and long-time executive producer of *CBS News with Walter Cronkite*, is leaving *Monitor* to produce a literary and video survey of the 20th century to be anchored by Cronkite.

Late launch

Mizlou's Sports News Network is postponing launch until Feb. 1, 1990, citing technical and satellite delays. The service wants a transponder on GE's Satcom IV, which will provide better distribution, but that slot won't open until Jan. 1, 1990. Mizlou also cited a "just completed" deal with Phoenix Communications to share downlink facilities as contributing to the delay. SNN is also busy putting together its newsgathering apparatus and announced the signing last week of Mickey Mantle as its spokesperson and expert commentator.

HBO's 'Encyclopedia'

HBO has begun production of *Encyclopedia Brown*, with the first of six episodes of the half-hour family series to premiere next March.

Join the club

Nickelodeon and BMG Direct Marketing Inc., an operating unit of Bertelsmann Music Group, last week announced a licensing agreement to form the Nickelodeon Club, targeted toward children, ages 8-14. The cornerstone of the new marketing enterprise will be *Nickelodeon* magazine, which will feature fiction, games, original comic strips, contests, and a variety of interactive elements.

Also included will be updates from Nickelodeon Studios in Orlando, Fla., and audio, video and book club sections. "We hope to do a magazine filled with things that kids will share with each other," said Bob Stein, the magazine's editorial director.

The club will also feature a "Nick Nack Giftpack," containing discount coupons, product samples, a newsletter, program information and a Nickelodeon premium item for children. The gift pack will be distributed free several times a year to club members, visitors to the Florida facility and the 1.2 million children currently in Nickelodeon's database. BMG and Nickelodeon hope to reach at least 3 million children in 1990. A Nickelodeon lifestyle catalog, offering fashion, electronic, and toy products, will also be a feature of the direct marketing program.

Nickelodeon is also looking for corporate sponsors to become partners in what the network refers to as "matrix marketing," allowing companies to tie into new Nickelodeon ventures. According to Rich Cronin, senior vice president, marketing, Nickelodeon/Nick at Nite, the matrix marketing package comprises nine categories, each offering various promotional opportunities: the network's studio currently under construction in Florida, the Nickelodeon Club, *Nickelodeon* magazine, licensing, the network itself, the gift pack, Nickelodeon road shows, promotions, and the catalog. Nickelodeon expects to announce its first studio sponsors by January.

For the Record

As compiled by BROADCASTING from Nov. 9 through Nov. 15 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

■ **WLVN(AM)** Luverne, AL (BAL891020EB; 1080 khz; 500 w-D)—Seeks assignment of license from Lew Banks and Ted Pacheco to Brantley Broadcast Associates for \$1,000. Sellers have no other broadcast interests. Buyer is headed by Joan K. Reynolds. Brantley Broadcast Associates is permittee of new FM at Brantley, AL. Reynolds is 51% owner of Marion Radio Inc., permittee of **WJAM(AM)** Marion, AL. Filed Oct. 20.

■ **WXVI(AM)** Montgomery, AL (BAL891024EB; 1600 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from WXVI Radio Inc. to RFB Radio of Montgomery Inc. for \$300,000 ("Changing Hands," Oct. 30). Seller is headed by Wes Attaway and has no other broadcast interests. Buyer is headed by Bob Bell, who owns **WCGL(AM)** Jacksonville, FL, **WCLY(AM)** Raleigh, NC and **WLLV(AM)** Louisville, KY. Filed Oct. 24.

■ **KZZP(AM)** Mesa, AZ (BAL891026ED; 1310 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Nationwide Communications Inc. to Embee Broadcasting Inc. for \$975,000. Seller is headed by Steve Berger and is licensee of **KZZP-FM** Mesa (Phoenix) and **KNST(AM)-KRQQ(FM)** Tucson, both Arizona; **KWSS(FM)** Gilroy (San Jose) and **KZAP(FM)** Sacramento, both California; **WBJW-AM-FM** Orlando, FL; **WPOC(FM)** Baltimore; **KITN(TV)** Minneapolis; **KLUC(FM)** Las Vegas and **KRSR(AM)** North Las Vegas; **WKZL(FM)** Winston-Salem, NC; **WGAR-AM-FM** Cleveland and **WNCI(FM)** Columbus, both Ohio; **WATE-TV** Knoxville, TN; **WXEX-TV** Petersburg (Richmond), VA; **KISW(FM)** Seattle, and **WBAY-TV** Green Bay, WI. Buyer is headed by Byron H. Gerson, who runs drugstore chain in Michigan and has no other broadcast interests. Filed Oct. 26.

■ **KOZN(FM)** Imperial, CA (BALH891026HH; 99.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from **KOZN-FM 99 Ltd.**, California LP, through Kenneth C. Henry, trustee to New World Communications Co., for \$255,000. Seller is headed by Richard Green and has no other broadcast interests. Buyer is headed by Gerald D. Clifton and has no other broadcast interests. Filed Oct. 26.

■ **KKBB-FM** Shafter, CA (BAPLH891026HU; 97.7 mhz; 3.00 kw; ant. 91 ft.)—Seeks assignment of license from Clayton Communications Inc. to KCI Radio Partners LP, for \$330,000 ("Changing Hands," Oct. 9). Seller is headed by Richard Dames and Stephen Bunyard. Dames is

president of Olympia Broadcasting, which is licensee of **KXXR(FM)** Kansas City, MO; **KYAK(AM)-KGOT(FM)** Anchorage, AK; **KIAK(AM)-KORZ(FM)** Fairbanks, both Alaska; **KMGX(FM)** Hanford, CA and **KTRW(AM)-KZZU-FM** Spokane, WA. Bunyard has interest in **WSJC(AM)-WMJW(FM)** Magee, MS. Buyer is headed by Ken Kohl, most recently station manager at **KFI(AM)** Los Angeles. He has no other broadcast interests. Filed Oct. 26.

■ **KOVR-TV** Stockton, CA (BTCCT891020KH; ch. 13; 316 kw-V; ant. 2,000 ft.); **KZSS(AM)-KZRR-FM** Albuquerque, NM (AM: BTC891020EG; 610 khz; 5 kw-U; FM: BTCH891020EH; 94.1 mhz; 100 kw; ant. 4,130 ft.); **KLDD(AM)** Dallas (BAL891020EE; 570 khz; 5 kw-U); **KORK(AM)-KYRK-FM** Las Vegas (AM: BAL891020EC; 920 khz; 5 kw-D, 500 w-N; FM: BALH891020ED; 97.1 mhz; 50 kw; ant. 1,950 ft.)—Seeks assignment of license from Anchor Media Television Inc. to Anchor Media Holdings Ltd. (**KOVR-TV** only) and Anchor Media Holdings Ltd. to Anchor Media Radio GP for no financial consideration. Anchor Media is headed by Alan Henry and is restructuring company internally. Filed Oct. 20.

■ **WKIZ(AM)-WEOW(FM)** Key West, FL (AM: BAL891019GY; 1500 khz; 250 w-U; FM: BALH891019GZ; 92.5 mhz; 100 kw; ant. 600 ft.)—Seeks assignment of license from Florida Keys Broadcasting Corp. to Fotosonics of Florida Inc. for \$2,050,000 ("Changing Hands," Oct. 30). Seller is headed by Gayle D. Swofford, who has no other broadcast interests. Buyer is headed by Peter Arnow. Fotosonics of Florida Inc. is wholly owned subsidiary of Drexel Hill Associates Inc., licensee of **WMTR(AM)** Morristown and **WDHA(FM)** Dover, both New Jersey. Filed Oct. 19.

■ **WABK-AM-FM** Gardiner, ME (AM: BAL891024EE; 1280 khz; 5 kw-D; FM: BALH891024EF; 104.3 mhz; 50 kw; ant. 480 ft.)—Seeks assignment of license from Kennebec-Tyron Communications Corp. to The Great Kenne-

Gateway Cablevision Corp.

has acquired

WBNJ(FM)

Cape May Court House, New Jersey

from

CANRUSS, INC.

for

\$2,200,000

We are pleased to have brokered this transaction.

Nationwide Media Brokers
Chapman
Associates

Corporate Offices • Atlanta, GA • 404/998-1100

BOSTON

617/330-7880
Kevin Cox • Bob Maccini

WASHINGTON

703/243-2310
Mitt Younts • Kent Replogle

ATLANTA

404/998-1100
Ernie Pearce • Ed Shaffer
Bill Cate

CHICAGO

312/565-8027
Rich Marschner

JACKSONVILLE

904/730-2522
Jim Brewer • George Reed

DALLAS

214/788-2525
Bill Whitley

LOS ANGELES

818/893-3199
Jim Mergen • Ray Stanfield

KANSAS CITY

816/932-5314
Bill Lytle • Don Boyles

SALT LAKE CITY

801/753-8090
Greg Merrill



bec Wireless Talking Machine Co. for \$1,052,500. Seller is headed by Jeffrey Fisher and has no other broadcast interests. Buyer is headed by Ronald R. Frizzell, who is 32.5% owner in The Great Merrimack Valley Wireless Talking Machine Co., licensee of WLLH(AM) Lowell, MA, and president, director and 51% shareholder of The Great Down East Wireless Talking Machine Co., licensee of WLAM(AM) Lewiston and WKZS(FM) Auburn, both Maine; 51% owner of The Great Portland Wireless Talking Machine Co., licensee of WJBQ(AM) Gorham, ME, and 55% shareholder of Ardman Broadcasting Corp. of Maine, licensee of WZOU(FM) Boston. Filed Oct. 24.

■ WKMI(AM) Kalamazoo and WKFR(FM) Battle Creek, both Michigan (AM: BAL891020HE; 1360 kHz; 5 kw-D; 1 kw-N; FM: BALH891020HF; 103.3 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Hicks Broadcasting Corp. to Waldron Broadcasting Co. for \$11 million ("Changing Hands," Nov. 6). Seller is headed by David Hick 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 KBFM-FM Edinberg, TX. Filed Oct. 20.

■ WQXO-AM-FM Munising, MI (AM: BAL891026HJ; 1400 kHz; 1 kw-U; FM: BALH891026HK; 98.3 mhz; 1.80 kw; ant. 380 ft.)—Seeks assignment of license from Morgan J. Marti to Laidlaw & Associates Inc. for \$95,000. Seller has no other broadcast interests. Buyer is headed by Thomas L. Laidlaw, William Heigaard, Bert Johnson and Lyle Johnson. Laidlaw, Johnson and Johnson each hold one-third interest in, and are officers of, KNDK Inc., licensee of KNDK(AM) Langdon, ND. Filed Oct. 26.

■ WQXO-AM-FM Munising, MI (AM: TEMP891026; 1400 kHz; 1 kw-U; FM: TEMP891026FM; 98.3 mhz; 1.80 kw; ant. 380 ft.)—Seeks assignment of license from Laidlaw & Associates Inc. to Wallace D. Steinhoff for \$140,000. Buyer has no other broadcast interests. Filed Oct. 26.

■ WNWY(FM) Norway (FM: BAPH891024HB; 94.3 mhz; 2 kw; ant. 401 ft.) and WJMY(FM) Baraga (BAPH891024HD; 104.3 mhz; 100 kw; ant. 998 ft.), both Michigan—Seeks assignment of license from James Verkest to Zephyr Broadcasting Inc. for \$16,200. Seller has interest in WFCL(AM)-WJMQ(FM) Clintonville, WI. Buyer is headed by Timothy D. Martz and Richard J. Young. Martz is sole officer, director and 90% shareholder of Algoma Broadcasting Inc., licensee of WYSS-FM Sault Ste. Marie, MI, and permittee of KAUI(FM), new FM at Kekaha, HI. Martz is also sole officer, director and 90% shareholder of Four Seasons Communications Inc., licensee of WHP-FM Presque Isle and WFST(AM) Caribou, both Maine, and he is permittee of WBFX(FM) Grand Marais, MN, and permittee of KYCY(FM) Shelby, MT. Filed Oct. 24.

■ KLSI(FM) Kansas City, MO (BALH891024HC; 93.3 mhz; 100 kw; ant. 1,066 ft.)—Seeks assignment of license from Great Plains Radio Inc. to Apollo Radio Ltd. for \$8.5 million ("Changing Hands," Oct. 9). Seller is subsidiary of Sandusky Radio and is headed by Dudley White. It is licensee of KDKB(FM) Mesa, AZ; KYYY(FM) San Diego; JEGF(FM) Fort Worth, and KLSY-AM-FM Bellevue, WA. It is also selling KPBI-FM Denver and WKRL(FM) Clearwater, FL ("Changing Hands," Oct. 9). Buyer is headed by former Radio Advertising Bureau President William Stakelin and has interest in KJRB(AM)-KEZE-FM Spokane, WA. Filed Oct. 24.

■ WEBO(AM)-WQXT(FM) Owego, NY (AM: BTC891025HO; 1330 kHz; 5 kw-D; FM: BTCH891025HP; 101.7 mhz; 1.15 kw; ant. 450 ft.)—Seeks assignment of license from Frank E. Penny to Dean F. and Petrina B. Aubol for \$125,000. Seller has interest in WHDL(AM)-WOLN(FM) Loean, NY. Buyers have no other broadcast interests. Filed Oct. 25.

■ WHNS(TV) Asheville, NC (Greenville, SC) (TEMP891027; ch. 21; 3390 kw-V; ant. 2,509 ft.)—Seeks assignment of license from Pappas Telecasting of the Carolinas to Cannell Communications LP for \$21 million, plus assumption of film and syndicated program contract liabilities, including all film or television program barter commitments, plus reciprocal trade liabilities (about \$8,809,623) ("Closed Circuit," Nov. 13). Seller is headed by Harry J. Pappas, who holds CP for WHST(TV) Greenwood, SC (station will serve as WHNS(TV) satellite). He also has interest in KMPH(TV) Visalia, CA, and KPTM(TV) Omaha. Buyer is headed by TV producer Stephen J. Cannell, who has no other broadcast interests. Filed Oct. 27.

■ KJIL(FM) Bethany, OK (BALH891026HN; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Jimmy Swaggart Ministries Inc. to Broadcast Equities Inc. for \$1 million. Seller is headed by Jimmy Swaggart and is licensee of WHYM(AM) Pensacola, FL; WLUX(AM) Baton Rouge; WAME(AM) Charlotte, NC, and WJYM(AM) Bowling Green, OH. Buyer is headed by M.G. Robertson

and is wholly owned subsidiary of Christian Broadcasting Network Inc. Broadcast Equities Inc. has interest in WNTR(AM) Silver Spring, MD. CBN Continental Broadcasting Network Inc. and Continental Satellite Corp. also are each wholly owned subsidiaries of Christian Broadcasting Network Inc. CBN Continental Broadcasting Network Inc. is licensee of KXTX-TV Dallas. Filed Oct. 26.

■ KGRL(AM)-KXIQ-FM Bend, OR (AM: BAL891024EC; 940 kHz; 10 kw-D; FM: BALH891024ED; 94.1 mhz; 100 kw; ant. 1,028 ft.)—Seeks assignment of license from Cascade Communications Corp. to Oak Broadcasting Inc. for \$100,000. Seller is headed by Bruce and Teri Engel and has interest in KMJK(FM) Lake Oswego and KVAN(AM) Vancouver, both Washington. Buyer is headed by Michael Mater and has no other broadcast interests. Filed Oct. 24.

■ WKZA(AM) Kane, PA (BAL891023EC; 960 kHz; 1 kw-D)—Seeks assignment of license from Raise Kane Radio Inc. to Bill Shannon Broadcasting Inc. for \$75,000. Seller is headed by William Berry and Richard Lyons and has interest in WHHO(AM)-WKPQ(FM) Hornell, NY. Buyer is headed by William T. Shannon and Ramond G. Wasosky. Shannon is limited partner (owning less than 5%) of Nittany Broadcasting Co., licensee of WMAJ(AM)-WBHV(FM) State College, PA; Wheeling Broadcasting Co., licensee of WBBD(AM)-WZMM(FM) Wheeling, WV, and Marion Broadcasting Co., licensee of WMRN-AM-FM Marion, OH. Filed Oct. 23.

■ WQKI(AM) St. Matthews, SC (BTC891026EA; 710 kHz; 1 kw-D)—Seeks assignment of license from Henry and Rosemary Chausse to Robert and Lucille Newsham for \$210,000. Sellers have no other broadcast interests. Buyers have 25% ownership interest in WALZ(AM)-WMCS(FM) Machias, ME. Filed Oct. 26.

■ KGNB(AM)-KNBT(FM) New Braunfels, TX (AM: BAL891026EB; 1420 kHz; 1 kw-D; FM: BALH891026EC; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from New Braunfels Broadcasting Corp. to New Braunfels Communications Inc. for \$975,000. Seller is headed by Jimmy Rae and has no other broadcast interests. Buyer is headed by William J. Rainer and Edward L. Knetzger, investors, who have no other broadcast interests. Filed Oct. 26.

Actions

■ New FM, Trumann, AR (BTCH890829HE; 106.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Kelley W. Webb and James H. Roberts to John J. Shields (father) and John W. Shields (son) for \$2,500. Sellers have no other broadcast interests. Buyers also own KXRQ(AM) Trumann, AR. Both also have interest in KDRS(AM)-KLQZ (FM) Paragould, AR. Action Nov. 1.

■ KTKR(AM)-KTLM(FM) Taft, CA (AM: BAL890727HB; 1310 kHz; 1 kw-D; FM: BAPH890727HC; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Mann Broadcasting Co. to Bakersfield Radio Partners for \$700,000 ("Changing Hands," Aug. 14). Seller has no other broadcast interests. Buyer is headed by Edward G. Hoyt Jr., Scott Bender and Al Jordan, and also owns KYOS(AM)-KABX(FM) Merced, CA. Action Nov. 1.

■ WQBR(AM) Atlantic Beach, FL (BAL890905EH; 1600 kHz; 5 kw-D)—Granted app. of assignment of license from Conception Investments Inc. to King of Hearts LP for \$285,000. Seller is headed by Roger Robertson and Mark Cowart, who have no other broadcast interests. Buyer is headed by Paul D. Horn and Fred E. Diulus, who have no other broadcast interests. Action Nov. 2.

■ WDCQ(AM) Pine Island Center, FL (BAL890912EC; 1200 kHz; 10 kw-D, 1 kw-N)—Granted app. of assignment of license from Jerry J. Collins, receiver, to WDCQ Inc. for no financial consideration. Buyer is headed by Jerry Collins, and also owns KPUP(AM) Carmel Valley, CA. Action Nov. 2.

■ WJCD-AM-FM Seymour, IN (AM: BAL890831HP; 1390 kHz; 1 kw-D; FM: BALH890831HQ; 93.7 mhz; 10 kw; ant. 190 ft.)—Granted app. of assignment of license from A.C. Baker Broadcasting Corp. to SCI Broadcasting Inc. for \$600,000. Seller is headed by Edna Baker and has no other broadcast interests. Buyer is headed by Charles Jenkins, who has interest in WXVW(AM) Jeffersonville, IN. Action Nov. 2.

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

■ WMXI(FM) Laurel, MS (BTCH890831HX; 98.1 mhz; 3

kw; ant. 328 ft.)—Granted app. of assignment or license from Leonard J. Giaccone and Colon Johnston to Bernie G. Butler Jr., et al., for \$125,000. Seller has no other broadcast interests. Buyer is headed by William M. Mounger II and William M. Yandell III. Buyer has no other broadcast interests. Action Nov. 1.

■ 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. Bernem Stevens died Nov. 1, 1987. His widow, Jean M. Stevens, was executrix of estate, and she inherited her husband's stock in licensee company. Action Nov. 1.

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

■ WSOM(AM)-WQXK(FM) Salem, OH (AM: BAL890907GW; 600 kHz; 500 w-D; FM: BAPLH890907GX; 105.1 mhz; 88 kw; ant. 400 ft.)—Granted app. of assignment of license from The Lincoln Group Ltd. to Legend Communications of Ohio for \$5.5 million ("Changing Hands," Sept. 11). Seller is headed by Albert Wertheimer and also owns WHAM(AM)-WVOR(FM) Rochester and WBUF(FM) Buffalo, all New York. Buyer is headed by W. Lawrence Patrick, and also owns WBYO(FM) Boyce, OH. Action Oct. 31.

■ WNQQ(FM) Blairsville, PA (BALH890914HJ; 106.3 mhz; 2.4 kw; ant. 363 ft.)—Granted app. of assignment of license from Pennsylvania Broadcast Affiliates Inc. to Longo Media Group Inc. for \$485,000 ("Changing Hands," Sept. 25). Seller is headed by Lloyd G. Freed, Arnold Rapoport and Bruce Loch, who have no other broadcast interests. Buyer is headed by John Longo. Longo Media Group Inc. is licensee of WCNS(AM) Latrobe, PA. Action Nov. 1.

■ KLGM-TV Longview, TX (BALCT881027KF; ch. 51; 3100 kw-V 310 kw-A; 1,249 ft.)—Dismissed app. of assignment of license from KLGM-TV, debtor-in-possession, to KLGM-TV Inc. for no financial consideration. Seller is headed by Clara McLaughlin and has permits under appeal for East Texas Telecasting Network, KLPH(TV) Paris, KLNL(TV) Macogdoches and KLDS(TV) Denison, all Texas. Buyer is headed by Robert Dudley and Stan Deck. Action Nov. 6.

■ KWNS(FM) Winnsboro, TX (BALH890914HI; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Winnsboro Broadcasting Inc. to Richard E. Foster for \$10,000. Seller is headed by Janie Sue Orton, who has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 1.

New Stations

Applications

FM's

■ Opelika, AL (BPH890921MW)—Whitley Communications seeks 96.7 mhz; 3 kw; ant.: 328 ft. Address: 214 N. 8th St., Opelika, AL 36801. Principal is headed by S. Frank Whitley and has no other broadcast interests. Filed Sept. 21.

■ Opelika, AL (BPH890921MV)—Shirley A. Caswell seeks 96.7 mhz; 3 kw; ant.: 328 ft. Address: 2311 Starr St., Opelika, AL 36801. Principal has no other broadcast interests. Filed Sept. 21.

■ Opelika, AL (BPH890921MD)—ET Communications Inc. seeks 96.7 mhz; 3 kw; ant.: 328 ft. Address: 602 Gatsby Dr., Montgomery, AL 36106. Principal is headed by Roald Eubanks and has no other broadcast interests. Filed Sept. 21.

■ Opelika, AL (BPH890921MP)—Opelika Radio Associates seeks 96.7 mhz; 6 kw. Address: Box 569, Opelika, AL 36803. Principal is headed by Mary Norman and has no other broadcast interests. Filed Sept. 21.

■ Opelika, AL (BPH890920MF)—James Eugene Hodges seeks 96.7 mhz; 0.650 kw; ant.: 685 ft. Address: 122 Riverside Dr., Washington Park, NC 27889. Principal has no other broadcast interests. Filed Sept. 20.

■ Opelika, AL (BPH890921)—Lee County Broadcasting Inc. seeks 96.7 mhz; 3 kw; ant.: 328 ft. Principal is headed by William E. Dunnivant, grandson of H.F. Dunnivant,

and nusbaum or Mary G. Dunnann. He is vice president, director, and 30.55% voting shareholder of Athens Broadcasting Co., licensee of WVNN(AM)-WZYP(FM) Athens, AL. Filed Sept. 21.

■ Live Oak, FL (BPH891002MK)—Leon F. Pettersen seeks 106.1 mhz; 6 kw; ant.: 328 ft. Address: P.O. Box 8391, Madeira Beach, FL 33738. Principal has no other broadcast interests. Filed Oct. 2.

■ White City, FL (BPH890905MU)—Lucille Ann Lacy seeks 104.7 mhz; 3 kw; ant.: 328 ft. Address: 4489 Whispering Pine Lane, White City, FL. Principal is headed by Lucille Ann Lacy, whose husband has interest in KZBS-FM Oklahoma City. Filed Sept. 5.

■ Clarksville, IN (BPH890905MU)—Clarksville Broadcasting LP seeks 93.1 mhz; 1.62 kw; ant.: 449 ft. Address: 4907 Quail Court, Louisville, KY. Principal is headed by Joyce Jones and has no other broadcast interests. Filed Sept. 5.

■ Horse Cave, KY (BPH891011MB)—Royse Radio Inc. seeks 100.7 mhz; 6 kw; ant.: 328 ft. Address: P.O. Box 628, Glasgow, KY 42142. Principal is headed by Henry G. Royse II, has interest in Royse Radio Inc., licensee of WCLU(AM) Glasgow, KY, and holds stock in Sosh Broadcasting Group Inc., licensee of WTPR(AM)-WAKQ-FM Paris, TN. Filed Oct. 11.

■ Indian Springs, NV (BPH891002ML)—Claire B. Benzera seeks 99.3 mhz; 6 kw. Address: 3481 Jewel Cave, Las Vegas 89122. Principal has no other broadcast interests. Filed Oct. 2.

■ Laughlin, NV (BPH890913NA)—Desert Broadcasting Inc. seeks 93.5 mhz; 100 kw; ant.: 1,889 ft. Address: 66918 San Remo, Hot Springs, CA 92240. Principal is headed by William Evans and has no other broadcast interests. Filed Sept. 13.

■ Montauk, NY (BPH890921NF)—Women Broadcasters Inc. seeks 94.9 mhz; 3 kw. Address: 235 E. 73rd St., New York 10021. Principal is headed by Gail Trell Barker and has no other broadcast interests. Filed Sept. 21.

■ Montauk, NY (BPH890921ND)—Catherine Broadcasting Inc. seeks 94.9 mhz; 3 kw; ant.: 328 ft. Address: 424 West End Ave., New York 10024. Principal is headed by Catherine Dana and has no other broadcast interests. Filed Sept. 21.

■ Montauk, NY (BPH890921NE)—Eileen Farbman seeks 94.9 mhz; 3 kw; ant.: 328 ft. Address: 176 E. 77th St., New York 10021. Principal has no other broadcast interests. Filed Sept. 21.

■ Chillicothe, OH (BPED890922MA)—Ohio University seeks 91.9 mhz; 0.75 kw; ant.: 646 ft. Address: 9 South College St., Athens, OH 45701. Principal is headed by Joseph Heding and operates six campuses in Appalachia Region of Ohio. Regional television services are provided through WOUB-FM-TV Athens and WOUC-FM-TV Cambridge, all Ohio. Filed Sept. 22.

■ Haltom City, TX (BPH890921MJ)—Fort Worth Radio Inc. seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 2362 Faett Court, Fort Worth 76119. Principal is headed by Erma Johnson and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MN)—Prairie Broadcasting Inc. seeks 93.3 mhz; 50 kw; ant.: 488 ft. Address: 1702 Cypress Dr., Irving, TX 75061. Principal is headed by Kemette Glenn and Raquel Caballero and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921ML)—Poder Broadcasting Inc. seeks 93.3 mhz; 50 kw; ant.: 364 ft. Address: 6029 Village Glen, Dallas 75206. Principal is headed by Frank J. Garza and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MS)—Hispanic Coalition Inc. seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 200 Sewell Court, Irving, TX 75038. Principal is headed by Marcos Rodriguez Sr., who is officer, director and trustee in Radio Plano Inc. licensee of KSSA(FM) McKinney, TX, and also preferred stockholder (nonvoting) in Metroplex Broadcasting Inc., licensee of KLTU(AM) Fort Worth. Filed Sept. 21.

■ Haltom City, TX (BPH890921MR)—Jonathan and Mary Lyn Wolfert seek 93.3 mhz; 50 kw; ant.: 492 ft. Address: 9536 Highedge Dr., Dallas 75238. Principals have no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921NG)—Melanie Bruton seeks 93.3 mhz; 50 kw; ant.: 410 ft. Address: 5122 Pearl Dr., N. Richland Hills, TX 76180. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MT)—Michael C. Nelms seeks 93.3 mhz; 25 kw; ant.: 354 ft. Address: 1306 April Way, Herndon, VA 22070. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921NI)—Metroplex Spanish Broadcasters Inc. seeks 93.3 mhz; 50 kw; ant.: 492 ft.

Address: 11021 Westwood St., Culver City, CA 92036. Principal is headed by Ronald Ulloa and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921NH)—Charles B. Johnson seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 7203 Robbin Rd., Dallas 75209. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MZ)—O'Day Broadcasting Ltd. seeks 93.3 mhz; 50 kw; ant.: 347 ft. Address: 812 Oakway Court, Richardson, TX 75081. Principal is headed by Anna O'Day and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MY)—Lenox Broadcasting Corp. seeks 93.3 mhz; 50 kw; ant.: 432 ft. Address: 2033 M St. NW, Washington 20036. Principal is headed by Gary S. Smithwick, who is 10% stockholder of Internat Broadcasting Orlando Inc., which holds 30% general partnership interest in Radio Orlando, permittee of WURG(FM) Orlando, FL. Filed Sept. 21.

■ Haltom City, TX (BPH890920ME)—Knight Communications Corp. seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 63 Bay State Rd., Boston 02215. Principal is headed by Norman Knight. Knight Communications Corp. is licensee of WTAG(AM)-WSRS(FM) Worcester and WSAR(AM) Fall River, both Massachusetts; WGIR-AM-FM Manchester, and WHEB-AM-FM Portsmouth, all New Hampshire, and WEZF(FM) Burlington, VT. Filed Sept. 20.

■ Haltom City, TX (BPH890921NA)—American Indian Broadcasting Group Inc. seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: Suite 2, Country Village Shopping Center, Smyrna, TN 37167. Principal is headed by Jack W. Bursack and is licensee of KPOS(AM) Post, TX, and 49% partner in Boles-American Indian, partnership, permittee of KKNC(FM) Post, TX. Bursack is 98.6% shareholder of Smyrna Broadcasting Corp., licensee of WSVT(AM) Smyrna, TN. Filed Sept. 21.

■ Haltom City, TX (BPH890921NB)—Haltom Media Services seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 5601 Denton Hwy., Haltom City, TX 76148. Principal is headed by R. W. Andrews, who has 50% ownership of First Greenville Corp., licensee of KGV(AM)-KIKT(FM) Greenville, TX. Filed Sept. 21.

■ Haltom City, TX (BPH890921NC)—John W. Barger seeks 93.3 mhz; 50 kw; ant.: 410 ft. Address: 2819 Woodcliff, #204, San Antonio, TX 78230. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MC)—Bonnie P. Fox seeks 93.3 mhz; 50 kw; ant.: 383 ft. Address: 3790 Whitehall, Dallas 75229. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MB)—Madalina Broadcasting Inc. seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 4308 Fannin Dr., Irving, TX 75038. Principal has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MF)—Q Prime Inc. seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 212 11th St., Hoboken, NJ 07030. Principal is headed by Clifford N. Burstein and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921ME)—Scottlite Inc. seeks 93.3 mhz; 50 kw; ant.: 450 ft. Address: 1038 San Jacinto, #237, Irving, TX 75063. Principal is headed Wayne Nevius and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MU)—Haltom City Fm Broadcasters LP seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 7223 Ferguson Rd., Dallas 75227. Principal is headed by Sharon King and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MG)—Lin-Mar Broadcasting Inc. seeks 93.3 mhz; 50 kw. Address: 2525 Trossock Lane, St. Louis 63122. Principal is headed by Linda Tieman and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MX)—JLG Enterprises LP seeks 93.3 mhz; 50 kw; ant.: 406 ft. Address: 4016 Buena Vista, Dallas 75204. Principal is headed by Phyllis Watson Gilliard and Bruce M. Lyons. Lyons is president, director and 51% shareholder of Radioactive, licensee of WSCM(AM) Cobleskill, NY and sole shareholder of Air Born Broadcasting Inc., licensee of WXXK-FM Newport, NH. Filed Sept. 21.

■ Haltom City, TX (BPED890921MA)—Tarrant County Educational Foundation seeks 93.3 mhz; 40 kw; ant.: 432 ft. Address: 2714 Monterrey, Arlington, TX 76015. Principal is headed by Thomas Atkins and has no other broadcast interests. Filed Sept. 21.

■ Haltom City, TX (BPH890921MO)—Haltom City Radio Partners seeks 93.3 mhz; 50 kw; ant.: 492 ft. Address: 6215 Park Lane, Dallas 75225. Principal is headed by Oscar Temblador and has no other broadcast interests. Filed Sept. 21.

Actions

FM's

■ Marianna, AR (BPH880727MK)—Granted app. of Ramblin Communications for 106.9 mhz; 3 kw H&V; ant.: 328 ft. Address: P.O. Box J., Marianna, AR 72360. Principal is headed by Rick Albin and is licensee of KZOT(AM) Marianna, AR. Action Oct. 26.

■ Palm Desert, CA (BPED851028MR)—Granted app. of Avenue Gospel Center for 91.7 mhz; 2.5 kw H&V. Address: 13600 S. Prairie Ave., Hawthorne, CA 90250. Principal is headed by Carl Pike and has no other broadcast interests. Action Nov. 1.

■ Palm Desert, CA (BPED851028MS)—Dismissed app. of University of Southern California for 91.7 mhz; .670 kw H&V; ant.: 564 ft. Address: P.O. Box 77913, Los Angeles. Principal is headed by Wallis Annenberg. Action Nov. 1.

■ Caldwell, ID (BPED871110ND)—Granted app. of Gem State Adventist Academy for 89.5 mhz; 8.3 kw H&V; ant.: 2646 ft. Address: Route 8, Box 280, Caldwell, ID 83605. Principal is headed by Paul W. Nelson and has no other broadcast interests. Action Oct. 26.

■ Wabasha, MN (BPH890209ME)—Granted app. of Interstate Communications Inc. for 102.5 mhz; 1.94 kw; ant.: 410 ft. Address: 165 Pembroke Ave., Wabasha, MN 55981. Principal is headed by Gary Stumpf and has no other broadcast interests. Action Oct. 25.

■ Cape Vincent, NY (BPH880505MA)—Granted app. of Mars Hill Broadcasting Co. for 94.7 mhz; 3 kw H&V; ant.: 328 ft. Address: 4044 Makyes Rd., Syracuse, NY 13215. Principal is headed by Glenn H. Burdick and is licensee of WMHR-FM Syracuse and WMHN-FM Webster, NY. Action Nov. 1.

■ Cape Vincent, NY (BPH880505OD)—Dismissed app. of Linda J. Ward for 94.7 mhz; 3 kw H&V; ant.: 328 ft. Address: 924 Colbranch Dr., Columbia, SC 29223. Principal has no other broadcast interests. Action Nov. 11.

■ Pamplico, SC (BPH880610MI)—Granted app. of Pamplico Broadcasting LP for 102.1 mhz; 3 kw H&V; ant.: 328 ft. Address: 1214 Dunvegan Dr., Florence, SC 29501. Principal is headed by T. Furman Brodie and has no other broadcast interests. Action Nov. 1.

■ Pamplico, SC (BPH880617MH)—Returned app. of William H. Finch for 102.1 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 187 Pamplico, SC 29583. Principal has no other broadcast interests. Action Nov. 1.

Facilities Changes

Applications

AM's

■ Blythe, CA KJMB(AM) 1450 khz—Oct. 6 application for CP to make changes in antenna system.

■ Johnstown, CO KHNC(AM) 1360 khz—Oct. 23 application for Mod of CP (BP841224AB) to change TL: E. side of Weld Co., Rd. #7, 4.2 miles N. of Johnstown, CO; 40 23 11N 104 54 19W.

■ Aurora, IL WKKD(AM) 1580 khz—Oct. 4. application for Mod of CP (BP860416AB) to augment day and night radiation patterns.

■ Portage, IN WNDZ(AM) 750 khz—Oct. 20 application for CP to increase power to 17 kw and make changes in antenna system.

■ Cherry Valley, MA WCRN(AM) 830 khz—Oct. 25 application for Mod of CP (BP870305AA) to change TL: 600 ft. N. of intersection of Main and Burncoat St., within town limits of Leicester, MA; 42 14 47N 71 55 51W; make changes in antenna system.

FM's

■ Decatur, AL WDRM(FM) 102.1 mhz—Oct. 3 application for CP to change ant.: 505 ft. H&V; TL: atop Capshaw Mountain near Harvest, AL.

■ Haleyville, AL WJBB-FM 92.7 mhz—Oct. 10 application for CP to change ant.: 328 ft. H&V; TL: just S. of Illinois Central Gulf Railroad, near Goddard, AL.

■ Tallahassee, FL WBGM-FM 98.9 mhz—Oct. 4 application for CP to change ERP: 17.6 kw H&V; ant.: 1,863 ft.; H&V; change TL: Roddenberry Rd. 3.5 miles SE of Metcalf, GA.

■ Hayden, ID KMWC(FM) 94.5 mhz—Oct. 4 application for Mod of CP (BPH870730MT) to change ERP: 0.23 kw H&V; change ant.: 1,541 ft. H&V; TL: W. Canfield Butte, 5.2 km SE of Hayden, ID.

■ El Dorado, KS KBUZ(FM) 99.3 mhz—Oct. 11 application for Mod of CP (BPH871021ID as Mod) to change

Get 12 Weeks of Investor's Daily

America's
New Business
Newspaper

(60 issues)

PLUS...
a helpful **FREE** gift,
for only **\$29.50**



We want you to try Investor's Daily for 12 weeks...to prove to you that reading Investor's Daily will keep you abreast of business better and help you to invest your money smarter...so, we're offering you a valuable gift...**FREE**:

"A GUIDE TO INVESTOR'S DAILY"

...an instructive audio cassette, showing you how to use the professional market data in Investor's Daily. You'll learn how Investor's Daily helps you to spot and track the "real" growth opportunities in the market...in common stocks, mutual funds, stock options and more.

You CAN make money in the market...if you have an intelligent strategy and the right investment tools...reading Investor's Daily can help.

**The EXCLUSIVE Market Data
You Get In Investor's Daily**

No publication in America -- not The Wall Street Journal, not Barron's --

can match the array of "actionable" market data and research that you get in each issue of Investor's Daily, in easy-to-use tables, charts and graphs.

"Smarter" Stock Tables --Monday-thru-Friday, Investor's Daily gives you a virtual "databank" of exclusive information in its stock tables... NYSE, AMEX, OTC/NASDAQ. At a glance, you'll spot all of the day's gainers & losers and every stock that hit a new high or fell to a new low.

PLUS, Investor's Daily gives you 3 key measurements to track and compare over 6,000 listed stocks daily...on price performance, per-share-earnings growth and changes in a

stock's daily trading volume, to alert you to unusual buying or selling.

Whether you currently invest in common stocks, mutual funds, stock options or commodities, subscribing to Investor's Daily can give you an edge.

And subscribing to Investor's Daily will save you time. In just minutes of reading time each day, Investor's Daily will update you on all of the important business news you need to know...from Washington, Wall Street and across the major capitals of the world. Accurately. Concisely.

SUBSCRIBE NOW...

☒ **YES**, please enter my subscription to Investor's Daily. I understand that I will receive an audio tape...**"A Guide To Investor's Daily"**.

- ☐ 12 weeks (60 issues) \$29.50 ☐ Payment enclosed ☐ Bill me* (Must include phone no.)
☐ Six Months (130 issues) \$63.00 ☐ MasterCard ☐ Visa ☐ Am Express
☐ One Year (260 issues) \$119.00 ... **Your Best Buy**

Please Print

Card # _____ Exp. date _____

Signature _____

Name _____

Floor/ Apt. _____ Company _____

Address _____

City/State/Zip _____

Home Phone () _____ Business Phone () _____

Mail to: Broadcasting, 1705 DeSales St., N.W., Washington, DC 20036

JA2213S

Make checks payable to Investor's Daily. Prices good in the Continental U.S. for a limited time only. Foreign rates available upon request.

Services

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Muffet, Lorton & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

UNUSED CALL LETTERS
MAILING LABELS
AM • FM • TV
dataworld
301-652-8822 800-368-5754

dataworld MAPS
• TERRAIN SHADOWING
• POPULATION DENSITY
• CONTOUR COVERAGE
(301) 652-8822 (800) 368-5754

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

Space Segment
• Turn Arouds
Fixed and Remote
Uplinking
Pittsburgh International Teleport
800-634-6530

White Manufacturing Company
295 Homs Avenue
Providence, RI 02909
Phone 401-421-8810
FAX 401-421-0331
RECOGNITION
CONCEPTS
SERVING THE
BROADCASTING
INDUSTRY
Microphone Identification Flags

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

BROADCAST DATABASE dataworld

MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jeffry Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mich Ave
(313) 562-6873 Dearborn, MI 48124

SOFTWARE
FM & TV CHANNEL SEARCH
FCC databases for MS-DOS
Broadcast Technical Consulting
Doug Vernier
Broadcast Consultant
1600 Piquette Drive
Cedar Falls, Iowa 50613
319 266-7435

Stainless, Inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 - FAX 251-8080

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd.
Plymouth, IN 46563

ERP: 45 kw H&V.

■ Traverse City, MI WLJN-FM 89.9 mhz—Oct. 18 application for Mod of CP (BPED870521ME) to change ant.: 442 ft. H&V; add vertical polarization.

■ Picaune, MS WRMH(FM) 106.3 mhz—Oct. 10 application for CP to change freq: 106.1 mhz; ERP: 50 kw H&V; ant.: 492 ft., H&V; change TL: just off Davis Rd., two miles N. of Abita Springs, Louisiana St., Tammany Parish; change to Class C2 (per docket #86-443).

■ Richmond, MO KAYX(FM) 92.5 mhz—Oct. 5 application for Mod of CP (BPH871124MZ) to change ERP: 2.35 kw H&V; change ant.: 534 ft. H&V; TL: approximately 0.6 km NE of intersection of Rte. 224 and interstate Hwy. 24, Richmond, MO.

■ Point Pleasant, NJ WADB(FM) 95.9 mhz—Oct. 24 application for Mod of CP (BPH8903271B) to change ERP: 4 kw H&V.

■ Lake Ronkonkoma, NY WSHR(FM) 91.9 mhz—Oct. 13 application for CP to change ERP: 2.8 kw; ant.: 141 ft.

■ Scotland Neck, NC 102.7 mhz—Oct. 2 application for Mod of CP (BPH870331MP) to change ERP: 2.6 kw H&V; change ant.: 475 ft. H&V; TL: 4.3 km SSE of Draughn, NC.

■ Westerville, OH WOB(FM) 105.7 mhz—Oct. 13 application for CP to change freq: 101.5 mhz.

■ Sweet Home, OR KSKD(FM) 107.1 mhz—Oct. 10 application for Mod of CP (BPH861205MD) to change ERP: 2,000 kw H&V; change ant.: 393 ft. H&V.

■ Erie, PA WJET(FM) 102.3 mhz—Oct. 3 application for CP to change ERP: 6.0 kw H&V; ant.: 328 ft. H&V.

■ Mexico, PA WJUN-FM 92.5 mhz—Oct. 12 application for Mod of CP (BPH871118MB) to change ERP: 1,302 ft. H&V.

■ Starview, PA WHTF(FM) 92.7 Oct. 12 application for CP to change ERP: 1.42 kw H&V.

■ Sheboygan, WI WWJR(FM) 97.7 mhz—Oct. 5 application for CP to change ERP: 6.0 kw H&V; ant.: 253 ft. H&V.

TV's

■ Cochran, GA WDCO(TV) ch. 15—Oct. 24, application for Mod of CP to change ant.: 1,148 ft.; TL: 12.1 km NW of Cochran off Hwy. 26; ant: Dielectric TFU-25JDAS (DA)(BT).

■ Rock Springs, WY KGWR(TV) ch. 13—Oct. 26 application for CP to change ERP: 209 kw (vis); ant.: 1,623 ft.; change TL: Quaking ASP Mountain Communications Site; 41 26 21N 109 06 42W.

Actions

AM's

■ Davie, FL WAVS(AM) 1170 khz—Nov. 1 application (BP890626AB) granted for CP to change from DA-2 to nondirectional day.

■ Zeeland, MI WBMX(AM) 640 khz—Oct. 27 application (BMP890207AE) granted for Mod of CP (BP810330AG) to make changes in antenna system and change from DA to nonDA.

■ Trenton, NJ WBUD(AM) 1260 khz—Nov. 1 application (BP890515AI) granted for CP to increase night power 2.5 kw; make changes in antenna system (alter height of D.A. elements).

■ Trenton, NJ WTTM(AM) 920 khz—Nov. 1 application (BP890602AE) granted for CP to increase daytime power 1.4 kw (DA-D).

■ Georgetown, TX KGTV(AM) 1530 khz—Oct. 30 application (BP880111AI) granted for CP to change city of license to Creedmoor, TX; increase power to 10 kw day/0.99 (CH); change TL: on Doyle Rd., 3.1 km NW of St. Mary's Community on SH-21, St. Mary's Community, TX.

■ Plano, TX KSSA(AM) 1600 Nov. 11 application (BMP890330AA) granted for Mod of CP (BP880205AH) to change city of license to Cockrell Hill, TX, former Sync Night will be licensed to regular night operation.

FM's

■ Chevak, AK KCUK(FM) 88.1 mhz—Nov. 11 application (BMPED8810031B) granted for Mod of CP (BPED880121MM) to change TL: approximately 125 miles N of junction of Ringseal and Sandpiper St., Chevak, AK; 61 31 46N 165 35 20W.

■ Callaway, FL WXDZ(FM) 103.5 mhz—Nov. 2 application (BMPH8907251A) granted for Mod of CP (BPH830215AI) to change ant.: 423 ft. H&V; TL: W. of E. Callaway Rd., 3.2 km N. of Hwy 22, 9.45 km NE of Callaway, FL.

Professional Cards

du Treil Lundin, & Rackley, Inc.
A Subsidiary of A. D. Ring, P.C.
1019 19th Street, N.W.
Third Floor
Washington, D.C. 20036
Telephone: 202/223-6700
Facsimile: 202/466-2042
Member AFCCE

SAC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 589-7704
MEMBER AFCCE

LOHNES & CULVER
Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
 Since 1844
Member AFCCE

**COHEN, DIPPELL
and EVERIST, P.C.**
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN
8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD 20904
 301 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCCE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

**VIR JAMES
CONSULTING ENGINEERS**
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING**
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL, PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCE

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM-FM-TV, PTV, CATV
POST OFFICE BOX 100
FOLSOM, CALIFORNIA 95630
(916) 933-5000

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
BROADCAST ENGINEERING CONSULTANTS
P.O. BOX 1130
MARLTON, N.J. 08053
(609) 985-0077

 LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93436
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCE

• FCC Data Bases
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• AM-FM-CATV-ITFS-LPTV
 **OWL ENGINEERING, INC.**
Consulting Communications Engineers
1306 W. County Road E, St. Paul, MN 55112
(612) 631-1338 "Member AFCCE"

DATTEL CORPORATION
BROADCAST CONSULTANTS
- APPLICATIONS - INSPECTIONS -
1515 N. COURT HOUSE ROAD
ARLINGTON, VIRGINIA 22201
Tel. 1-800-969-3900

RADIO SYSTEMS ENGINEERING
FCC Applications • Design • Installation
Field Service
Experienced & Affordable
4250 East Powell Avenue • Las Vegas, Nevada 89121
24 Hr. (702) 454-2085

DON'T BE A STRANGER
To Broadcasting's 116,427* Readers
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers
* 1986 Readership Survey showing 35
readers per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

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.

Manager/sales for leading Spanish station near Boise, Idaho. Heavy sales and promotion. Salary plus commission. Resumes to KWEL, Box 791, Weiser, ID 83672. EOE.

Two SM's for two new FM's. Chain operation. Opportunity to advance to GM. Also need PD's. EOE. Pat Demaree, 501-521-5566.

NSM: Top Chicago FM Contemporary music station seeks experienced radio sales person. 4+ years radio sales experience, and college degree preferred. Knowledge of radio research, and skill at communicating, coaching, persuading, and demonstrating sales tools. Individual will be responsible for a national sales budget, working with national reps and local contacts in packaging, strategizing and directing sales efforts. Previous national sales experience preferred. Personal impact and interaction ability important. Excellent company benefits. Equal opportunity employer. Send resume to: PO Box 4545, FM Radio, Chicago, IL 60680.

GSM. Leading AM/FM Combo in Austin-San Antonio, TX corridor seeks experienced "on the street" sales manager. The right person has the ability to train, inspire, direct and carry list. Outstanding opportunity in HOT growth market. New experienced ownership pending FCC approval. Resume and references to New Braunfels Communications, 3006 Charter Crest, San Antonio, TX 78230. EOE, M/F.

Major market general management: Newly formed national group operation offers substantial career opportunities in Chicago, Boston, Fort Lauderdale, Los Angeles, and future top ten market acquisitions. Exclusive information based talk format requires strong conceptual selling skills. Candidates will be given full charge responsibility to recruit, train, and lead sales department while managing major client list. Individuals established in sales management in local market will be given priority position. Compensation package includes salary, incentives, and equity participation tied to performance. Send your resume, letter, and success stories today. Box M-54. EOE.

HELP WANTED SALES

Account executive: South Texas Class C requires account executive with strong sales and motivational skills. Growing company with excellent potential. A strong sales record of proven success a must. Send resume to KVLV PO Box 850, Edinburg, TX 78540. EOE.

KPUA/KWXX: Hilo, Hawaii seeks experienced sales executive. Looking for career minded team player with commitment and desire for success. Resumes to Sandra Kiyota, 1145 Kilauea Ave., Hilo, HI 96720. EOE.

Co-op/vendor specialist for new 100,000 watt Houston FM. Create, write and present proposals. College degree in business, marketing or communications preferred or broadcast sales experience equivalency. Co-op/vendor experience preferred. Self-motivated, aggressive, promotionally creative. Send resume and work samples to Tom Kennedy, Clear Channel Communications, PO Box 1084, Louisville, KY 40201. EOE.

GSM. Rare opportunity with aggressive and growing company. We're a Combo in the Mid-South looking for an aggressive, talented pro who can lead and motivate a sales staff. Reply in confidence to Box M-49. EOE.

Local sales manager: Legendary station in top 10 market seeks aggressive take charge individual to lead large staff into the 90's. Successful station, excellent ratings, excellent support staff. Sales management experience a plus. Resume and references in confidence to: GSM, KTRH NewsRadio 740AM, PO Box 1520, Houston, TX 77251. No calls, please. EOE.

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

HELP WANTED ANNOUNCERS

USA's solar powered FM needs versatile announcers for news/DJ/commercials. KICKS 106.3 FM, PO Box 26523, Prescott Valley, AZ 86312. EOE, M/F.

Announcer: Overnight air personality needed for 100KW Country station serving two states. 2 years experience with production credentials. Tape and resume to PO Box 1330, Owensboro, KY 42302. EOE.

HELP WANTED TECHNICAL

Broadcast engineer: Orlando, Florida: Experienced in maintaining studio/production equipment, high-power FM transmitters, digital audio, and multitrack facilities. Skills needed to repair to component level of CMOS, TTL, and microprocessor-based equipment. SBE certification and knowledge of IBM personal computers is desirable. Send resume to: Paul Christensen, WIVY/Taylor Communications, 3101 University South, Jacksonville, FL 32216. EOE.

Engineering: Satellite systems maintenance technician, to provide technical support to over 300 radio satellite earth station terminals. Bench type environment repairing equipment & resolving problems. Support on project assignment work. Some limited field work. Successful candidate will have in-depth technical training in RF, audio, and digital logic systems. Minimum of 3 years engineering experience in broadcasting or electronic (RF) communications. T1 systems experience beneficial. Mandatory ability to troubleshoot & repair equipment at the component level. Strong verbal skills required to assist field station personnel in isolating problems to a module level. FCC General (1st class) Radiotelephone license is preferred. Valid drivers license necessary. Send resume with salary history to: National Public Radio, Personnel Department, 2025 M St., NW, Washington, DC 20036. AA/EOE.

HELP WANTED NEWS

Anchor/reporter with minimum 1 year experience for Midwest local news leader. T & R to Ed Huot, Box 699, Elkhart, IN 46515. EOE, M/F.

News: Experienced anchor, Western Kentucky. Resume and tape to PO Box 5351, Evansville, IN 47716-5351. EOE.

Broadcast news. The Ohio State University seeks broadcast producer to teach radio news and coordinate student internships for School of Journalism; do general assignment reporting and prepare and deliver newscasts at WOSU-AM. BA and considerable professional broadcast journalism experience. Master's desirable. Send resume, writing samples, audition tape and salary requirements to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. AA/EOE.

Producer/host: WEBR, Buffalo's public News and Information station, seeks candidates for the full-time position of producer/host. This position will be responsible for producing and hosting WEBR's "Weekend At Your Service" call-in program. It will also be responsible for other duties related to WEBR's news and/or public affairs operations. The position requires strong announcing and interviewing skills, radio news and/or talk show experience and production skills. Resumes and audition tapes to Leon Thomas Lewek, News Director, WEBR, 23 North St., Buffalo, NY 14202. No calls, please. WEBR is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WBGO-FM Newark Public Radio, Inc., (a leading radio station in the metropolitan area, serving New York and New Jersey) with a Jazz/News and Information format is seeking a program director. She/he must have the ability to oversee and direct the overall sound of the station; supervise and schedule all on-air personnel, including the news operation; understand FCC regulations, reporting and logging procedures. Must have strong production, administrative and creative skills. A complete knowledge of Jazz is a must. A minimum of five years experience is required. Please send resumes and demo tapes to: Anna Kosof, General Manager, WBGO/Newark Public Radio, Inc., 54 Park Pl., Newark, NJ 07102. EOE.

Public radio in MS (PRM) has a vacancy for ETV-producer-radio: Gather, write and produce news features. Occasional on-air work as assigned. The ideal candidate will have excellent command of spoken and written English, interviewing and reporting skills, and ability to use sound creatively and knowledge of radio production techniques and equipment. Entry salary: \$18,951.24/yr. Req: BA in Radio/Television/Film or related fields; OR above HS, related educ. and related exper. equally subs. Submit: Non-returnable cassette of best news features, and State of MS applications (obtained at MS, ETV, State Personnel Board and Mississippi Empoy. Serv.) to Confidential-Personnel, MS, ETV, PO Box 1101, Jackson, MS 39215-1101 by November 30, 1989. Resumes not accepted in lieu of applications. Info: 601-982-0500. EOE/AA, M/F.

Promotion writer/producer: WCCO Radio seeks an enthusiastic, talented and creative promotion writer/producer to create on-air promotions for one of America's leading radio stations. This is an opportunity to make your mark in an extremely competitive broadcast market. The position requires previous experience in broadcast writing, strong production skills and familiarity with promotion. The candidate should be able to function creatively and demonstrate strong interpersonal skills. Bachelor's degree preferred. Interested applicants should send resume and writing samples to: Ginger Sisco, Promotions Director, WCCO Radio, 625 Second Ave. S., Minneapolis, MN 55402. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Assistant manager in medium market looking to move on to more challenges. Hands-on all operations. Box M-15.

Sales manager: Top station in top 60 market seeks position as GM or GSM in Southeast smaller market. Box M-35.

General manager available. Successful in medium and major markets. 10 years current company. Love turn-arounds and rebuilds. Group management experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson. 503-472-1221.

Experienced general manager/sales manager. Available immediately. Strong in street sales/sales management. 20 years radio experience. Gordon, 312-896-6138.

Assistant to either general manager or chief financial officer. For multi-station company located in top 50 markets. Seven-years' finance experience with strong marketing & communications skills. MBA from top ten school. Looking to obtain immediate hands-on management experience leading to eventual station ownership. Geographic preferences: Midwest, MidAtlantic, Southwest + Northeast. Reply to Box M-51.

Currently employed general manager with outstanding management skills and a proven track record looking for top 75 market position. If you want someone who functions best "hands on", thrives on challenge, and has a strong sales and programing background, please respond. Current station #1 with 200% increase in cash flow. Box M-52.

General manager: I offer documented success, extensive experience, impeccable references and a hands-on results-oriented leadership style that can motivate, train and lead any staff. Quality GM looking for quality opportunity. 314-576-6642 or 314-878-8378.

SITUATIONS WANTED TECHNICAL

Stable, experienced chief engineer. All phases radio. Midwest. Desperate. Must relocate by December. Leave message for resume. 515-955-5233.

SITUATIONS WANTED ANNOUNCERS

Jerry "DJ" Strothers seeks upscale CHR/UC station air shift, high profile. Digital production pro. Pittsburgh, PA. 412-244-0815.

Hardest worker, MA Yale, debating champion. Eloquent and humorous scholar will build audience and revenue. Will go anywhere to launch talk career. I will build our success through a total commitment to learn and develop with each day. 212-242-1568.

Available! Female air talent with midday and afternoon experience. Expert in promotions and music. Have worked for top consulting firm. Interested? 704-896-0002.

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.

College grad., strong delivery, seeks anchor/reporter pos. DC-VA-MD area preferred. Call 904-335-1980.

Attention West Coast + foreign stations! Looking for an East Coast/NYC "stringer"? I'm your man. Hard worker, plenty of experience. Box M-37.

Savvy news director, who knows local news. Can bring vitality to your All-News, News/Talk, Full-service formats. Large, medium markets, Western states. 805-298-9471, afternoons, evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Larry Ryan: Has been an owner, manager, programmer, and recently morning drive AT with US 99 in Chicago. Great references, attitude, ideas, & credit. A/C-Oldies-Country-Special K. Call 312-438-1411.

Multi-formatted programing 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 M-4.

Who's afraid of AM radio? It's just waiting for someone who believes in it. Programmer, AT, has good track record, creative ideas, winning attitude, and coaching skills to make AM radio work again. If you need help, call: 312-438-1411.

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.

TELEVISION

HELP WANTED MANAGEMENT

Art/electronic graphics manager: Top 40 NBC affiliate wants 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.

Fox Television, KRIV is seeking a national sales manager with knowledge of sales promotions, enterprise traffic systems, and minipac systems. Five years national broadcast sales experience preferred. Send resume and salary requirements to: KRIV-TV, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

Chief financial officer: Chase Communications Inc., Hartford, CT, is seeking an enthusiastic and talented chief financial officer to provide financial oversight and control for its rapidly growing television, radio and related communications interests. Candidate must have a minimum of seven years experience in the industry including banking relations, contract negotiations, etc. Send resume and references to: Chairman, Chase Communications, Inc., One Commerical Plaza, Hartford, CT 06103. EOE. M/F.

Local sales manager: Number one rated CBS station has an opportunity for someone who can demonstrate leadership and selling skills. This person will manage eight person staff, will have state-of-the-art tools to work with including in-house research department. Send resume that clearly illustrates your sales success to date as well as your career objectives to: VP/Sales, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE, M/F.

Medium-size Midwest affiliate looking for strongly motivated local sales manager. Prior management experience preferred. Resume and salary requirements: Box M-45. EOE.

Art director: WLTW Channel 23, Miami-based Spanish TV broadcaster is seeking an art director to create, maintain and oversee all aspects of station image/graphics needs including on-air, print, set design, animation and specialty items. Undergraduate degree in Commercial Art, Fine Arts or Design preferable. Minimum 5 years as a graphic designer in TV production. Management experience desired. Interested applicants should send resume and salary requirements to Marianela Pereira, Human Resources Director, 2600 SW 3rd Ave., Miami, FL 33129. Equal opportunity employer.

Local sales manager: Florida affiliate seeking sales manager to lead and direct a solid team. Ideal applicant will have sales management experience with a track. Knowledge of current broadcast marketing techniques a must. Please outline your ideas about sales management including hiring, motivation, structure, evaluation, etc. If you can prove you're good and seek a growth opportunity with stability, send a letter and resume to: Box M-53. EOE.

HELP WANTED SALES

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

Entry level account executive: Growing exciting independent will give you a chance to break into television selling Fox, Cosby, and major sports franchises. Deep experience is not necessary: Intelligence, energy, and commitment are. EOE. Send resume to General Sales Manager, WMSN, 7847 Big Sky Dr., Madison, WI 53719.

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.

Mtce engr. Need engr. to maintain 300/Kscope, Digital, FX200, 141 post prod., Harris 9100 AM/FM/TV remote control, VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMIL lic or SBE certificate. Contact KFMB, John Weigand, AM/FM/TV, PO Box 85888, San Diego, CA 92138. EOE.

Maintenance engineer: WSNS-TV Chicago is seeking a component level troubleshooter with a minimum of four years broadcast experience in 3/4" and 1" VTR's, Beta-Cart and BetaSP. Send resume to: Charles Breeding, WSNS-TV, 430 W. Grant Pl., Chicago, IL 60614. EOE.

Maintenance engineer/technician for cable ad sales division. Responsibilities include: Maintain and assist in MII post-production facility. Maintain four automated tape control systems. Must have Sony 3/4" experience and solid electronics background. Some local travel req'd. vehicle & tools provided. Excellent pay & benefits. Send resume with 3 refs to: Operations Manager, GDC, 4162 Little York Rd., Dayton, OH 45414. EOE.

Maintenance engineer. Central California NBC affiliate seeks maintenance engineer with minimum 3 years experience in the maintenance and component level repair of modern broadcast equipment. Resume to Personnel, KSEE, PO Box 24000, Fresno, CA 93779. EOE. M/F/H.

HELP WANTED NEWS

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 M-7. Deadline: November 30th. EOE.

Aggressive assignment editor who can lead a 30 person news department. Experience with SNG and ENG. Box M-32. EOE. No tapes.

Wanted: Individuals with television news experience. Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career. If interested, please send resume and salary requirements to Box M-33. EOE. No tapes.

Weekend weatherperson who can also report or anchor morning cut-ins. Tape should include weather and news. Bonnie Wheeler/ND, WSIL-TV, Rt. 13, Carterville, IL 62918. EOE.

Top 60's market seeking several positions. #2 person for sports department, needs good on-air presentation for weekend sports anchoring, report weekday sports. News producer with sharp news sense. Reporters who can do smooth live-shots, creative stand-ups, and turn complex issues into easily understood stories. All applicants need to be aggressive, have a burning desire to win, and minimum 1 to 2 years experience. No beginners: No phone calls. Resume and 3/4" tape to Richard Klos, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

News Producer: Connecticut's NBC station is looking for a 6PM news producer with creative ideas and the ability to translate them to the air. Must have 3 to 5 years of newscast producing experience, strong supervisory skills and proven ability to handle multiple live shot shows. No phone calls, please. Send resumes and tapes to: Mildred McNeill, VP News and Public Affairs, WVIT-TV, 1422 New Britain Ave., West Hartford, CT 06110. EOE.

News producer: If you're a take-charge individual, you should work at KVBC-TV. Send non-returnable tape and resume to: Cindy Heinrich, KVBC-TV, 1500 Foremaster, Las Vegas, NV 89101. Equal opportunity employer.

TV weather director. Need skilled meteorologist with computer know how and camera charisma to run 3-person weather office and anchor weeknights at 6 & 11. AMS seal preferred. No beginners. No phone calls. Videocassette, resume and letter to: Weather, WVIR-TV, PO Box 769, Charlottesville, VA 22902. EOE/AA.

Executive producer, news, KRON-TV: Firm but diplomatic person to supervise and coordinate daily news effort. Maintain the news direction and philosophy. Have superior journalistic and television skills. Send resume to: Al Goldstein, News Director, PO Box 3412, San Francisco, CA 94119. Equal opportunity employer.

Producer: Hard working, top-rated news shop needs producer dedicated to putting out a quality show. Good writer, copy-editor who gets the most from reporters to put together a well-paced, interesting newscast. Creativity and good management skills a must! Send resume to: Box M-46. EOE. M/F.

Associate producer for top news operation. Major market news producing and writing experience essential. Send resumes only to: Walter Kraft, WXYZ-TV, PO Box 789, Southfield, MI 48037. EOE.

Producer: WFSB, a Post Newsweek Station, is seeking experienced and creative news producer. Candidates should be experienced journalists and have a thorough knowledge of state-of-the-art television production and have the ability to apply it to our top-rated newscasts. Resumes to: Deborah Johnson, Executive Producer, WFSB-TV, 3 Constitution Plz., Hartford, CT 06103. EOE.

Photographer: "Should I stay or should I go?"—The Clash. One of our photographers recently had to decide. He's history. He's going into international finance or something like that. More bucks, for sure. But—Can he find as much happiness? He leaves behind a fun newsroom, fun people to be around. We have good people who do good, professional work. Wanna be a part of it? Send non-returnable 3/4" tape and resume to: Tim G. Gardner, News Director, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE. M/F. Don't call us. We'll call you.

Meteorologist: WFSB, Post Newsweek, in Connecticut is seeking a personable and versatile meteorologist to join our male anchor on our 6:30 a.m. newscast. The person we seek must have it all: Impeccable weathercasting credentials, a strong presentation, and the ability to interact with our anchor in areas including but not limited to weather. If the idea of breaking new ground in a growing timeslot with southern New England's winning team appeals to you, please send resume and cover letter to: Mark Efron, VP and News Director, 3 Constitution Plz, Hartford, CT 06103. We are an equal opportunity employer.

Broadcast meteorologist: Top 20 network affiliate in Midwest looking for weekend meteorologist. Handle morning cut-ins, environmental reporting during week. Successful applicant should have AMS seal, 2-5 years television experience, and strong meteorology/on-air skills. We are an equal opportunity employer. Send resume (NO TAPES) to Box M-50.

Television news executive producer: Number one station in central California needs a motivated, organized, innovative newsperson. Must have reporting, producing, and assignment desk experience. Strong writing background a necessity. Great management training; dynamic work environment. Send resumes to: Gene Ross, KFSN-TV, 1777 G St., Fresno, CA 93706. No phone calls. We are an equal opportunity employer.

Small Midwest station group looking for reporter/anchors. Send non-returnable tapes with anchoring and reporting to: Bonnie Wheeler, WSIL-TV, Rt. 13, Carterville, IL 62918. EOE.

Producer wanted: If you get satisfaction from producing a fast-paced, creative newscast without sacrificing news content, send tape and resume to Scott Pitjean, Executive Producer, WKBW-TV, 7 Broadcast Plz., Buffalo, NY 14202. Minimum 2 years required. Creativity a must. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Unit manager/director: Immediate opening for an imaginative self-starter to direct a live sports show, five to six days/wk. Supervise small crew. Three to five years experience in live racing and sports production. Proficiency in switchers, CG, DVE, and audio. Strong technical and leadership skills. Willing to relocate. Rush resumes to: T. Gray, Sports Vision Productions, Inc., 1930 S. Hill St., Suite 206, Oceanside, CA 92054. Or call 619-439-1980. Fax # 619-439-8838 EOE.

Promotion writer/producer: Primary responsibility will be the creation and execution of on-air news promotion, including but not limited to, breaking news coverage, mini series, talent showcasing, special news programing and daily news teasers. Person will write copy for print advertising; produce radio promotional announcements during sweep periods, assist in the production of news opens, show opens, and special projects. Applicants should have strong writing ability with two years experience producing television commercials; working knowledge of ENG editing, MII and one-inch production, studio and location production. Knowledge of graphics and animation a plus. Submit resume/non-returnable tape/salary requirement to: Randy Hoffman, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Production manager: KOAM-TV is seeking an experienced individual to head our production department. Applicant must have experience in all areas related to commercial television production. Additional experience in industrial video production is preferred. Send resume to Don Hicks, General Mgr., KOAM-TV, PO Box F, Joplin, MO 64802. EOE.

Creative services director for leading Seattle/Tacoma Independent TV station. Responsible for all creative including TV, radio, and print. Experience with paintbox also helpful. Send resume to Business Manager, KSTW-TV, PO Box 11411, Tacoma, WA 98411 EOE.

Post production editor: NBC seeks a videotape editor for varied assignments within our videotape operations department in NYC, including supervising edit crews for programs, promotions and commercials for NBC clients, and conducting videotape operations for various on-air and production videotapes. We require solid experience in film/video production, with complete knowledge of the GVG 300 switcher, CMX 3400A editor, ADO (with concentrator), Mirage, Kaleidoscope, Sony BVH 2000, 1" VTR's, frame synchronizers, still stores, processing amplifiers, and off-line (list creation) editing. Also requires understanding of NTSC, RGB and component video signals and exposure to time code and stereo audio mixing and digital graphics/optics. Send resume/salary history to John Pryor, Employment Administrator, NBC, 30 Rockefeller Plz., New York, NY 10012. Attn: URIS 2865. An equal opportunity employer.

Computer editor: WNUV-TV54, Abry Communications, is seeking an experienced computer editor. Must have working knowledge of Grass Valley 200 switcher or equivalent, and ADO Equipment complement includes Dubner graphic factory w/paint, Beta SP editing. Send resume and tape to Personnel Director, WNUV-TV54, 3001 Druid Park Dr., Baltimore, MD 21215. EOE.

Business manager: Growing group broadcaster, headquartered in Bala Cynwyd, PA seeks an individual to join the corporate accounting staff. Requires track record as radio station business manager/bookkeeper and traffic director. Familiarity with radio traffic/accounting systems and Lotus 123 required. Send resume with salary history to: Entercom, 100 Presidential Blvd., Suite 10, Bala Cynwyd, PA 19004. Equal opportunity employer.

Television director/editor: Immediate opening for a highly skilled professional with a minimum of 5 years experience in production/broadcast for commercial and program production. On-line computer editing proficiency and speed a must. Other necessary skills include all aspects of location and studio production, camera, lighting, switching and graphics. A great opportunity to grow with Maine's only Independent television station. Send resume and reel to: Josh McGraw, WPXT-TV, 2320 Congress St., Portland, ME 04102. EOE.

KBMT-TV in beautiful SE Texas is seeking a self-motivated individual for position of graphic artist. Must have sufficient knowledge of Thompson Vidifont V and/or Kavouras WX system. Send resume to: KBMT-TV, PO Box 1550, Beaumont, TX 77704. No phone calls, please. EOE.

TV producer/director: WOSU-TV of The Ohio State University is seeking a TV producer/director to produce the annual WOSU-TV auction. This individual will also produce and direct other fund-raising productions and programs and research, write, edit and coordinate programs. Candidates must have a Bachelor's degree in Communication or related field or an equivalent combination of education and experience. Experience in TV production is required. Experience in TV auction producing desired. Starting salary: \$20,280-22,800. To assure consideration, materials must be received by December 8, 1989. Send resume to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity/affirmative action employer.

Paintbox artist/art director: Growing Hollywood post facility is looking for a talented individual to act as primary artist and art director for its computer graphics department. Position requires two years full-time Quantel Paintbox experience, outstanding design and illustration skills, and strong technical aptitude. Previous animation experience utilizing Abekas DDR and/or ADO or Abekas DVE is very desirable. Offering excellent salary, full benefits, and great support. Please send resume and reel to Michael Levy, Video Transitions, Inc., 910 N. Citrus Ave., Hollywood, CA 90038. EOE.

PM Magazine co-host: WSAZ-TV is looking for a dynamic on-air personality with creative ability in story/feature producing to work with our veteran male co-host. Send resume/audition tape to Human Resources Manager, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701. EOE. M/F.

Videographer/director: KTCA-TV needs an outstanding directing videographer to help create public affairs documentaries while supplying two weekly series with efficiently shot, quality material. This is a challenging position in a creative environment which rewards first rate work. Proven excellence in shooting and lighting essential. NABET, Letter, resume and VHS reel by December 1, 1989 to Creative Service Directors, KTCA-TV, 172 E. Fourth St., St. Paul, MN 55101. An equal opportunity employer.

Writer/producer: Chicago's fastest growing Independent seeks hands-on promotion writer/producer with 3-5 years experience in movie and program promotion. Candidate must be self-starter with strong writing, editing, and organizational skills. Send resume and tape to: Tim Welsh, Promotion Manager, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. EOE.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

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 M-17.

RTNDA award-winning reporter/anchor/producer, television/radio, high honors. Telecommunication, BA. Call Annette 607-757-0508, Box 2242, Binghamton, NY 13902.

Give me a break, Experienced news producer seeking a position as a news photographer. My place is out in the field. Hand-working, aggressive and creative. Reply Box M-47.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434; messages: 212-545-5661.

Young blind sportscaster looking for a position as a sports reporter, anchor, writer/researcher. 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.

MISCELLANEOUS

Bill Slater and Associates helps get you that better job in TV news. Talent coaching for reporters and anchors. Help with audition tape, resume and cover letter. 601-446-6347.

Anchor, reporter, sports and weather positions available through our broadcast listing service. Over 200 news positions currently listed! If you are searching for a broadcast opportunity, we can help. We specialize in TV news. Call today! National Media Services, 303-839-1770.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Doctoral assistantships. The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus Bachelors degree may be admitted directly into PhD program. Teaching/research assistantships available. Complete application for Fall 1990 due March 1. GRE required. Also, one-year MS program in Media Management for qualified applicants. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313. EOE.

Assistant Professor, Broadcast/Telecommunication management, Michigan State University. To teach and conduct research in broadcast, cable, telecommunication management. Requires PhD, appropriate professional experience. MSU is an affirmative action employer. Send resume to Prof. Thomas F. Baldwin, Department of Telecommunication, 409 CCAS, Michigan State University, E. Lansing, MI 48824-1212. Phone 517-353-6336.

University of South Florida seeks students for Masters program in media studies. Applicants with professional experience may qualify for assistantships. Write: Graduate Director, Department of Mass Communications, University of South Florida, Tampa, FL 33620-5550.

Northeastern University's School of Journalism seeks four full-time, tenure-track faculty members for Fall 1990. Qualifications include a minimum of a Master's degree and five years full-time professional media experience. Funding is assured for two replacement positions in public relations and broadcast journalism. Funding for two new positions is subject to administrative approval. First, we seek a candidate, preferably with a PhD, who can teach graduate research and theory courses. Experience and teaching interest in media management a plus. Second, an individual with magazine or trade press background or with experience covering state government or operating a state news service. Send letter, resume, names of three references and supporting material to Search Committee, Box BR, School of Journalism, Northeastern University, 102 Lake Hall, Boston, MA 02115. Northeastern is an Equal Opportunity/Affirmative Action Title IX Employer.

Applications and nominations sought for Gannett Foundation Sabbatical Program and Award for Distinguished Administrative Achievement in Journalism/Communication. The Association of Schools of Journalism and Mass Communication is seeking nominations and applications for an award for distinguished journalism and mass communication administration and for a mini-sabbatical program, both of which have been funded by the Gannett Foundation. THE GANNETT FOUNDATION MEDAL for Distinguished Achievement in Journalism and Mass Communication Educational Administration recognizes long-time administrative excellence and leadership in journalism and mass communication education. The Medal also carries a \$5,000 cash prize to the recipient as well as a \$5,000 contribution to his/her program. Nominations should include a formal statement by the nominator; a detailed resume on the nominee describing a long record of administrative achievement; letter of support and compelling evidence from faculty members, university administrators, students, alumni and professionals. THE GANNETT FOUNDATION SUMMER SABBATICAL PROGRAM will provide a one-to-three month fellowship opportunity for a specific project. Applications should include evidence of at least five years of noteworthy administration and potential for future growth; description of a project, including a plan for sharing results (projects may include internships, research, formal coursework or professional development); an estimated budget including salary, travel, support personnel and expenses; letters of support from university administrators; and a detailed resume. These two opportunities have been designed to recognize and foster intellectual, academic and professional leadership of journalism/communication programs. The idea for these awards grew from a 1987 speech by Gerald M. Sass, Gannett Foundation vice president for education. Sass cited the problems of rapid turnover and burnout as he suggested that it was time for administrators to be recognized and have opportunities for development. Only ASJMC administrators, from either accredited or non-accredited journalism and mass communication programs, are eligible. Selections will be made by a panel of judges from the media and higher education. ASJMC is a non-profit, educational organization with more than 180 members from across the United States. Applications and nominations must be postmarked by January 15, 1990, and should be mailed to: Dr. Will Norton, ASJMC, 1621 College St., University of South Carolina, Columbia, SC 29208-0251. For more information contact Jennifer McGill, ASJMC Executive Director, at 803-777-2005.

The University of Utah seeks assistant/associate professor for tenure track position in Broadcast Journalism beginning September 1990 to direct the Broadcast Journalism sequence. Significant industry experience and professional recognition expected. advanced academic credentials preferred Salary is competitive. Submit an application letter, resume, three letters of recommendation and samples of professional or scholarly activity to: Professor Tim Larson, University of Utah, Department of Communication, LCB 204, Salt Lake City, UT 84112. Screening will begin February 1, 1990 and will continue until the position is filled EOE/AA

EMPLOYMENT SERVICES

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

Attention: Hiring! Government jobs - your area \$17,840 - \$69,485 Call 1-602-838-8885, Ext. R8435.

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

EDUCATIONAL SERVICES

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

Entry level reporters: One-on-one on-camera coaching 2 day program and/or demo tape Call The Media Training Center. 602-285-1143.

FCC General class operators license instructor Send resume to Bob Johnson Telecommunications, 1201 Ninth, Manhattan Beach, CA 90266.

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.

WANTED TO BUY EQUIPMENT

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

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.

FOR SALE EQUIPMENT

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

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

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

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

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

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

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

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

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

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

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

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - \$4.99, 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 Carpel Video, 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.

CMX 3600s, Sony 9000s, Ampex ADO-3000. Sony BVE-900, Cortez 22' motorcoach. 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.

Rank-Cintel, Mark IIIC with X-Y zoom, Da Vinci color corrector & associated equipment. Available now. Call BCS: CA 818-845-7000. NY: 212-268-8800.

VHF transmitters for sale: Ch 5 EMCEE TTV 100, 100w (like new): \$12,500. Ch 11 GE 4TF46A1, 35Kw: \$35,000. Low band Phillips PYE 55Kw many extras: \$155,000. Upper band Comark CUT 55 loaded: \$200,000. Call BCS: CA 818-845-7000, NY: 212-268-8800.

Grass valley switchers 160-1X \$10,500, 1600-3G or 1600-3H \$19,000. Call BCS: CA 818-845-7000. NY: 212-268-8800.

Sony BVH-3100: BVH-2000: BVH-2000: BVW-40: BVW-15: BVW-10: BVW-3: BVW-30: BVU-800: BVU-820. BVU-900: BVU-150: More in stock at BCS: CA 818-845-7000. NY: 212-268-8800.

Save on videotape stock! We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free 800-726-0241.

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.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding. 214-422-5487.

Tower Management Systems: Telephone: 504-521-8661, Fax: 504-522-2662.

Sony Beta BVW-25 portable Betacam with time code. Carrying case. Nice condition \$6500. Call Scott. 804-253-0050.

6.5/7 GHz MRC portable video microwave system available for short term rentals. Contact Don Holloway, 818-506-1374 or Fax 818-506-0902.

48 sections of 3-1/8" transmission line, 50 ohm, w/hangers. 904-223-0616.

43' Gestenslager trailer with Peterbilt cab/over (with sleeper) and ALL EQUIPMENT for full line TV production. \$385,000. Call 813-535-5622.

TV transmitters for sale. Washington State University is accepting sealed bids no later 5:00 pm, December 1, 1989 at the Division of Material Maintenance, General Storage Building, Pullman, WA 99164-1101 for the sale of two operational and one spare GE VHF TV transmitters, models TT510B and TT515D located at Pullman. Specific information may be obtained from KWSU, Asst Chief Engineer, Dave Brawdy at 509-335-6511. Copies of the bid document are available from the above office or call 509-335-8619. WSU reserves the right to reject any or all bids in the best interest of the University.

AM 1Kw Harris MW1A 1981 transmitter. Operated at 500 watts days. Top condition. Box 1507, Hollister, CA 95023.

Harris 9000 automation system. Complete with 6 reels, 2 instacarts, logging printer, CRT and consoles. Need to move. Brent Harmon, 813-754-9191.

2.5 Harris FM transmitter with MS-15 exciter, 1982 model. In service now. Available Mid-December. 704-437-0521.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road.
Dept. P.R., Ann Arbor, MI 48106

TELEVISION Help Wanted News

Top 20 Market Assignment Editor

One of America's best television stations is looking for someone who understands the importance of viewer-oriented storytelling. You must be creative, innovative, well organized, aggressive and a team player. Two years of Assignment Desk experience required.

Please send a letter, resume and references to:
BROADCAST IMAGE
Attn: Talent Recruitment
40 Deer Poth
Short Hills, NJ 07078
EOE

NEWS DIRECTOR

Number one news station in northern Michigan is accepting applications for the position of News Director. Prior experience necessary, along with the ability to manage, direct and train a large, young, energetic news staff. Product presentation, content and on-air quality experience helpful.

Send resume and salary requirements to
William D. Webb, VP/GM
WWTV/WWUP
PO Box 627
Cadillac, MI 49601
Please no phone calls. We are an EEO employer

Help Wanted Sales

WANTED: Individuals with Television News Experience

Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career

If interested, please send resume and salary requirements to
Box M-33
EOE

America's Competitive Edge... American Workers.

Across the U.S., companies and unions have dramatically improved productivity, quality, and employment security by tapping the ideas of some willing and able partners—American workers.

To find out how your company can tap this valuable resource, write:



Elizabeth Dole
Secretary of Labor
U.S. Department of Labor
Room N-5419
Washington, DC 20210

**Help Wanted Programing
Production & Others**

**FIELD
PRODUCER**

**We are looking for an
exceptional story teller with
3 years broadcast
experience who can also
shoot or edit.**

**Resumes should
demonstrate imaginative
and creative approaches to
a variety of topics.**

Send resumes and tapes to:

**P.O. Box 4861
Baltimore, MD 21221
Attn: Evening Magazine
EOE, M/F**



Immediate opening for creative

TALK SHOW PRODUCER

**to manage our successful live morn-
ing talk program in Top 15 Market.**

**Must have strong management,
production & interpersonal skills to
complement top academic creden-
tials. 3-5 years television experience
required. Strongly prefer previous
talk show experience.**

Send tape & resume:

**Human Resources
KING 5 Television
333 Dexter Avenue North
Seattle, Washington 98109
NO PHONE CALLS PLEASE!
Equal Opportunity Employer**



Help Wanted Technical

**LABORATORY TECHNICIAN
PBS ENGINEERING**

We are seeking an experienced electronics technician for our Engineering Lab. Responsibilities include participating in new systems design and development, constructing prototype models for development and test, performing acceptance and evaluation tests on new equipment, and maintaining lab test equipment. Qualifications: 2 years of electronic training with at least 3 years work experience in the maintenance and operation of television equipment. Must have the ability to test, install, maintain and operate all forms of television equipment, microcomputers, and associated peripheral equipment. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

**PBS
Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314**

PBS is an equal opportunity employer



**RADIO
Help Wanted Management**

WANTED:

Radio Broadcaster/Manager

IF PROGRAMMERS were the General Managers of KMOX Radio, WCCO Radio, WGN Radio, or WOR Radio, they would be the candidates for this job: VICE PRESIDENT, BROADCASTING. MPR operates the nation's largest owned & operated radio network centered in one of America's most liveable cities of Minneapolis/St. Paul.

With 18 radio stations, a studio production plant unequaled in America, five full-time leased satellite channels, portable uplinks, one of the nation's largest radio newsrooms, an unequaled music library, and the country's most honored programming, this is a place where radio is thriving.

We are looking for a Vice President to manage the broadcast operation – without responsibility for raising the revenue. Program directors, operations staff, audience research, broadcast promotion all report to this position. But the quality of the product is the primary concern.

If you understand good radio; if you have an ear for mature intelligent broadcasting; if you have a strong interest in information, eclectic musical taste, an enthusiasm for radio's ability to communicate, an ability to make a network of stations sound alive, interesting and relevant; if you understand broadcasting technology and audience research; and if you have strong management strengths and major station experience – we'd like to hear from you.

Send us a one-page letter talking about your concept of radio broadcasting, and a resume to:

**Jim Young
MINNESOTA PUBLIC RADIO
45 East 7th Street St. Paul, MN 55101**

MINNESOTA PUBLIC RADIO

AN EQUAL OPPORTUNITY EMPLOYER

© 1989 MPR

AmericanMedia

General Manager
COOL 105.9 WOCL-FM

General Manager for Orlando's market leader - Oldies Powerhouse COOL 105.9. Dynamic group broadcaster looking for take-charge leader with success stories in sales and programming.

Resumes to:

Linda Healy

American Media

PO Box 230

Patchogue, New York 11772

EOE, M/F

WNSR

105^{FM}

WNSR RADIO IS LOOKING FOR AN AMBITIOUS, SELF-MOTIVATED, CAREER-ORIENTED, ACCOUNT EXECUTIVE WHO CAN MAINTAIN AND DEVELOP NEW BUSINESS, CO-OP AND VENDOR ACCOUNTS. COMPENSATION PLAN OPEN. CALL DEBBIE BEVILACQUA 212-752-3586

WNSR IS AN EQUAL OPPORTUNITY EMPLOYER

WANTED:

The Best Newsradio Program Director In Radio

MINNESOTA'S NEWS SOURCE, programming a network of four owned-and-operated all-news-and-information radio stations from state-of-the-art, fully-computerized network headquarters in Minneapolis/St. Paul, has a great staff including 38 reporters, anchors and producers, and all the tools: portable satellite uplink, full-time satellite channels, award winning news programming, four incoming national and international audio news networks.

We want a broadcaster who cares about the value of news and its potential to help audiences understand our region, the nation and the world. We care about quality. We care about sound and presentation. We want an effective mix of the elements that an intelligent audience will be interested in hearing.

If you know broadcasting; if you recognize quality programming that is worth spending your career nurturing; if you have the ability to make that programming listenable, interesting, even sometimes captivating... we're interested in you.

This is a company where the excitement about the impact of live, significant, radio programming is growing. We need a program manager to put resources together in a way that will keep our audience listening too long in the shower, sitting in their parked cars, lingering in bed...

If you are the nation's best radio news programmer, with the right sense of delivery and production, and significant major-station experience, we'd like to hear from you.

Join radio's most honored team of news professionals in one of America's most liveable cities.

Send us a one page letter talking about your concept of news and how it should be presented on radio, plus a resume, to:

Jim Young

MINNESOTA PUBLIC RADIO

45 East 7th Street St. Paul, MN 55101

MINNESOTA PUBLIC RADIO

AN EQUAL OPPORTUNITY EMPLOYER

© 1989 MPR

NETWORK ACCOUNT EXECUTIVE

Raleigh based Capitol Radio Networks looking for results oriented A/E to generate new business. take over an active account list, prospect, qualify, sell, service clients for radio networks that include: North Carolina and Virginia News Networks, NC State, Duke, UVA. Washington Redskins. Winston Cup Today Sports Networks. Must have 2 or more years network radio sales experience, and some college. for a rapidly growing division of Capitol Broadcasting Corp.

Resumes to:

Box 12900

Raleigh, NC 27605

EOE

Help Wanted News



RADIO NEWSCASTER

Full-time drive-time newscaster wanted for major market, FM Washington, DC radio station. 2 to 3 years minimum on-air experience required, college optional. excellent writing skills mandatory. Looking for friendly, intelligent delivery and ability to work well under pressure.

SEND TAPES AND RESUMES TO

CHUCK MORGAN, WLTT-FM

5912 HUBBARD DRIVE

ROCKVILLE, MD 20852

WLTT-FM is a CBS owned station and an equal opportunity employer

Help Wanted Technical

Technical Director

Senior position in charge of Technical Operations and R&D at Acoustiguide Corporation, international market leader providing audio interpretation to museums and historic sites. Responsibilities cover managing all technical operations in the U.S. and overseas including R&D, project feasibility, budget preparation, personnel management and field technical support. Requirements include audio and RF background with a minimum 5 years technical experience; good verbal communications skills; technical sales engineering experience useful. Send resume to:

Ms. Eaton

Acoustiguide Corporation

177 East 87th Street

New York, NY 10128

Situations Wanted Management

GENERAL MANAGER AVAILABLE

Substantial background as
General Manager
in medium and major markets.
10 years with current company.
Love turnarounds and rebuilds.
Group management and
acquisitions experience.
Excellent references.
Relocate for quality opportunity
in top 75 markets.
Deanne Johnson 503-472-1221

NEED HELP

At small-medium market stations?
Former owner-now available
as management & sales consultant.
30 years experience
includes satellite programming.
"I do more than offer advice"
Ask for Ralph Sherman-815-725-5615.

Miscellaneous

THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks
The 1988 National Weather Association Radio
contributor of the year. **AMS Seal Certified**
customized weathercasts....complete
barter.

CALL 1-800-722-9847

ALLIED FIELDS Public Notice

SOLICITATION FOR APPLICATIONS TO OPERATE A CABLE SYSTEM IN THE CITY OF SWEETWATER, FLORIDA

The City of Sweetwater, Dade County, Florida, is considering awarding a non-exclusive license for a cable system to serve the City and its residents (Dynamic/Colony presently holds non-exclusive license). Applications will be accepted from December 1 through December 31, 1989. No applications will be accepted after that date. For more information, please contact Marie Schmidt, City Clerk, City of Sweetwater, 500 SW 109 Ave., Sweetwater, Florida 33174-1398, or by calling 305-221-0411 for a copy of the application requirements and requirements for operating such a cable television system.

MARIE O. SCHMIDT

CITY CLERK

CABLE

Help Wanted Technical

CABLE TV NETWORK New York City

Interesting and diversified staff positions are available

- CAMERA
- AUDIO
- CHYRON
- ENGINEERING
- TECHNICAL DIRECTOR

Candidates must have a minimum of 2 years experience

We offer competitive starting salaries commensurate with experience
plus full benefits package.

Send resume with salary history and requirements to:

Box 1113CT, c/o Suite 501
1500 Broadway, NY, NY 10036
Equal opportunity employer, M/F

Programing Service



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Miscellaneous Service

SEXUAL DYSFUNCTIONS STRESS DISORDERS SHYNESS

Intensive half-day/full-day sessions for
busy professionals & executives. REMO
FABRI, JR., M.D., Medical Behaviorist.
(B.A. Harvard, M.D. Yale) 32 Trumbull St.,
New Haven, CT (easy access to airports,
tolls, train). 203-787-4589.
Major credit cards welcome.

Employment Services

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

1-900-234-INFO ext. TV (88)
JOBPHONE

THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY

\$2 per minute

From any touch tone phone

PROMOTION AND PRODUCTION JOBS

Great jobs are available...but do you
know about them? The MediaLine daily
telephone report puts you in touch with
the best jobs. MediaLine has jobs for re-
porters, anchors, sportscasters, weather-
casters, producers, assignment editors,
promotion and production and pro-
gramming people. For details call:

800-237-8073



THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Help Wanted Instruction

BOSTON UNIVERSITY COLLEGE OF COMMUNICATION Chairman, School of Broadcasting and Film

The College of Communication is seeking a leader with exceptional qualities to guide and administer the School of Broadcasting and Film at Boston University. The School (Department) has recently been restructured into two programs, one in television studies and one in film studies. Both programs include a production component. The new Chairman is expected to oversee the further development of these programs, supervise the allocation of resources, work with other departments on interdisciplinary projects, and stimulate contacts with the television and film industries. A major goal of the School of Broadcasting and Film is to increase public awareness of critical issues arising from these studies. The successful candidate will have an outstanding professional record spanning both of the departmental programs and will teach in at least one of them.

A doctorate is desirable, though not essential, but the candidate must have a proven ability to reach non-academic audiences. The candidate will be expected to assume his/her responsibilities in time for the beginning of the 1990/91 academic year. Women and minority candidates are encouraged to apply.

To apply, send a letter of application, a curriculum vitae, and the names and addresses of three references to:

Faculty Search Committee, c/o Assistant Dean
Phyllis Robbins, College of Communication,
640 Commonwealth Avenue, Boston, MA 02215.
Deadline for receipt of application
is January 31, 1990.

Boston University is an equal opportunity, affirmative action employer.



Business Opportunities

Investor Wanted

5.1 million for a
Satellite Radio Network
Principals Only
407-774-1277

MANAGEMENT FRIENDLY INVESTORS

Seek proven, Top Quality General Managers and Radio Stations. Substantial management equity, incentives assured: Minority positions or buyouts of existing shareholders considered.

Send business plans and/or success story to:
Box 151, 527 Third Ave., NY, NY 10016

INVESTMENT OPPORTUNITY OF A LIFETIME FOR SALE BY OWNER WORLD CLASS RECORDING STUDIO IN MID-SOUTH

Two Studio Recording Complex designed by Tom Hindley at a cost in excess of \$1,000,000.00 features one \$300K in State-of-the Art recording equipment. Studio & Mixing rooms ranking among the World's largest. Three years in the making, this 1 1/2 yr. old Top Rated complex offers Pvt. Producers, Jingle Cos. and Independent Labels unsurpassed, perfect sound

**PROPRIETARY CONCERNS
NECESSITATE EARLY DISPOSAL**
CALL for Terms at:
318-868-8873 or 318-868-6907

For Sale Stations

KOZACKO • HORTON COMPANY
Brokers & Consultants to the Communications Industry

27TH MARKET KANSAS CITY FM 1/2 PRICE

CI- 100,000 watts 1,000 ft. AAT, move in.

Contact exclusive broker: **Don Roberts**
KOZACKO • HORTON COMPANY
P.O. Box 39010 Sarasota, FL 34238
(813) 966-3411



MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT

SHERWOOD INC

4171 Dundee Rd., Suite 269, Northbrook, IL 60062

708-272-4970



FOR SALE

2 NETWORK AFFILIATED
TV STATIONS.
ONE IN STATE CAPITOL.
ASKING \$8.5 MIL.
312-368-0007 INFO

NF&A

Norman Fischer & Associates, Inc.
Media Brokerage Appraisals
Management Consultants

Central Texas AM/FM Combo
College Town
\$2.2 million, terms
Only Full Class C
Texas Medium Market
\$1 million

Contact Bill Prikril at NF&A
1209 Parkway, Austin, Texas 78703
512-476-9457

CHARLESTON, W. VA FM B1

\$1.1 Million Terms

Contact: Ray Rosenblum
Phone: 412-936-6311

Help Wanted Instruction Continued

ANNOUNCEMENT OF FACULTY OPENINGS

University of Minnesota
School of Journalism
and Mass Communication

The University of Minnesota School of Journalism and Mass Communication invites applications for **three tenure track or tenured faculty positions** at the assistant or associate professor level, beginning in September 1990. Faculty will participate in both undergraduate and graduate programs of teaching and research. We encourage applications from both professionals and academics. We are looking for experienced energetic people with strong professional and research credentials.

One position involves teaching print courses in a PC-computer networked lab. BA degree with four years of professional experience is required; graduate degree with 1-2 years teaching experience and more extensive reporting experience is preferred.

The other two positions involve teaching in one or more of the following areas of specialization: International communication, broadcast journalism, visual communication, and news-editorial journalism. BA degree is required; preference will be given to persons with the Ph.D. and/or extensive professional experience.

Priorities for these positions will be established by December 15, 1989.

For complete information about the positions, write or call Director Dan Wackman, School of Journalism and Mass Communication, 206 Church St. SE, Minneapolis, MN 55455, 612-625-9824. To apply, send a letter describing teaching and research interests, vita, and examples of written or visual work. **Please indicate which position you are applying for.**

The University of Minnesota is an equal opportunity educator and employer and specifically invites and encourages applications from women and minorities.

Applications must be postmarked by January 31, 1990

TEXAS BEST BUY

Strong AM covering Austin and soon San Antonio with city grade. priced under \$500,000

JAMAR & ASSOCIATES

P.O. BOX 150877, Austin, Texas 78716-0877
WILLIAM W. JAMAR OR PAUL MAYES JAMAR
512-327-9570

COMBO For SALE

Greatest, Fastest Growth Area in Mississippi! 80 MILLION DOLLAR SHOPPING MALL OPENING MARCH NEXT YEAR! Best Radio buy of 1989! New Retail, New Factories everywhere you look. New NASA Rocket Plant also Great Equipment. Best Radio buy of 1989! Owner must sell quickly. Please write in Confidence: Robert Callahan, Tupelo Communications, Inc., PO Box 240, Pontotoc, Miss 38863.

BUYING A STATION?

Contact

BROADCAST MEDIA LEGAL SERVICES SM

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC+ VISA CHOICE

For Sale Stations Continued

ARIZONA FULLTIME AM

Six figure cash flow
Includes real estate
Have other SW opportunities
Joe Davis & Assoc 602-945-0373
PO Box 8441, Scottsdale, AZ 85252

CASH FLOW FINANCING

We purchase Accounts Receivable
National and Local

MFR FINANCIAL (714) 544-7131

ABSOLUTE AUCTION

WAJN RADIO
9.46 ACRES w/TOWER
207 Main St.
Ashland City, TN
SELLING AS A WHOLE
NO BID TO BE REJECTED
NASHVILLE MARKET
JOHN EWING - 615-292-6619
Thurs Dec. 7 11:00AM



Blind Box Responses

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

NF&A

Norman Fischer & Associates, Inc.

Media Brokerage Appraisals
Management Consultants

Texas Gulf Coast AM/FM Class C
Cash Flow

\$2.5 million, including real estate

Top 50 Southwest Market

Class A Turnaround

\$1.3 million, terms

Contact Terrill Fischer at NF&A
1209 Parkway, Austin, Texas 78703
512-476-9457

ALBUQUERQUE, NEW MEXICO

CLASS C FM
\$2 MILLION

505-823-9631

FOR SALE

WKIQ AM (1,000 Watt ND Fulltime)
Eustis/Leesburg, Fla.
\$350,000 terms - \$300,000 cash
including Real Estate and Equipment

WKFL AM (1,000 Watt ND Daytime)
Bushnell/Wildwood, Fla.
\$225,000 terms - \$175,000 cash
including Real Estate and Equipment

SELLING PRICE - BOTH STATIONS TOGETHER

\$575,000 - Terms - Including Real Estate
and Equipment
\$475,000 - Terms - Including Real Estate
and Equipment

904-793-2595
904-793-3167

5 KW AM NON-DIR \$89,000 TERMS

Signal covers 1,000,000+
LOADED, MODERN, GOOD SALES
FM papers filed
Reply to Box M-48

SOUTHERN CALIFORNIA COMBO

Best value in the West. Less than 10X cash
flow. Includes studio/office building and
tower site real estate. These exceptional
properties offered at \$2.3 million with terms
to qualified buyer.

BILL EXLINE ANDY MCCLURE



William A. Exline, Inc.

Media Brokers ■ Consultants

4340 Redwood Hwy. ■ Suite F 230 ■ San Rafael, CA 94903

TEL (415) 479-3484 ■ FAX (415) 479-1574

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

\$25,000 DOWN

Buys this full time AM in arlo, Illinois. Present
cash flow and real estate income will carry
expenses, including debt service. Excellent
terms \$225,000

Call Mike Starr in our Illinois office
618-549-0543 or any office of
New England Media, Inc.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

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 rate-card. 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 weekly minimum. All other classifications: \$1.30 per word, \$24 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 per ad per issue. All other classifications: \$10 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., NW, 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. A phone number with area code and the 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.

Media



Ellis



Klein



Alexander

Judy Ellis, station manager, WQHT(FM) New York, named VP, general manager.

Jonathan Klein, VP and general manager, WJZ-TV Baltimore, joins co-owned KYW-TV Philadelphia in same capacity. **Marcellus Alexander**, station manager, WJZ-TV, succeeds Klein.

Phillip R. Beuth, VP, early morning programming, ABC Entertainment, New York, named senior VP, ABC Television Network Group.

Robert McGann, station manager, WCCO-TV Minneapolis, named VP and general manager. **Ken Rees**, director of local programming, sports and weather, WCCO-TV, succeeds McGann.

Joe Lentz, general manager, WHO-TV Des Moines, Iowa, named VP of parent company, Palmer Communications.

William F. Turner, special assistant to president, Citadel Communications Co., group owner of five TV's, joins KTIV(TV) Sioux City, Iowa, as VP, general manager.

John Bennett, station manager, WAPA-TV San Juan, P.R., named president, general manager.

Donald Epstein, director of finance and administration, WCBS-FM New York, joins WNYW(TV) there as VP, director of finance.

Bill Early, general manager, KXUS(FM) Springfield, Mo., joins WXCL-AM-FM Peoria, Ill., as VP and general manager.

William R. Goetz Jr., area VP, Northeast region, Comcast Cable Communications, Philadelphia, named regional VP, Southeast region, Jupiter, Fla.

Victor J. Garvey Jr., director, corporate events and travel services, NBC, Burbank, Calif., named VP, corporate events and travel services.

Shirley L. Daniels, legal assistant, Paragon Cable Manhattan, New York, named assis-

tant counsel.

Jeannene Jacques, manager of international finance, United States Tobacco, Greenwich, Conn., joins WWMT(TV) Kalamazoo, Mich., as controller.

Sales and Marketing

Graham Phillips, chairman, Ogilvy & Mather U.S., and president, Ogilvy & Mather North America, New York, named chairman and chief executive, Ogilvy & Mather Worldwide. **Alexander Brody**, president, international, Ogilvy & Mather, New York, named president and chief executive, international operations.

Melane Kinney Hoffman, account supervisor, Demaine, Vickers, Alexandria, Va., joins Porter/Novelli, Washington, as VP.

Michael Hedge, senior VP and associate media director, BBDO, New York, named senior VP and director of media services, Chicago.

Appointments at TeleRep: **Bob Miggins**, director of West Coast operations, Petry, Los Angeles, to VP, West Coast manager; **Ron Garfield**, team manager, San Francisco and Los Angeles, to San Francisco sales manager; **Nancy Snell**, former account executive,

Peters Griffin Woodward, New York, to same capacity; **Bill Tiernan**, account executive, Harrington Righter and Parsons, New York, to same capacity; **Bruce Trotter**, time buyer, ACR, New York, to account executive.

Appointments at Katz: **Toni Harrison**, account executive, MMT Sales, New York, to sales executive; **Dan Carlin**, research analyst, New York, to team manager; **Mitchell Elovitz**, sales assistant, Seltel, New York, to research analyst there; **Pam Savigni**, account executive, WSTM-TV Syracuse, N.Y., to sales executive, Los Angeles; **Kirstin Soderberg**, sales assistant, KCOP(TV) Los Angeles, to sales executive there; **Sydney Ann Bumpass**, client service representative, Arbitron, Dallas, to account executive, Katz Radio there. Appointments at Katz's Republic Radio: **Eric Kert**, account executive, TeleRep, New York, to same capacity; **Marcia Mills**, account executive, WODS(FM) Boston, to account executive, Los Angeles. Appointments at Katz's Banner Radio: **Chip White**, account executive, Eastman Radio, New York, to same capacity; **Chris Mitsos**, territory manager, Fort Howard Cup Corp., Riverside, Calif., to account executive, Los Angeles; **Dennis Sternitsky**, sales representative, Lanier Business Systems, Chicago, to account executive there. Appointments at Katz's Christal Radio: **Kim Putman**, account

Friend of Jamaica



Stanley S. Hubbard, president and CEO of St. Paul-based Hubbard Broadcasting, was presented with the 1989 International Humanitarian Award by the American Friends of Jamaica, New York. Hubbard received the award for "outstanding humanitarian

efforts" following the devastation of Hurricane Gilbert in 1988. Hubbard Broadcasting aired disaster relief PSAs on its stations which aided in providing funds, supplies and equipment to Jamaica in a matter of days. The award was presented at the Eighth

Annual Jamaica Charity Ball in New York. Among those attending the ball were (l-r): Glen Holden, newly appointed U.S. ambassador to Jamaica; Keith Johnson, Jamaican ambassador to the U.S.; Hubbard, and Donald Dawson, program chairman.

executive, KXTX-TV Dallas, to same capacity there; **Peter O'Leary**, sales representative, CKLW(AM)-CKMR-FM Windsor, Ontario, Canada, to account executive, Detroit; **Randy Becker**, account executive, Los Angeles, to sales manager, Seattle.

R. Scott Mayes, general sales manager, WCBS-TV New York, joins WIP(AM) Philadelphia as director of sales and marketing.

Bob Galle, general sales manager, KTVX(TV) Salt Lake City, joins WLFL-TV Raleigh, N.C., in same capacity.

Mira Simon, national sales manager, KJR(AM)-KLTX(FM) Seattle, named general sales manager. **Laura Kussick**, retail marketing manager, KJR-KLTX, named local sales manager.

Pete Anderson, local sales manager, KTHI-TV Fargo, N.D., named general sales manager. **Joe Ryan**, director of media and research, Simmons Advertising, Grand Forks, N.D., joins KTHI-TV as national sales manager.

Stuart Pruzansky, local account executive, KRCV(TV) Miami, named local sales manager.

Mary Ellen Kurtz, general sales manager, KJR(AM)-KLTX(FM) Seattle, joins WXKS-FM Medford, Mass. (Boston), as local sales manager.

Appointments in sales department, KATV(TV) Little Rock, Ark.: **Brad Davis**, national sales manager, to local sales manager; **Mark Renner**, national account representative, Petry, Chicago, succeeds Davis; **Corey Little**, account executive, KFSM-TV Fort Smith, Ark., to same capacity; **Laur Story**, sales assistant, inventory control, to sales service manager.

Chuck Cowdrey, marketing communications consultant, Wishonow Group, Marblehead, Mass., joins WLVI-TV Cambridge, Mass. (Boston), as national sales manager.

Thomas VanBenschoten, account executive, WBAL-TV Baltimore, named national sales manager.

Alan Sawyer, national account executive, TeleRep, Atlanta, joins KTUL-TV Tulsa, Okla., as national sales manager.

David S. Hoffman, promotion director and account executive, WGOT(TV) Merrimack, N.H., named national sales manager.

Mimi Reichert, copywriter, DDB Needham, Chicago, named associate creative director. **Kimberly Kilchenmann**, account executive, Needham Harper Worldwide, Chicago, named account supervisor, DDB Needham.

Stephen R. Brazil, VP, sales, Hudson Supply, Atlanta, joins Midwest CATV, Charleston, W.Va., as VP, marketing.

Rosemary Ritter Berry, director of creative services, DLT Entertainment Ltd., New York, joins Hale & Husted Associates Public Relations there as associate and senior account executive.

Jude Listengart, account executive, John Blair & Co., New York, joins Seltel, Los Angeles, in same capacity.

Michelle K. Pitcher, account executive, Bloom Agency, Dallas, joins DMB&B, St. Louis, in same capacity.

Owl call

The Retirement Research Foundation, Chicago, is now accepting entries for its annual National Media Owl Awards competition. The competition is for television programs, films and videotapes which cover issues related to aging, "capturing authentic images of older persons and illuminating the challenge and the promise of an aging society."

Entries must be produced in the U.S. and released or initially broadcast or cablecast between Jan. 1 and Dec. 31, 1989. Entry forms are available from Ellen Meyers, project director, The Center For New Television, 912 S. Wabash, Chicago, Ill., 60605, (312) 427-5446.

Programing



Frank

Thomas F. Frank, programming director, Orbis Communications, Los Angeles, named VP of programming.

Meg Daley Olmert, manager of co-productions, National Geographic Television, Washington, named co-production coordinator. **Lisa**

Truitt, associate producer, National Geographic Television, named producer.

Appointments at ITC: **Tony Dwyer**, VP, domestic sales manager, Group W Productions, Los Angeles, to VP, Midwest sales, Chicago; **Mike Russo**, manager, Eastern sales, Quintex, New York, to VP, Northeast sales, Los Angeles; **Aida Tajaddodi**, director of production accounting, New World Pictures, Los Angeles, to director of production, budgeting and cost control, ITC Productions, Studio City, Calif.

Rand Stoll, executive VP of marketing and sales, LBS Communications, adds duties of managing international operations.

Lorna Ozmon, station manager, WROR(FM) Boston, joins WQSR(FM) Catonsville, Md. (Baltimore), as program director.

Charles G. Hathaway Jr., program coordinator, WKCF(TV) Clermont, Fla. (Orlando), named program manager.

Dave Elliott, music director, WAVA(FM) Arlington, Va. (Washington), adds duties of assistant program director.

Scott E. Mason, air personality and production director, WCQL-AM-FM Portsmouth, N.H., named assistant program director.

Appointments at TeleCable, Norfolk, Va.-based cable multiple system operator: **James S. Key**, VP, to executive VP; **Gordon R. Herring**, VP, to executive VP; **Alfred R. Ritter Jr.**, chief financial officer, to executive VP of finance; **Daniel F. Basnight**, director of marketing, to VP of marketing; **L. Patrick Mellon**, director of programming, to VP of programming; **Lawrence Brett**, regional

operations manager, to VP of regional operations; **Davis J. Warehime**, regional operations manager, to VP of regional operations.

Janet Belavich, associate producer, *Morning Exchange*, live, morning talk show, WEWS(TV) Cleveland, named producer.

Katherine A. Hogan, VP and counsel, entertainment, Viacom, New York, named senior VP, general counsel, entertainment.

News and Public Affairs

Al Berman, senior producer, *CBS This Morning*, New York, named senior broadcast producer. **Ted Savaglio**, VP, administration, CBS News, New York, named senior broadcast producer, *CBS This Morning*.

John Terenzio, producer, ABC News, New York, joins NBC as executive producer, *Weekend Nightly News*.

Rich Kirkland, news director, WJIB(FM) Boston, joins WRKO-AM-FM there in same capacity.

John Culliton, managing editor, 10 p.m. news and Dimension staff (in-depth stories which appear on 10 p.m. news), WCCO-TV Minneapolis, named news director.

Robert F. Ellison, producer-director, TBS Sports, Atlanta, joins WGN-TV Chicago in same capacity.

Harvey Goldberg, executive news producer, WDIV(TV) Detroit, named news manager.

Bill Patrick, director of news operations, CITY-TV Toronto, Canada, succeeds Goldberg.

Steve T. Phillips, assignment manager, Newslink, Washington, joins Newsfeed, Group W, there as assignment editor.

Marla Crews, operations manager, Jacksonville Radio Network, Jacksonville, Calif., joins WKJS(TV) there as news assignment manager.

Robert Garcia, news director-anchor, WLTT(FM) Bethesda, Md. (Washington), joins CBS Radio Stations news service there as executive producer-correspondent.

Sid Leader, freelance writer-producer, Washington, joins WUSA(TV) there as news writer.

Norm Schrader, recently retired regional managing editor, WDAY-TV Fargo, N.D., joins *Prairie News Journal*, statewide news program, Prairie Public Television there, as associate producer.

Reggie Jackson, former California Angel, joins KTLA(TV) Los Angeles as color commentator, California Angels broadcasts. **Joe Torre**, color commentator, California Angels, KTLA, named play-by-play announcer.

Tony Kubek, analyst, *Baseball Game of the Week*, NBC Sports, New York, joins Madison Square Garden Network there as analyst for New York Yankees and for pre-game show, *Yankees Scorecard*.

Matt Meagher, investigative reporter, KMOV(TV) St. Louis, joins WBZ-TV Boston in same capacity.

Technology

George Falardeau, director, production and broadcast operations planning, NBC, Burbank, Calif., named VP, facilities and services, operations and technical services, NBC West Coast.



Knapp

Edward A. Knapp, director of station operations, WNBC-TV New York, joins WNYW(TV) there as director of engineering.

Ronald Lambert, corporate program manager, Polaroid Corp., Cambridge, Mass., joins Ampex Recording Media Corp.,

Opelika, Ala., as VP, engineering.

Thomas W. Holder, senior VP, Solder Removal Co., Corvina, Calif., joins Pioneer Communications of America, Upper Saddle River, N.J., as director, cable television division.

James E. Bedison, plant manager, printed circuits operation, GTE Products Corp., Muncy, Pa., joins C-COR Electronics, Altoona, Pa., in same capacity. C-COR designs and manufactures electronic equipment used in cable TV systems.

Joseph A. Garzillo, satellite syndication coordinator, Compact Video, Burbank, Calif., joins Atlantic Satellite Communications, Northvale, N.J., as traffic coordinator.

Promotion and PR

Amelie F. Tseng, senior account executive, Bender, Goldman & Helper, New York, joins Group W Satellite Communications there as manager, public relations, Request Television.

Joseph Tropiano, associate director of editorial services, noncommercial WNET(TV) Newark, N.J. (New York), to director of editorial services.

Sue Raymer, VP of marketing, Harmony Gold, Los Angeles, joins KCOP(TV) there as media supervisor.

Lisa M. Brancato, promotion director, WMTG(AM)-WNIC(FM) Detroit, joins WXYT(AM)-WVAE(FM) there in same capacity.

Ken White, continuity director, WWRC(AM)-WGAY(FM) Silver Spring, Md. (Washington), named creative service director.

Appointments in promotion department, noncommercial WGBH-TV Boston: **Jeanne Hopkins**, director of news/public information, University of Massachusetts, Amherst, to director, press/public relations; **Julie Eggleston**, promotion coordinator, to publicist; **Estrella Pujadas**, promotion assistant, to promotion coordinator.

George Riddell, promotion manager and production manager, KADY-TV Oxnard, Calif., joins KMPH(TV) Visalia, Calif. (Fresno), as promotion manager.

Kevin E. Frazier, college/audience relations associate, Delta College, University Center, Mich., joins West Michigan Public Broadcasting, Grand Rapids, Mich., as promotion manager.

Allied Fields

Renee Licht, acting deputy general counsel, FCC, Washington, named deputy general counsel.



Crane

Albert H. Crane III, former VP, information enterprises, CBS Broadcast Group, New York, joins UPI, Washington, as VP, television sales.

Elaine Norton Hooker, former bureau chief, Associated Press, Hartford, Conn., and theology student, Andover Newton Theological School, Newton, Mass., rejoins AP

as deputy director, corporate communications, New York.

Bruce I. Jaret, senior marketing analyst, Telemundo, Washington, joins Cabletelevision Advertising Bureau there as manager of sales development.

Margaret E. Jaffie, public affairs specialist, Voice of America, Washington, named re-

cipient of Congressional Award for Exemplary Service to the Public.

William J. McCarter, president and general manager, noncommercial WTTW(TV) Chicago, named recipient of 1989 Board of Governors Award by Chicago chapter of National Academy of Television Arts & Sciences.

Appointments to New York State Broadcasters Association, Albany: **Donald D. Perry**, WNYT(TV) Albany, to board chair; **Rod Calarco**, WCBM-FM New York, to vice chair, radio; **Cathy Creany**, WTVH(TV) Syracuse, to vice chair, TV; **Joseph A. Reilly**, NYSBA, to president; **Mark Bench**, WNSR(FM) New York, to secretary; **John Kelly**, WPTR(AM)-WFLY(FM) Albany, to treasurer. Directors: **Randy Bongarten**, Emmis Broadcasting, New York; **Gener Collins**, WTZA(TV) Kingston; **Arnold Klinsky**, WHEC-TV Rochester; **Lary Levite**, WBEN(AM)-WMJQ(FM) Buffalo; **George Pine**, McGavren Guild Radio, New York; **Thomas Shannon**, Multimedia Entertainment, New York; **Robert I. Wein**, WDLG(AM)-WTSX(FM) Port Jervis; **William J. Pearce**, WXXI-AM-FM-TV Rochester.

Appointments at Cable Television Association of New York, Albany: **Earl Quam**, United Artists Cablesystems Corp., Montvale, N.J., to chairman; **James A. Kofalt**, Cablevision Systems Corp., Woodbury, to first vice chairman; **Rita M. Valentino**, Auburn Cablevision, Auburn, to second vice chairwoman; **Richard Aurelio**, Time Warner Cable Operations, New York, to treasurer; **Michael J. Rigas**, Adelphia Communications, Coudersport, Pa., to secretary. Board

Broadcasting Cable

SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:
Circulation Department
Broadcasting/Cable
1705 DeSales St, NW
Washington, DC 20036

☐ **YES**, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name

Title

Company

Address

City State Zip

Phone No. ()

Date Signature

PLEASE PRINT OR TYPE

BUSINESS CLASSIFICATION:

Please check the category that best describes your firm's primary business (please check only one).

- | | |
|---|--|
| ☐ 1. Cable TV systems Operations | ☐ 6. Microwave or Telephone Company |
| ☐ a. Independent Cable TV System | ☐ 7. Commercial Television Broadcaster |
| ☐ b. MSO (two or more Systems) | ☐ 8. Cable TV Component Manufacturer |
| ☐ 2. Cable TV Contractor | ☐ 9. Cable TV Investor |
| ☐ 3. Cable TV Program Network | ☐ 10. Financial Institution, Broker or Consultant |
| ☐ 4. SMATV or DBS Operator | ☐ 11. Law Firm or Government Agency |
| ☐ 5. MDS, STV, or LPTV Operator | ☐ 12. Program Producer or Distributor |
| | ☐ 13. Advertising Agency |
| | ☐ 14. Educational TV Station, School or Library |
| | ☐ 15. Other <input type="text"/> |

(Please describe)

Plowing it back



Leonard H. Goldenson (second from right), long-time chief executive of ABC Inc. and now chairman of the executive committee, Capcities/ABC, donated \$1 million to the Academy of Television Arts & Sciences Foundation—the largest bequest ever received by that foundation. News

of the contribution was announced at an Academy Forum Luncheon on Nov. 13 that featured an address by Jack Valenti, president and CEO of the Motion Picture Association of America, Washington (see page 46). Present for the ceremony (l to r):

James L. Loper, ATAS executive director; Elton Rule, foundation president and chairman of RP Companies Inc., Los Angeles (and a former president of ABC), who has been undergoing medical treatments; Goldenson, and Leo Chaloukian, ATAS president.

members: **Leo Calistri**, NewChannels Corp., Syracuse; **Kelvin Fee**, TCI of New York, Poughkeepsie; **Ellen Filippiak**, Continental Cablevision, Ossining; **Robert Merri- lees**, Paragon Communications, Mahwah, N.J.

Appointments at North Carolina CATV Association, Raleigh: **Bruce Mears**, Tar River Communications, Rocky Mount, to president; **Jeff King**, ATC, Charlotte, to VP; **Joe Haight**, Asheville Cablevision, Asheville, to secretary; **Larry Ott**, Outer Banks Cablevision, Kill Devil Hills, to treasurer; **Michael Mason**, The Disney Channel, Atlanta, to associate representative; **Wade H. Hargrove**, Tharrington Smith & Hargrove, Raleigh, to general counsel. Directors: **Harris Bass**, Catawba Valley Cable TV, Hickory; **Rob Bridges**, Jone Intercable, Lowell; **Bill Carey**, ATC, Fayetteville; **Adrian Cox**, Summit Cable Services, Winston-Salem; **Bill Greene**, Vision Cable, Wilmington; **Rob Ware**, Cablevision Industries, Cary.

Paul Norton, executive director, Wisconsin Public Broadcasting Networks, Madison, named chair, Organization of State Broadcasting Executives, Columbia, S.C. **Robert G. Ottenhoff**, general manager, New Jersey Network, Trenton, named vice chair, OSBE.

Appointments at Gannett Foundation, Washington: **Eugene C. Dorsey**, president and CEO, takes early retirement to devote more time to Independent Sector, Rochester, N.Y., as chairman; **Charles L. Overby**, senior VP, succeeds Dorsey; **Gerald M. Sass**, VP, education, to senior VP; **Everette E. Dennis**, executive director, Gannett Center for Media Studies, Columbia University,

New York, adds duties of VP at Foundation.

Dave Bender, VP, research, USA Network, New York, joins R.H. Bruskin Associates Inc., New Brunswick, N.J., as president and CEO.

Tom Evans, operations manager, WCMB(AM)-WIMX(FM) Harrisburg, Pa., joins Harris Communications, Haverton, Pa.-based radio programming consulting firm, as VP, programming.

Devin Brian Jones, financial analyst, Martin Marietta, Bethesda, Md., joins Media Venture Partners, McLean, Va. (Washington), as manager of market development.

Jonathan Knopf, director of news opera-

tions, WVUE(TV) New Orleans, joins Law Enforcement Television Network, Dallas, as VP of programming.

Deaths

Clarence Ansel Chaney, 63, founder, Chaney Media Brokers, Bedford, Mass.-based brokerage and consulting firm, died of cancer Nov. 2 at Lahey Clinic, Burlington, Mass. Chaney began his broadcasting career in 1960 as account executive, WKGN(AM) Knoxville. He moved to Boston in 1965 as general manager of WXHR-AM-FM (now WJIB(FM)). When station was sold in 1967, he formed Chaney Broadcast Consulting and two years later expanded into media brokerage, renaming his company Chaney Media Brokers. In early '70s he was station manager of WMEX(AM) Boston and also taught broadcast management course at Emerson College there. He is survived by his wife, Mary, daughter, Holly, and son, Stephen. His daughter Holly will now head Chaney Media Brokers.

Richard J. Vorisek, 71, sound mixer for television and films, died of kidney failure Nov. 7 at Stamford Hospital, Stamford, Conn. Vorisek worked on *The Honeymooners* for many years. He worked on numerous programs including CBS programs *20th Century* and *21st Century* with Walter Cronkite, *CBS Reports*, and various specials. He is survived by his wife, Margaret, two daughters, Maryjane and Barbara, and son, Richard.

Louis Gualtieri, 62, known as Lou Terri, operations manager and air personality, WIOF(FM) Waterbury, Conn., died Oct. 23 at Saint Francis Hospital and Medical Center, Hartford, Conn., from injuries sustained in auto accident. He had been with station for 11 years. He is survived by four daughters, Lisa, Donna, Amy and Anna.

Rex R. Reck, 51, engineering supervisor, WZZM-TV, Grand Rapids, Mich., died of heart attack Oct. 17 at his home there. Reck began his broadcasting career in 1960 with noncommercial WTVS(TV) Detroit. He joined WZZM-TV as part of original group that constructed station. He is survived by his wife, Elisa, and daughter, Amy.

INDEX TO ADVERTISERS

Accuracy in Media 22 ■ American Chiropractic Association 51 ■ Ampex 20-21 ■ Blackburn & Co. 60 ■ Blair Television 23 ■ Bonneville International Corp. 45 ■ Buena Vista Television 13, 15, 17 ■ Business Radio Network 55 ■ Chapman Associates 68 ■ Classified Ads 74-82 ■ Conus Communications/Front Cover ■ Crisler Capital Co. 64 ■ Norman Fischer & Assocs. 62 ■ GTE Spacenet 26 ■ Health NewsFeed 54 ■ Hughes Communications 49, Cover 4 ■ Impact Resources 11 ■ Investor's Daily 71 ■ King World 5, 7, 8-9 ■ Mahlman Co. 61 ■ Media Venture Partners 59 ■ Morgan Stanley & Co. 39 ■ Morgan Stanley International 41 ■ NBC News 19 ■ Professional Cards 73 ■ Services Directory 72 ■ Sony Broadcast Products 37 ■ SRDS 53 ■ Video Brokers 24 ■ Warner Bros. Domestic Television Distribution/Cover 2-3

Fun and profit at Viacom

Henry Schleiff sums up what he enjoys about the entertainment business: "One would be hard pressed to find an industry where the people are as fun to be around. They are intelligent, innovative and aggressive. I think most people have either a sense of humor or an appreciation of a sense of humor, and there is a great degree of short-hand sympathy in the business."

A similar characterization is used by friends to describe the 41-year-old senior vice president of Viacom, who is also chairman and CEO of the company's entertainment and broadcast operations. The two divisions account for a quarter of the company's revenue but half of its operating profit. Schleiff is also one of those representing Viacom on the board of Lifetime.

The New York native also is on the company's operations committee and spends time, enjoyably, he says, helping maintain Viacom's ties to the investment community. A recent two-week stretch found him speaking in Tucson, Ariz., at the annual Bear Stearns Media & Entertainment conference, followed by four days in Japan at a Drexel Burnham Lambert bond conference, followed shortly thereafter by four days of strategic planning in Woodstock, N.Y. His facility and interest in business and finance owes something to the influence of his father, whom Schleiff described as a private investor.

Schleiff's interest in entertainment also manifested itself early on as a thespian at Lawrence (Long Island) High School. "The more lines the better. I didn't care what the part was, as long as it was big."

Theater also played a part in his professional choice, with one of the reasons for choosing law school being the "theatrical elements" of litigation. He later lost interest in courtroom drama, and at Davis Polk & Wardwell, an established New York-based corporate firm, Schleiff instead got exposure fashioning deals.

That experience, he says, helped him "learn not necessarily to be the toughest, but to be the smartest.... What makes a deal happen is the ability to see what is genuinely important to both sides.... That may take some time, but once you can divine what that truly is, there are always ways to work around something that ultimately works for both sides."

After five years, Schleiff decided to leave the firm and was hired as Viacom's communications attorney by Ron Lightstone, now executive vice president of Spelling Entertainment. Lightstone remembers: "I told him to learn the FCC rules and gave him several thick binders. A couple of days later he came to me and asked, 'What's next?' There was so much going on, I kept throwing things at him." Early on, he was involved in Viacom's merger with Sonderling Broadcasting and in ob-



HENRY STEPHEN SCHLEIFF—senior vice president, chairman and chief executive officer, broadcast and entertainment groups, Viacom, New York; b. April 17, 1948, New York; B.A., cum laude, political science, University of Pennsylvania, 1970; J.D., law review, 1973; law clerk, Federal Court, southern district of New York, 1973-74; associate, Davis Polk & Wardwell, New York, 1974-79; associate general counsel and assistant secretary, Viacom International Inc., New York, 1979-81; director, business affairs, HBO Inc., 1981; VP, business affairs and administration, 1983; senior VP, 1984; senior VP, business administration and enterprises, 1984-87; current position since August 1987; m. Peggy Broies, May 5, 1984; children: Harry, 2.

taining both cable franchises and sports rights. He also worked on the company's initial public stock offering.

At the time he joined Viacom, another Davis Polk lawyer had put him in touch with Frank Biondi, who at the time was director of entertainment program planning at HBO. The two kept in touch, and in 1981 Biondi suggested that Schleiff join HBO as director of business affairs. The new job involved administering the cable channel's various contracts with movie studios and others. But promotions followed for Schleiff, and he became increasingly involved with negotiating original programming deals.

Schleiff's humor, intelligence and ability to relate to others were cited by Ed Gilbert, vice president for legal and business affairs, ITC Entertainment, who was among those with whom Schleiff negotiated a \$55 million HBO/ITC co-production deal several years ago. Schleiff himself cites that deal, and other made-for-pay agreements, as having been among the more complex negotiations he has participated in.

Within a few years Schleiff was given several promotions and, by 1984, was se-

nior VP, business administration and enterprises. Stephen Sheffer, executive vice president, film programming and home video, HBO, and a colleague of Schleiff at the time, says that the original programming area didn't have a lot of money to spend in those days: "Henry managed to build strong relationships with the people he dealt with and nurtured a creative environment where people wanted to be. That enabled him to put projects and shows together with chewing gum and bailing wire."

Among the deals was one struck with Biondi, who had left HBO and was now at Columbia Pictures, which in July of 1987 had just named him head of Columbia entertainment on the West Coast. The day before a going-away party at Schleiff's house, Biondi instead accepted a last-minute offer to become chief executive officer of Viacom, which Sumner Redstone had just bought after a protracted bidding battle.

One of the first moves the new Viacom chief executive officer made was to call Schleiff, hoping he could do for Viacom's Showtime pay service what he had been doing for HBO. But the latter had other ideas, says Biondi: "Henry didn't really want to do that and thought there were more interesting things to do. He outlined essentially the job he has today."

Schleiff said that job now involves spending more than half his time with the entertainment division, distilling recommendations from both the West Coast and East Coast concerning the company's growing production, which he continues to enjoy—"It's a little like my dessert"—and syndication, both domestic and foreign. The division's chairman and CEO says the executives reporting to him are all capable, so his primary role is to make sure that activity "fits in with the budget and strategic direction."

His next biggest task is radio, which is where the company continues to turn properties around and expand, with recent station purchases in Los Angeles, Seattle and San Francisco. Television, he says, needs less attention because the stations are already performing well, and since they are affiliates, "there is less opportunity for radical change."

Schleiff describes his management style as informal, communicative and dependent on keeping informed about the marketplace. Also serving him are long hours of work, dedication to the business and the oft-referred to Schleiff sense of humor. Paul Goldberger, architectural critic for the *New York Times*, and a long-time acquaintance, says, "He has an agile wit and verbal dance that moves to the moment...he understands the humor in situations."

Biondi says it is a tribute that Schleiff could leave Viacom as "that number-two lawyer," and return to earn the respect of people who previously had been senior to him.

Senate Foreign Relations Committee on Friday (Nov. 17) approved nomination of Bradley Holmes to post of U.S. Coordinator for International Communications and Information Policy, with rank of ambassador. Full Senate was expected to confirm nomination over weekend. Holmes moves over from FCC, where he served as chief of Policy and Rules Division.

Qintex Entertainment Inc. appears to be easing out of domestic syndication business. Company, which filed for protection under Chapter 11 of bankruptcy laws one month ago, **confirmed last week it had laid off close to half of company's workforce and "virtually all of its domestic broadcast television sales force."** No new projects are scheduled for next season, officials confirmed, which means scrapping of at least one show in works—weekly environmental program entitled *The Time is Now*. Last week, MCA canceled production of *The New Leave it to Beaver*, in its fourth season and currently licensed to superstation WTBS, after Qintex failed to come up with money it agreed to commit to program. Qintex said that remaining syndication programs, if they continue, would be sold "largely through sub-distribution agreements." But survival of those programs looks doubtful.

Media Access Project demanded again last week hearing on Tele-Communications Inc.'s fitness to be licensee of direct broadcast satellite system, challenging TCI's assertion that \$35 million antitrust judgment against it is not material in assessing its "character qualification" to be FCC licensee. MAP also challenged TCI's claim that Paul Alden, TCI executive who was fired in 1982, was responsible for activities that led to antitrust action. According to MAP, trial record shows TCI engaged in "a broad pattern of abusive conduct involving the highest officials of TCI, all of whom (save Alden, the scapegoat) remain with TCI to this day."

Blair Television picked up handful of stations last week and was preparing to make more announcements this week. Biggest change was apparent decision by Media General to have Blair represent WFLA(TV) Tampa-St. Petersburg and WCBD(TV) Charleston, S.C., while WJKS(TV) Jacksonville, Fla., will be picked up by HRP. All three previously had been represented by MMT. Independent station, WFTS(TV) Tampa-St. Petersburg, which Blair had previously represented, is expected to be picked up by Katz. Blair said last week it picked up two other stations formerly represented by MMT: WLUC(TV) Marquette, Mich., and KTVO(TV) Ottumwa, Iowa, both owned by Federal Broadcasting. Both were among 30 smaller market stations MMT had indicated it would resign (see "Top of the Week," Nov. 6). Blair additionally will add WEHT(TV) Evansville, Ind., Gilmore Broadcasting station formerly represented by Katz.

Fate of SCI Television was last week thrown before federal bankruptcy court in Delaware, where several bondholders filed to have company involuntarily liquidated. Chapter Seven filing follows reports from more than one bondholder that disagreements between company and creditors, and among creditors themselves, were hindering attempts to reorganize company's \$1.3 billion debt. Company issued press release Friday characterizing its discussions with creditors as "constructive," and was believed to have met with them on Friday.

SCI Television now has 20 days from date of filing to either ask for dismissal of petition or to instead itself put company under protection of Chapter 11 of bankruptcy laws, said Walter Bader, attorney representing one of filing bondholders. Latter option would allow it to continue operating while attempting to present acceptable reorganization plan.



Polish Solidarity union leader **Lech Walesa was one of chief newsmakers in Washington last week.** During his three-day visit, he was, among his other media appearances, interviewed on ABC's *Good Morning America* by Charles Gibson and on *Nightline* by Ted Koppel. Pictured above, left to right, at breakfast editorial meeting with ABC News personnel in Washington are, counterclockwise, beginning with White House correspondent Ann Compton (back to camera), White House correspondent Lark McCarthy, State Department correspondent David Ensor, Solidarity spokesman Janusz Onyszkiewicz, ABC News Washington bureau chief George Watson, interpreter Cyril Muromcew and Walesa.

Four members of Congress signed letter of protest to President Bush last week in reaction to reports that memo within administration suggests cutting future funding to Defense Advanced Research Projects Agency (DARPA) for research of high-definition television and other high technologies. "Canceling or cutting back on these vital strategic technology programs would be a dangerous move. Beyond the specific merits of high-definition systems...eliminating America's few strategic technology initiatives will cause permanent damage to both our defense and commercial industrial bases," according to letter's signers, Representatives Mel Levine (D-Calif.), Richard Gephardt (D-Mo.) and Norman Mineta (D-Calif.), and Senator John Heinz (R-Pa.). Defense appropriation bill, which was being completed last week, includes \$20 million in additional funds to be added to current \$30 million DARPA program to support research of new HDTV display technologies. Neither DARPA nor the administration would comment on congressional letter.

'Trump' stump

Warner Bros. Domestic Television is sending its salespeople onto streets this week with Trump Card "box-o-pilot" presentation material and marching orders to clear half-hour 1990-91 game show strip for nothing other than access or early fringe slots on prospective stations, according to Scott Carlin, senior vice president, first-run division, Warner Bros. Domestic Television. Pilot, which will be shot in mid-December, will be included with presentation later. Host for show will be announced shortly.

Carlin also revealed that station clearances for weekly *Voices of America*, featuring presidential candidate-turned-talk show host Jesse Jackson, has signed up two major station groups—Gillett Holdings Inc. and News Press & Gazette Co.—to bring total to 34 markets and 28% coverage. Gillett's top market clearances are WSBK-TV Boston, WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta, WTVT-TV Tampa, WMAR-TV Baltimore and WOKR-TV Rochester, N.Y. Other top-20 clearances include KRON-TV San Francisco and KPNX-TV Phoenix. Pilot of hour show will shoot in December.

Paramount has taken 49% stake in Britain's Zenith Productions, making studio first of Hollywood's majors to partner with European-based production company. Paramount bought share from Europe's Carlton Communications at sale price estimated by First Boston analyst Jessica Reif at between \$15 million-\$20 million. Paramount TV Group President Mel Harris told BROADCASTING move was part of global expansion of Paramount's production base that has seen it in Canada, Australia and France. By taking minority interest, Paramount gains access to European production base without running afoul of recently approved European program quotas, he explained. Paramount will have exclusive worldwide distribution rights to Zenith TV product (company is leading game show producer, along with music and drama programs), as well as rights to theatrical films. In U.S., CBS, HBO, Showtime and PBS have aired Zenith shows. Harris said Zenith's focus will remain on production for Europe, although he added a select number of projects may work in U.S. market as well. Zenith's management structure is expected to remain in place, with Charles Denton staying as chief executive.

At Nov. 16 hearing, **Rep. Thomas Luken** (D-Ohio), chairman of House Subcommittee on Transportation and Hazardous Materials, said he **believes TV commercial jointly sponsored by National Archives and Philip Morris Companies Inc. saluting 200th anniversary of Bill of Rights violates federal law** passed in 1970 **banning cigarette and little cigar ads** from radio and television. Luken said he would send letter to Justice Department asking its opinion on whether ad violates cigarette advertising ban.

Testifying on behalf of Philip Morris, former FCC Chairman Richard Wiley, currently partner in communications law firm of Wiley, Rein & Fielding, Washington, said ads, which do not mention or depict cigarettes or Philip Morris's connection to cigarettes, are not illegal. Law, argued Wiley, "does not prohibit companies such as Philip Morris from advertising other products—and it certainly does not bar them from communicating on matters of general public interest."

CBS Broadcast Group has named HBO executive Jim Warner to head new division running network's international, video and other program distribution businesses. Promoted at same time was Rainer Siek, now senior vice president of sales and marketing for CBS Broadcast International (CBI), one of divisions under Warner, who will report directly to Group President Howard Stringer. Current CBI head, Don Wear, had announced he will leave company in January to enter international communications law practice in Washington. No replacement has been named for Warner, who was HBO Enterprises vice president handling service's worldwide program distribution and co-production activities and exploration of overseas pay-TV opportunities. Distribution of HBO programming, however, has been taken over by Warner Bros., following merger with HBO-parent Time Inc.

Ellen Hulleberg, president of The Interop Radio Store Marketing division, announced her resignation, effective Jan. 1, 1990. Hulleberg, who has been with the organization for 20 years, is leaving to pursue "personal interests," said Interop. Hulleberg said she has "been working full time for nearly 25 years and taken very few vacations. I love The Interop Radio Store and the people here, but I owe myself a hiatus at this stage of my life. All I want is some time to reevaluate my long-term goals," she said. Hulleberg's **successor will be Marc Guild, who is currently president of the Interop Radio Networks.** He is the son of Ralph Guild, chair-

man and chief executive officer of The Interop Radio Store. The Interop Radio Store Networks division will become part of the marketing division in January.

WITH(AM) Baltimore air personality Lester Kinsolving resigned on air Nov. 16 when he and three officials of talk show syndicator Atlantic Coast Radio Inc. (ACR) were named in securities probe by State of Maryland. Probe alleges that ACR officials were selling unregistered stock and using unregistered sales people. Kinsolving said he resigned to underline that he was not part of any alleged illegal financing and that he is not an official of ACR. Baltimore circuit court has frozen assets of Kinsolving and ACR Vice Presidents Dale Andrews and Grace Starmer.

Dean Thacker, president, radio division, Cleveland-based Malrite Communications, has been relieved of his duties. Gil Rosenwald, president and chief operating officer, Malrite, will handle responsibilities for radio group for short-term. No plans have been formulated yet for replacement for Thacker. Malrite officials would not comment on reasons for Thacker's termination, but sources confirm it was due to "differences in managerial philosophies."

New York area cable operators Time Warner, TKR Cable, United Artists, Staten Island and Manhattan Cable have agreed to form regional advertising interconnect. Operators represent much of New York market and hope to begin operation in 1991. Other major player in market, Cablevision Systems, is not, as yet, part of group.

GTE Spacenet and GE Astrospace said last week that 384-day process of recovering GSStar III satellite has succeeded. Retaining fuel for only half of 10 design-life years (total loss was seen as possible after post-launch maneuvers failed last year [BROADCASTING, Sept. 26, 1988]), bird has reached assigned orbital slot with all 16 Ku-band transponders available for "variety of video broadcast applications."

Lots to talk about

The shuttle diplomacy between Time Warner and Viacom to discuss settlement of Viacom's antitrust lawsuit against Time and joint operation of their comedy cable channels goes beyond those two subjects, sources said, and includes carriage of basic and pay services of each company by the cable system arms of the other, licensing of Warner Bros. product to Viacom's pay and PPV operations, and the disposition of a block of Viacom stock Warner still owns, left over from the days when Viacom and Warner were joint owners in Warner Amex Satellite Entertainment.

The Viacom lawsuit against Time Warner, and the reported countersuit Time Warner has been preparing, is of increasing concern to other members of the cable industry, who fear the fallout from further escalation between the parties. Cable's critics are citing chapter and verse from Viacom's filing in congressional testimony.

On the record last week, HBO Chairman Michael Fuchs said the possibility of a merger of the two comedy channels was "a long shot, to say the least." But Viacom Chief Executive Officer Frank Biondi did not discount it. In Washington to testify on a media foreign ownership matter (see story, page 56), he said, "I don't think there's a big cultural issue. There may be a few feathers ruffled here and there if that were to happen. But this is not a situation where if it were to happen, one side is going to unilaterally win. That doesn't seem to be the essence of what people are suggesting might be."

Editorials

Course correction

Last week was one that separated the past from the future in cable television. The past meaning those halcyon days between passage of the Cable Act and last week's hearings before the Senate Communications Subcommittee. The future meaning what will come as a consequence of those hearings and the companion introduction of the Danforth bill. The consensus: somehow, to some degree, cable will be reregulated. Whether in terms of rate regulation, or in limits on vertical integration, or in ownership limitations—or some combination of the above—the wired nation's sails will be trimmed.

It's largely because of The Rule of the Pendulum, which holds that wide swings in one direction are followed by wide but lesser swings back in the other. That is, if a pendulum moves left to point 240 it will next move right to point 226. For cable, that's the good news in all this: no matter the inevitability of reregulation, the likelihood is that it won't be as bad as before.

There was even more bad news for cable last week, if not without a silver lining. FCC Chairman Al Sikes offered an alternative course, recommending that cities be required to franchise two cable systems and laying the groundwork for telephone company entry into the video transmission (but presumably not the programming) business. But he did say the FCC would come up with its own revised definition of effective competition, the triggering mechanism (if it's found wanting) that allows cities back into the regulation game. Cable is likelier to find that a lesser evil than Danforth's.

In the meantime, broadcasters appear to be placing all their eggs in the reregulatory basket, in effect walking away from the negotiations that brought them to the brink of a must-carry agreement. Suddenly sensing a sinking ship, they're taking the calculated risk that they can get more by war than by continuing to work together. And/or, the industry has concluded must carry isn't that valuable anyway. Another calculated risk.

No smoke, no fire

Where we come from, and where the courts and past Congresses have been coming from, an ad for cigarettes has to advertise cigarettes to be classified as such, and as such to be banished from the airwaves for having the audacity to promote a legal product legally advertised elsewhere (but that's another fight).

Last week, Congressman Tom Luken (D-Ohio) held a hearing to chastise Philip Morris for its generic TV advertisement celebrating the bicentennial of the Bill of Rights. Coincidentally (but certainly not accidentally), the hearing was held on Great American Smokeout day, and thus benefited from the grander stand afforded that association. But the issue is not smoking. It is the legality of the advertising.

The ad, which shows no cigarettes, says nothing about cigarettes and has nothing explicitly to do with cigarettes, is illegal, says Luken, because the Philip Morris logo appears briefly at the end of the promo. That makes it a cigarette ad, he insists, even though the company, like other major tobacco companies, has diversified into numerous other products, including Miller beer (but that's another fight) and Kraft foods.

As former FCC Chairman Richard Wiley pointed out in making Philip Morris's case at the hearing, when a statute's language is plain, it must be assumed it means what it says. What the cigarette advertising ban says is that it is "unlawful to advertise cigarettes or little cigars on any medium of electronic communications." It does not say that it is unlawful for broad-

casters to carry advertisements by cigarette companies for other products they manufacture, or for public issues they wish to address.

Case closed.

New times

The en banc FCC hearing last week explored ways to boost the fortunes of the AM band, including reducing interference. Although not a subject of the hearing, one way that the government could help a number of AM's, including clear channel WCCO(AM) Minneapolis, leaps readily to mind: scrap TV Marti, thus trimming the budget by millions better put to countless other uses, and removing a spur to the Cubans.

According to the FCC, a Cuban AM that has operated sporadically on 830 khz has stepped up its broadcasts in the last two months, which, at 30 times allowable U.S. power, has increased interference to a number of U.S. stations. WCCO General Manager Steve Goldstein believes the increased activity by the Cubans and the increasing complaints from his listeners can be traced to the U.S. Radio Marti broadcasts and the planned TV Marti companion service. While we do not advocate bowing to Cuban pressure, we do support fiscal responsibility and plain good sense, which means going no further with the plans for an expensive TV Marti service of dubious value.

With the historic pro-democracy events that appear to be multiplying exponentially in the communist bloc of late, does it serve U.S. interests to continue to flog a dying cold warhorse?

Sound policy

Radio appears to have some friends in high places. The White House has finally given the aural medium its due (BROADCASTING, Nov. 6), granting its correspondents exclusive interviews with the President on a rotating basis, a routine that was begun last week (see "Closed Circuit," page 6). Such access has been granted regularly to network television anchors and to correspondents for national newspapers, but heretofore regularly denied radio journalists.

The idea for the policy change was reportedly that of presidential assistant (and radio station owner) Sig Rogich. According to his assistant (and former radio reporter) Bruce Zanca, the decision stems from the belief that "radio is important and has been underused." This is a step toward repairing that record.

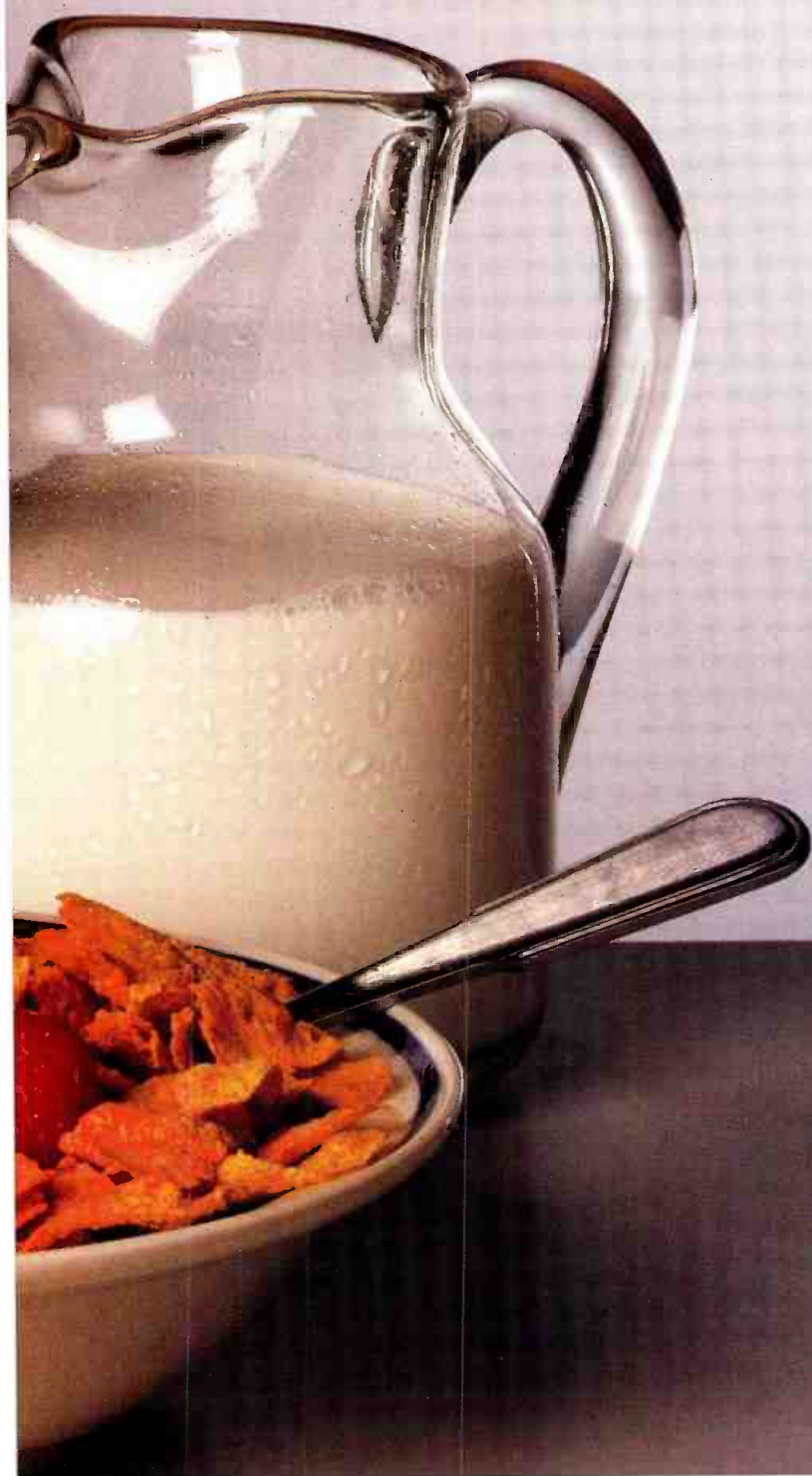


Drawn for BROADCASTING by Jack Schmidt

"Today's meeting on our earthquake coverage was rougher than the quake."

NOT JUST SWEET TALK...

NO SUGAR ADDED



No rumors. No hype. No puff.
No artificial anything.
Just the facts.

Simply put, Broadcasting contains more comprehensive, objective, hard news than any other source.

News about programing, technology, radio, the law, business and finance, journalism and marketing.

News that keeps industry executives in shape to deal with a rapidly changing industry.

That's why more management read Broadcasting than any other trade journal. The majority spend an average of 58 minutes reading each issue. By far the most of any publication.

And that's why advertisers—eager to reach these decision-makers—place more ads with us than with any of our competitors.

And that's not just sweet talk!

Broadcasting

New York
(212) 599-2830
Los Angeles
(213) 463-3148
Washington, DC
(202) 659-2340
Schiff & Assoc.
(Western Equipment)
(213) 393-9285
Berlyn & Assoc.
(914) 631-6468

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Pattis/3M
Chicago (312) 679-1100
Los Angeles (213) 462-2700
Toronto (416) 482-6288
New York (212) 953-2121
Hawaii (808) 545-2700
London (01) 427-9000

casting

K TO BASICS
PWA CONSULTANTS
POWER JOBS



CS DISCOUNT
1/2 BOUNDED
me. Among
s home CBS News
for Gaud
ivel

POSAL
IT

WAVE SOME
SINCE
WAVE SOME
ENERGY
FOR NEW
SOMEONE'S



E FOR
ER LOOK

premise
FCC should
be used
2015

KING TALK
it's



DISCLOSURE: Talk Radio
can't Dream

40
S CHINA

WAVE SOME
FOR NEW
SOMEONE'S

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 29



MERRIE MELODIES™

Starring
**Bugs Bunny
& Friends**

CLASSIC TUNES • NEW COLLECTION

65
Half-Hours For
Fall '90!


WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

TM & © Warner Bros., Inc. 1990



Hughes' New Ku-Band Fleet Has Businesses Everywhere Looking Up

Hughes Communications is expanding into Ku-band satellite services, and that's good news for your business.

Hughes' acquisition* of IBM's Satellite Transponder Leasing Corporation gives us a powerful and immediate Ku-band presence to complement our existing C-band services. With two Ku-band satellites operational, and on more to be launched next June, we can now meet any satellite communication requirement you have.

Our new Ku-band service has applications for network-quality broadcasting and business video, VSAT networks and SCPC services, and newsgathering and backhaul transmissions. This entry into Ku-band services shows once again that Hughes responds to our customers' business and technical requirements with unmatched imagination. And Hughes will launch more Ku-band birds in the future, insuring unparalleled flexibility, as well as back-up and in-orbit protection.

With our growing capabilities in both C-band and Ku-band, Hughes is the company of choice for satellite service. So if you're searching for that special combination of reliable technology and innovative solutions to your communications needs, call us at 1-800-232-8728. Your business will start looking up.

* Pending FCC approval. © 1989 Hughes Communications

WE MAKE IDEAS HAPPEN.®

HUGHES
COMMUNICATIONS

HUGHES

Subsidiary of GM Hughes Electronics