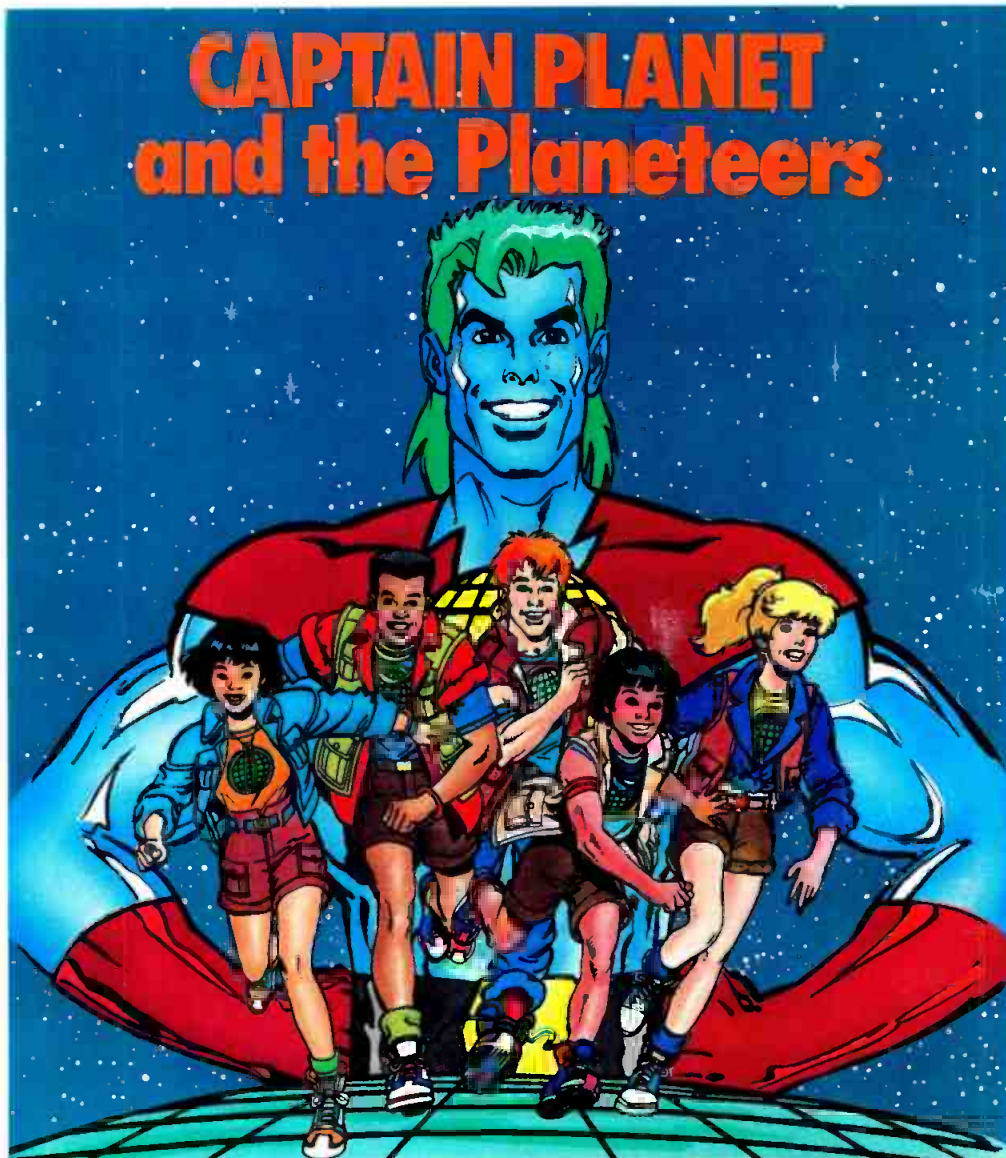


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 11



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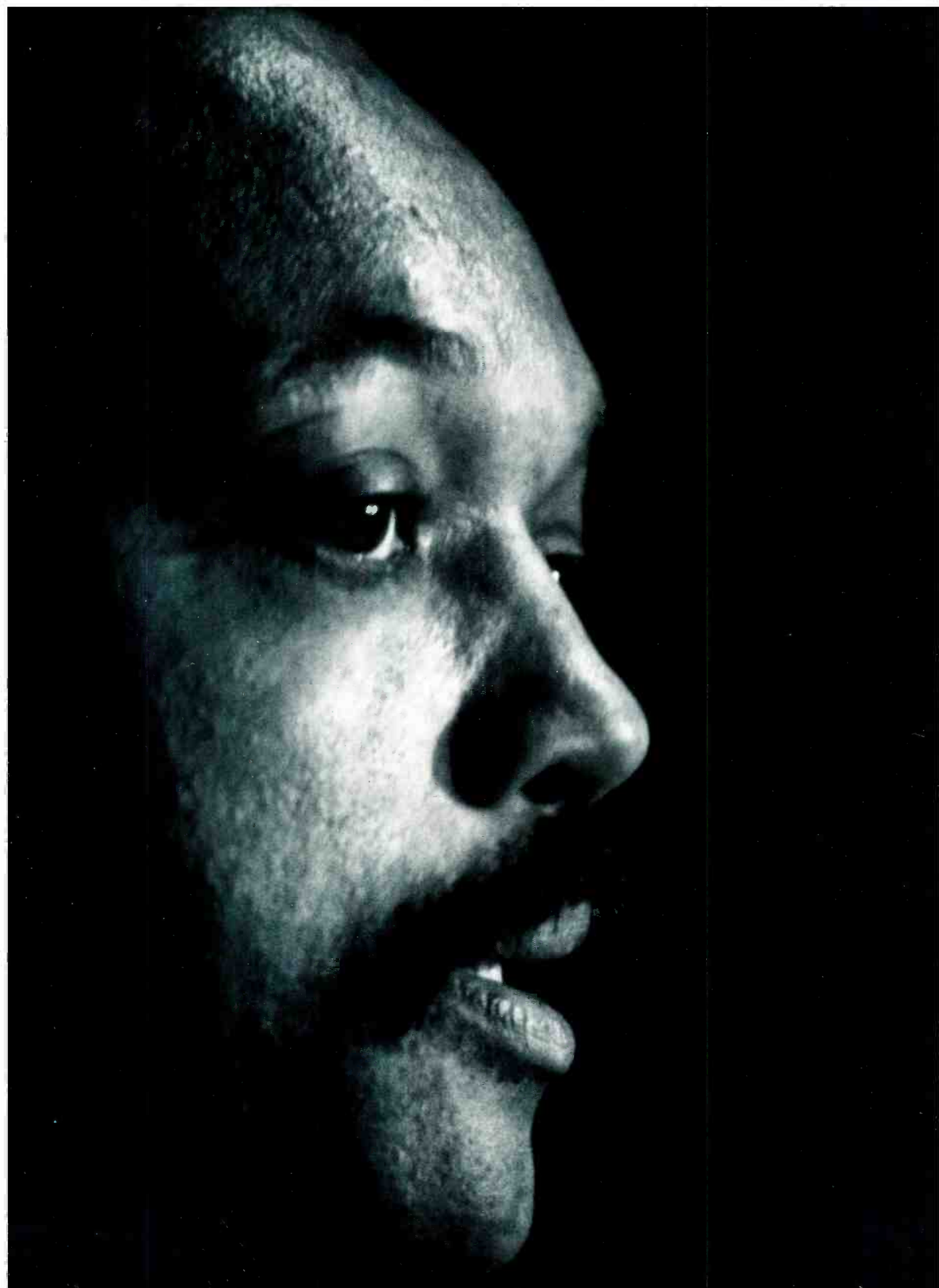
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59th Year 1989

On Western Cable eve
Bud Hostetter
eaks out for cable
alcos resurgent
for cable e



9 New
Stations Just Added!

Next fall, Voices of America will be seen on these stations.

KRON San Francisco	WTNH New Haven	WJTV Jackson, MS.
WSBK Boston	KFMB San Diego	KOLD Tucson
WJBK Detroit	KATU Portland, OR.	KVVU Las Vegas
WJW Cleveland	WITI Milwaukee	KSFY Sioux Falls, S.D.
WAGA Atlanta	WNOL New Orleans	WRDW Augusta, GA.
WTVT Tampa	WREG Memphis	WSAV Savannah
WTVJ Miami	WTKR Norfolk	KSBW Monterey
KMOV St. Louis	WPRI Providence, R.I.	KCOY Santa Barbara
KPNX Phoenix	WPTV W. Palm Beach	WECT Wilmington, N.C.
KOVR Sacramento	WTLV Jacksonville	WRBL Columbus, GA.
WMAR Baltimore	WOKR Rochester, NY	WHLT Hattiesburg, MS.

And many more are signing up each week.

Jesse Jackson Voices of America

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

Produced by
Quincy Jones Productions
in association with
Jesse L. Jackson Sr. Productions Inc.
and distributed by



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Telco offensive... United States Telephone Association targets Senate consideration of cable reregulation bill as opportunity to get rid of barriers to entering TV business. **PAGE 35.**

Group W's vision for radio... With the completion of its acquisition of Legacy and Metropolitan Broadcasting radio stations, Group W Radio now sets its sights on 1990's and beyond. **PAGE 35.**

Cable's top 50... BROADCASTING takes its annual look at top 50 cable MSO's. **PAGE 42.**

36/ **SEARCHING**

CBS's search for new CBS Entertainment president continues, as speculation of leading candidates changes almost daily.

38/ **PAYOLA WATCH**

Despite recent Los Angeles indictments, radio station managers and disk jockeys say payola is not widespread in radio today.

40/ **SHAPING BRITISH TV**

Vigorous debate is expected in Britain's House of Commons over new bill that will shape country's television and radio industries for 1990's.

41/ **POLISH CABLE**

Chase Enterprises invests in U.S.-Polish government co-venture to bring cable TV to Poland.

59/ **GO WEST**

Some 10,000 industry executives head to Anaheim, Calif., for Western Cable Show.

61/ **NEW CROP**

New group of weekly first-



Viacom's 'Supercop' is one of most expensive new entries

run programing offerings for next fall is characterized by some reps as "lean pickings."

62/ **POST-SWEEPS SHUFFLE**

ABC makes some changes to its prime time schedule, including dropping *Living Dolls* and *Homeroom* and



putting *Mr. Belvedere* (above) on hiatus.



CBS news correspondents Mike Wallace (l) and Harry Reasoner in 1968 promotional shot for first episode of '60 Minutes'

68/ **PRIME TIME NEWS**

Prime time—once exclusively reserved for entertainment shows and occasional documentary—has become magnet for network news magazines.

64/ **DAYTIME CHANGES**

With NBC's endorsement, network's WNBC-TV New York rearranges its daytime schedule, in part to strengthen lead-in to *Donahue* and to accommodate its new *House Party*.

65/ **AMPEX LAYOFFS**

Ampex Corp., manufacturer of videotape equipment and TV broadcast and production gear, plans to reduce its work force and inventory.

71/ **INDECENCY ACTION**

FCC fines Chicago AM \$6,000 for three allegedly indecent segments of its afternoon drive show.

72/ **AM ASSISTANCE**

Indications are that Congress will act next year to improve AM radio.

73/ **FINANCIAL WOES**

Radio group owner asks for time to form debt restructuring proposal.

74/ **FREE FOR ALL**

National Association of Broadcasters declares January "Free Television Month."

77/ **WHERE THINGS STAND**

BROADCASTING's monthly feature updates communication issues.

103/ **ROAD TO DISCOVERY**

Ruth Otte, president and chief operating officer, The Discovery Channel, helps create world of educational entertainment at cable service.

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Director of National Sales and Marketing
WKYS-FM Radio, Washington, D.C.*

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WASHINGTON

Yellow light

Reports out of last week's meeting of National Association of Broadcasters cable relations committee indicates NAB will proceed cautiously on proposal to force cable operators to pay for retransmission of local signals (BROADCASTING, Dec. 4). One source said there is growing skepticism about accomplishing task. "We'd like compensation but we do not see how we can do it," source said. However, others insist idea is far from "dead." Staff will continue to refine proposal and has been directed to prepare two- or three-page white paper outlining industry goals and premise behind idea of abolishing broadcaster subsidy of cable. Task force will continue its work in hopes of presenting formal plan to NAB's TV board in January.

Why is Bob Schmidt smiling?

FCC Chairman Alfred Sikes is committed to fostering development of wireless cable, believing purveyors of cable programming via MMDS/MDS, ITFS and OFS microwave channels can provide competition to conventional cable. According to Sikes aide, FCC has begun process of

reviewing rules governing microwave channels to see what changes can be made to encourage proliferation of viable wireless cable systems. Goal is to launch rulemaking by next April.

Comings and goings

Long anticipated retirement of Hollywood's veteran Washington lobbyist, Jack Valenti, may come sooner than originally thought. According to sources, 68-year-old president of Motion Picture Association of America has told MPAA board members that they should begin process of finding successor, but that he is more than willing and able to carry on fight until they do. It could still be year or more before Valenti finally steps down, but line is expected to begin forming.

MPAA's official trail leads pursuers in another direction. It holds not only that Valenti is not planning to retire, but that he has been negotiating five-year extension to contract that expires in two years. Valenti could not be reached for comment.

HDTV punch

In few days prior to last Thursday's night's (Dec. 7) Sugar Ray Leonard-Roberto Duran fight in Las Vegas, Washington office of Comsat hastily arranged reception featuring presentation of fight in HDTV.

About 250 invited guests attended on short notice at Comsat headquarters, including members of Congress; staff from several congressional offices, FCC, State and Commerce Departments and City of Washington; CEO's of area corporations, and entire Intelsat board of governors, which happened to be in Washington for meeting at time.

Comsat VP Dick McGraw said that reaction to HDTV transmission was quite favorable. Pictures were picked up from MUSE-E signal which was set up for commercial closed circuit presentation of fight in Miami and New York ("Closed Circuit," Oct. 23).

Back in the saddle

National Association of Public Television Stations has hired Carol Randles Wheeler as a consultant. Wheeler left National Association of Broadcasters government relations department six years ago as its senior lobbyist upon her marriage to then National Cable Television Association President Tom Wheeler.

On the road again

FCC has tentatively chosen Los Angeles as site for one of series of public hearings on cable television that agency is planning for early next year. Agency is looking at sites in Florida and Midwest for

other hearings. FCC Chairman Alfred Sikes hopes to have as many of fellow commissioners as possible on hand for each. Coordinating with other offices has complicated selection of sites and dates, but final schedule should be set within next few weeks.

Moving up

Barbara Kreisman is set to become new chief of FCC Mass Media Bureau's video services division—key post (it handles all agency's TV matters) vacated by Roy Stewart when he was bumped up to chief of bureau. Kreisman, who had been assistant chief of audio services division, was named acting chief of video services last week after chairman's office gave nod. Expectation is that "acting" will be stripped from title in short order—as soon as other three commissioners sign off on appointment.

Hope springs

Despite current hard feelings between cable and broadcast executives (BROADCASTING, Dec. 4), National Association of Broadcasters President Eddie Fritts sees light at end of tunnel. Fritts says that in this business there are "no permanent allies and no permanent enemies. I don't see why at some point in the future when the timing is right that we wouldn't be able to continue a dialogue on what is in the best interest of both industries."

NEW YORK

News know-how

Tribune Entertainment expects to hire news consultant with network level credentials in next few weeks to help reposition *Geraldo* talk strip and strengthen it as news lead-in program it was meant to be. Tribune has already hired Frank Magid Associates to research show's problems. Most stations carry it in early fringe as news lead-in, and number have complained about what they felt was excessive exploitative subject matter



And the winners were...

Washington chapter of Broadcast Pioneers held its 10th annual awards banquet at Kenwood Country Club, honoring among others (l to r) Jim Gibbons of WFMD(AM)-WFRE(FM) Frederick, Md.; Mac McGarry, evening's MC and host of NBC-TV's *It's Academic*; Vincent T. Wasilewski, former president of National Association of Broadcasters; Peggy Whedon, former producer of ABC News's *Issues & Answers*; Howard Head, former partner, A. D. Ring & Associates; Robert E. Lee, former FCC chairman and commissioner and now telecommunications consultant to Fletcher, Heald & Hildreth, and Vincent J. Curtis Jr., managing partner of Fletcher Heald and president of Pioneers chapter. Also honored: WLEX-TV Richmond, Va., and (posthumously) Betty Wolden Endicott, former vice president and general manager of WTTG(TV) Washington.

Proof of Performance

Within minutes after October's earthquake rocked California, the phones on the traffic desk of our Glenbrook, Connecticut earth station lit up with urgent requests for uplink, downlink and turnaround services from CBS, ABC, Fox and others as the nation's newsgathering apparatus swung into action. Throughout the night—and the four days and nights that followed, the Group W Satellite Communications Glenbrook team provided 2,001 hours of transmission services to our clients without one second of outage.

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during November sweeps (BROADCASTING, Dec. 4). Company hopes to have consultant on board by year's end. Among those in running: former CBS News President Ed Joyce, now writing novel and living on West Coast, and former CNN President Reese Schonfeld, now partner in New York-based production company, Current Trends Productions.

Headliner

Tribune Broadcasting's Independent Network News, which has brought major news figures to Association of Independent Television Stations conventions to participate in conversations with INTV-delegate audience, has scored coup for upcoming meeting: appearance by former President Ronald Reagan.

Blessing in disguise?

Cancellation of *USA Today* hurt Gannett's pride but helped company's pocketbook even beyond stemming direct losses from project. Eight of Gannett's owned stations carried show, mostly in valuable prime time access (see "Syndication Marketplace," page 64). In large markets such as Washington, Atlanta and Denver, *USA Today* share was several points below that of previous programing in same time period. Dennis McAlpine, securities analyst with Oppenheimer & Co., estimated that carriage of show cost stations over \$10 million annually in operating income, which depending on cost and performance of replacement programing may be regained.

Phase out

Robert Siegenthaler, president of ABC broadcast operations and engineering since Julius Barnathan left post to become corporate vice president, has said he will not refill position held by Max Berry, VP, audio and video systems engineering, upon Berry's retirement at end of year. Duties of those who reported to Berry will be reassigned, he said, apparently to operations executives.



Glow Tannenbaum

Attending *WNBC-TV New York's party for lighting of Rockefeller Center Christmas tree Dec. 4* (l to r): Jack Welch, chairman and CEO of NBC parent General Electric; William G. Moll, VP and general manager, *WNBC-TV*; Robert Wright, NBC president and CEO, and Al Jerome, president of NBC Television Stations.

Responding to ABC source's characterization of move—that it takes 'E' out of BO&E and removes mechanism for evaluating new technologies—Siegenthaler said, "That is absolutely not true. We have a wonderful group of engineers, operating and theoretical, a good cadre of people to carry on. We will continue constant review of where we are and where we're going."

For sale

Unsolicited offers for Robert F.X. Sillerman's *WNEW(AM)* have been pouring in. Gary Stevens is handling sale of station, which, according to industry sources, is worth between \$22 million and \$26 million. Station is currently owned by Westwood One and Sillerman's Metropolitan Broadcasting. Last month Westwood One announced that it would sell its 50% interest in station to Command Communications, in which Sillerman is principal investor, for \$15.3 million (BROADCASTING, Nov. 20). Potential buyers, according to industry sources, are Viacom, Infinity Broadcasting Corp. and Evergreen Media Corp. Viacom, source says, offered as much as \$30 million for station.

Interested party

Reports made rounds of cable industry last week that Rupert Murdoch has shown interest in buying one-third of

Rainbow Programing Services, now jointly owned by NBC and Cablevision Systems. (Rainbow owns several national cable networks, as well as seven regional sports networks.) Deal would give Murdoch foothold in cable business as well as Rainbow financial shot in arm. Since several of its services are start-up ventures, Rainbow's losses this year will run in tens of millions of dollars. CNBC alone is expected to post losses of at least \$30 million in 1989.

HARTFORD

For sale signs

Hartford, Conn.-based First City Broadcasting (formerly Daytona Group) will announce this week that it will sell "many, if not all" of its stations. First City, headed by Norman Drubner, has retained Media Venture Partners to sell *KGRX(FM)* Globe, Ariz.; *WPAP-FM* Panama City and *WCOA(AM)-WJLQ(FM)* Pensacola, both Florida; *KZRO(AM)* Corrales and *KIVA-FM* Santa Fe, both New Mexico; *KZRC(AM)* Milwaukie and *KXYQ(FM)* Salem, both Oregon; *KRIX(FM)* Brownsville and *KGRE(AM)* Weslaco, both Texas; and *WVMX(FM)* Richmond, Va. All FM's are full-power Class C's except for *WVMX*. Industry sources estimate value of stations to be between \$36 million and \$40 million. Stations can be purchased

separately or in combination. First City has put priority on unloading Southwestern properties first. After deals are done, First City will focus efforts on managing its recently acquired *WLVI(FM)* Hartford, Conn.

SAN DIEGO

Raised eyebrows

Howard Stringer, in Los Angeles last week looking for president of entertainment division at CBS, took time out to visit CBS affiliate *KFMB-TV* San Diego. Although CBS spokespersons say Stringer and Tony Malara, president, CBS affiliate relations (who joined Stringer in San Diego), were only there to make routine visit to affiliate, stopover has created speculation of possible affiliation switch in 24th-ranked market. Reports, which have cropped up in past, center around VHF ch. 8 *KFMB-TV* and NBC's UHF affiliate, ch. 39 *KNSD(TV)*.

EUROPE

Going Dutch

Cable networks continue overseas expansion. Discovery Channel, which launched European version of service in April and has doubled homes count there since then to 250,000, will be launching in Holland Jan. 1 in as yet undetermined number of households. Holland's total cable universe is 4.3 million homes.

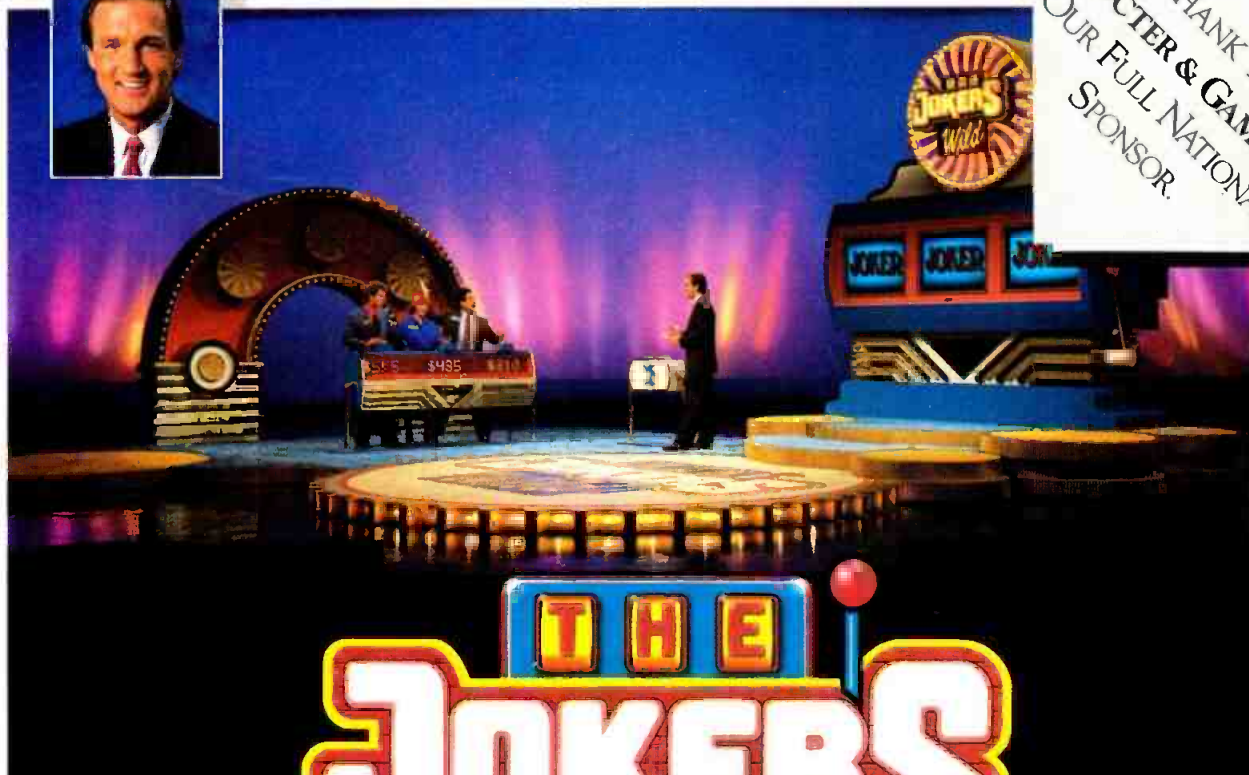
Continental soap

Latest example of big three network forays into overseas production is plan by NBC's new international unit, formed earlier this year under executive J.B. Holston III, to develop its first international programing co-productions. One of several deals in hopper for NBC is European daytime soap (shot in English) in co-venture with TeleImage, Paris-based production company that coincidentally has formed co-production joint venture with Group W. NBC International has also been active overseas in network affiliation deals in Australia and New Zealand.



Host: Pat Finn

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BY THE NUMBERS 1

ABC's *Anything but Love* (at right) debuted late last season (Week 25) on Tuesdays at 9:30 and, bolstered by the lead-in audience from *Roseanne* at 9, picked up a 22.6/34 for its debut episode. *Anything* finished off the 1988-89 season with six exposures and a 19.0/29 season-to-date average. Just prior to the start of the current season, *Anything* ran for three weeks (48-50) in its old timeslot and picked up nothing better than a 15.1/25 in Week 50. When the 1989-90 season started, *Anything* was scheduled at 9 on



Wednesday, where it would compete with NBC's *Night Court* and serve as a lead-in to *Doogie Howser* at 9:30. *Doogie* had two exposures in premiere week, while *Anything but Love* waited until Week Two for its own season premiere. The two programs switched timeslots in Week Two and ran as they do now, with *Doogie* at 9 competing with *Night Court*, and *Anything but Love* at 9:30 competing with NBC's *My Two Dads*. CBS has the one-hour *Jake and the Fatman* at 9, the first half of

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Rank/rating □ Network □ Show

- 1 ▲ 27.1/43 N *Cosby Show*
- 2 ▲ 25.4/40 N *Cheers*
- 3 25.0/39 N *Ann Jillian*, preview
- 4 ▼ 24.5/36 A *Roseanne*
- 5 ▲ 21.4/34 N *Dear John*
- 6 ▼ 20.1/34 N *Golden Girls*
- 7 ▼ 19.8/29 C *Murder, She Wrote*
- 8 ▲ 19.6/33 N *L.A. Law*
- 9 ▼ 19.5/30 C *60 Minutes*
- 9 ▼ 19.5/28 A *Wonder Years*
- 11 ▼ 19.1/34 A *Monday Night Football*
- 12 ▼ 18.9/30 N *Unsolved Mysteries*
- 13 ▼ 18.8/32 N *Empty Nest*
- 14 ▼ 18.3/28 A *Who's the Boss?*
- 15 ▼ 18.2/27 A *Coach*
- 16 ▲ 17.0/25 N *In the Heat of the Night*
- 17 ▲ 16.9/27 A *Growing Pains*
- 17 ▲ 16.9/26 N *NBC Monday Movie*
- 19 ▼ 16.6/25 N *Matlock*
- 20 ▲ 16.0/29 A *Full House*
- 21 ▲ 15.9/25 A *Head of the Class*
- 22 15.7/24 A *Hallmark Hall of Fame*
- 22 ▲ 15.7/24 N *Night Court*
- 24 ▼ 15.1/26 N *Amen*
- 24 ▲ 15.1/22 N *Hogan Family*
- 24 ▼ 15.1/28 N *Hunter*
- 27 ▲ 15.0/23 A *Doogie Howser, M.D.*
- 28 ▲ 14.5/22 N *ALF*
- 29 14.4/22 C *Jake and the Fatman*
- 29 ▼ 14.4/21 C *Murphy Brown*

Rank/rating □ Network □ Show

- 31 ▲ 14.2/26 A *20/20*
- 32 ▼ 14.0/22 N *NBC Sunday Movie*
- 33 ▲ 13.9/25 A *Family Matters*
- 34 ▼ 13.7/21 C *Designing Women*
- 34 13.7/23 A *thirtysomething*
- 36 13.5/23 C *Knots Landing*
- 37 13.3/20 C *CBS Sunday Movie*
- 38 13.2/23 A *Perfect Strangers*
- 39 13.1/19 C *Rescue: 911*
- 40 ▼ 13.0/19 C *Major Dad*
- 41 ▲ 12.9/20 A *Anything but Love*
- 42 12.7/22 N *Yesterday, Today & Tomorrow*
- 43 ▼ 12.5/21 A *Just the Ten of Us*
- 44 12.4/21 C *Dallas*
- 45 ▲ 12.2/22 A *China Beach*
- 46 ▲ 12.1/19 N *My Two Dads, Wed.*
- 47 ▲ 12.0/22 N *Quantum Leap*
- 47 ▼ 12.0/21 N *227*
- 49 ▲ 11.5/16 N *Sister Kate*
- 50 ▼ 11.0/18 A *MacGyver*
- 51 ▲ 10.7/19 N *Mancuso, FBI*
- 52 ■ 10.6/15 N *Ann Jillian*
- 53 10.5/19 C *Wiseguy*
- 54 ▼ 10.4/15 F *Married...With Children*
- 55 ▼ 10.3/18 N *Baywatch*
- 55 ▼ 10.3/18 N *Hardball*
- 55 ▲ 10.3/16 N *Magical World of Disney*

Week 11 □ Nov. 27-Dec. 3

Rank/rating □ Network □ Show

- 58 10.2/16 C *CBS Tuesday Movie*
- 58 10.2/19 C *Falcon Crest*
- 60 ▲ 9.9/15 A *Mission: Impossible*
- 60 ▲ 9.9/15 A *Young Riders*
- 62 ▼ 9.8/14 F *America's Most Wanted*
- 62 ▼ 9.8/17 C *Doctor, Doctor*
- 64 9.7/17 C *Paradise*
- 65 9.6/15 C *Candid Camera on Wheels*
- 65 ▼ 9.6/14 C *Famous Teddy Z*
- 67 ▼ 9.2/13 F *Totally Hidden Video*
- 68 ▼ 9.1/14 A *Life Goes On*
- 69 8.7/14 C *Top of the Hill*
- 70 ▼ 8.6/15 A *ABC Mystery Movie*
- 71 ▲ 8.0/14 A *PrimeTime Live*
- 72 7.8/12 C *48 Hours*
- 72 7.8/14 C *Snoops*
- 74 ▼ 7.6/14 C *Sat. Night with Connie Chung*
- 75 ▲ 7.4/11 F *21 Jump Street*
- 76 ▼ 7.3/13 F *Cops*
- 77 7.1/10 A *Free Spirit*
- 77 7.1/12 C *Tour of Duty*
- 79 ▼ 6.7/12 A *Mr. Belvedere*
- 80 6.6/10 A *Homeroom*
- 81 ▼ 6.4/9 F *Open House*
- 82 ▼ 6.1/10 F *Reporters*
- 83 ▼ 5.8/10 A *Living Dolls*
- 84 ▼ 5.7/8 F *Alien Nation*
- 85 ▼ 5.2/8 F *Booker*
- 86 4.0/6 F *Premiere—Christmas Movie*
- 87 ▼ 3.5/6 F *Beyond Tomorrow*

Guide to symbols

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

Source: Nielsen Media Research

■ —Premiere broadcast

FREEZE FRAMES: Top-ranked shows in Arbitron's 14 metered markets for Week 11

Ranked first in five cities: Atlanta, Detroit, Los Angeles, New York, Washington—*Cosby Show* NBC

Ranked first in five cities: Cleveland, Dallas, Houston, Miami, Philadelphia—*Roseanne* ABC

Ranked first in two cities: Boston, San Francisco *Cheers* NBC

Ranked first in one city: Chicago—ESPN's *Bears-Vikings* football game WLS-TV

Ranked first in one city: Denver—*Monday Night Football*, *Giants-49ers* ABC

Source: Arbitron Ratings.

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Happy Days Had It.



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The perfect network audience with the right demographic mix. Twelve years of comedy research have shown us that it's the predictor of syndication success.

Long-running stripping hits like "Happy Days" and "M*A*S*H" had it on the network. And, so does the Warner Bros. line-up of off-network sitcoms for fall '90-'91.

All of our sitcoms have the key ingredient that makes a network hit a strip winner. They have a prime time audience comp identical to the mix that watches sitcoms five days a week.

Unfortunately, not all high-priced sitcoms on the market have this essential ingredient. Which increases your risk.

But, with "ALF," "Head of the Class,"

"The Hogan Family" and "Perfect Strangers," your programming investment is secure. They're the network hits with the audience appeal that will make them hits for you for many years to come.

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HEAD OF THE CLASS
Eustes/Elias Productions

THE HOGAN FAMILY
Miller/Boyett Productions

PERFECT STRANGERS
Miller/Boyett Productions



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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 10

which places second behind *Night Court*, the winning show for that half hour according to a breakout of half-hour season-to-date averages through Nov. 26. *Jake* wins the race at 9:30, with second place going to *Anything but Love*, according to the same tally.

The Nielsen season-to-date average for *Anything*, as of Week 11, is 13.1/21. The show ranks 41st out of 97. *Doogie* ranks 23d with a season-to-date average of 14.8/23.

In the current prime time race, NBC won Week 11 with a 15.4/24.7 over ABC's 13.2/21.2 and CBS's 11.6/18.7. The book of days shows NBC picking up its fourth consecutive Wednesday night win, with a 14.9/24.6 over ABC's 14.2/23.2. The other nights of the week went as expected, with ABC taking Monday, Tuesday and Friday. NBC took Thursday and Saturday along with Wednesday, which left CBS with Sunday.

MarketScope

The Standard & Poor's Industrials picked up 6.04 points, or 1.54%, to close at 398.71. For the seven day period from Nov. 29 to Dec. 6, the Stock Index responded in an upbeat manner, with 57 advances, 42 declines and 27 remaining unchanged. The Equipment & Manufacturing group posted the greatest number of advances, 15, with only six declines and three unchanged. The Service group posted eight advances, two declines and four unchanged. The Broadcasting group had six advances, four declines and six unchanged. Reeves Communications moved up 1%, or 38.46%. Announcement of a merger agreement with Thames Television PLC came on the closing day of trading for the Stock Index, when the stock opened at 6½, 1½ above the previous day's closing price of 4½. (See story, "Top of the Week.") The Washington Post dropped 10¼ to close at 271. Capacities/ABC gained 5 to close at 538.

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 Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Nov 8	Nov 1	Change	Change	Ratio(000,000)	Nov 8	Nov 1	Change	Change	Ratio(000,000)

BROADCASTING

N (CCB) Capital Cities/ABC	538	533	5	00.93	22	9,683
N (CBS) CBS	198 1/4	196 5/8	1 5/8	00.82	17	4,684
A (CCU) Clear Channel	12 1/4	12	1/4	02.00	122	47
A (HTG) Heritage Media	3 1/8	3 1/4	- 1/8	-03.84	-2	112
O (JCOR) Jacor Commun.	5 1/2	5 1/2		00.00	-4	54
O (LINB) LIN	123 3/8	119 7/8	3 1/2	02.91	69	6,332
O (OBCCC) Olympia Broadcast	5/8	3/4	- 1/8	-16.66	1	
O (OSBN) Osborn Commun.	10 5/8	11 3/4	- 1 1/8	-09.57	8	71
O (OCOMA) Outlet Commun.	24 5/8	24	5/8	02.60	30	161
A (PRI) Price Commun.	4 7/8	4 7/8		00.00	-10	44
O (SAGB) Sage Broadcasting	2 3/4	2 3/4		00.00	-2	10
O (SCRIP) Scripps Howard	67	67		00.00	34	691
O (SUNNC) SunGroup Inc.	1 3/4	1 3/4		00.00	-2	4
O (TLMD) Telemundo	5 1/2	5 3/4	- 1/4	-04.34	-2	125
O (TVXGO) TVX Broadcast	4 1/4	4 1/4		00.00		31
O (UTVI) United Television	34 1/2	34 1/4	1/4	00.72	49	376

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	36 1/2	38 1/8	- 1 5/8	-04.26	48	724
N (AFL) American Family	17 3/4	18	- 1/4	-01.38	16	1,440
O (ACOMA) Assoc. Commun.	36	36		00.00	-87	670
N (CCN) Chris-Craft	35	35 1/4	- 1/4	-00.70	51	833
O (DUCCO) Durham Corp.	33	33 1/2	- 1/2	-01.49	29	278
N (GCI) Gannett Co.	41 7/8	41 1/8	3/4	01.82	17	6,756
O (GACC) Great Amer. Comm.	9 1/4	10 1/4	- 1	-09.75	-2	290
N (UPI) Jefferson-Pilot	44 1/4	42 3/4	1 1/2	03.50	14	1,663
N (KRII) Knight-Ridder	52 1/4	51 1/8	1 1/8	02.20	12	2,688
N (LEE) Lee Enterprises	31 3/4	30 7/8	7/8	02.83	18	775
N (ILC) Liberty	37 1/8	37 3/8	- 1/4	-00.66	21	313
N (MHP) McGraw-Hill	61 1/2	61 3/4	- 1/4	00.40	15	2,990
A (MEGA) Media General	32 7/8	32	7/8	02.73	821	846
N (MDP) Meredith Corp.	32 1/4	32 1/2	- 1/4	-00.76	18	601
O (MMEDC) Multimedia	90 1/2	93	- 2 1/2	-02.68	33	1,022
A (NYTA) New York Times	26 7/8	26 3/8	1/2	01.89	13	2,110

National sensations.

DuckTales

4.8

Chip 'n Dale

5.3





Local

The only #1 story that counts.

DuckTales and Chip 'n Dale's Rescue Rangers are the #1 rated animated shows at any time, on any station in these key markets...

New York/WPIX

Chicago/WGN

Philadelphia/WTXF

San Francisco/KTVU

Boston/WSBK

Detroit/WKBD*

Dallas/KTVT

Houston/KHTV

Tampa/WTOG

Seattle/KCPQ

Miami/WBFS

St. Louis/KPLR

Denver/KWGN

Hartford/WTIC

Indianapolis/WTTV

Milwaukee/WCGV

Cincinnati/WXIX

In 74% of the metered markets, Disney is the undisputed champ!

SOURCE: NSI w/o 11/9/89 Overnight Markets. *ARB w/o 11/8/89 Overnight Markets.

heroes.



But this is only half the story.
The Disney Afternoon.
Coming Fall 1990.

CAMELOT
ENTERTAINMENT

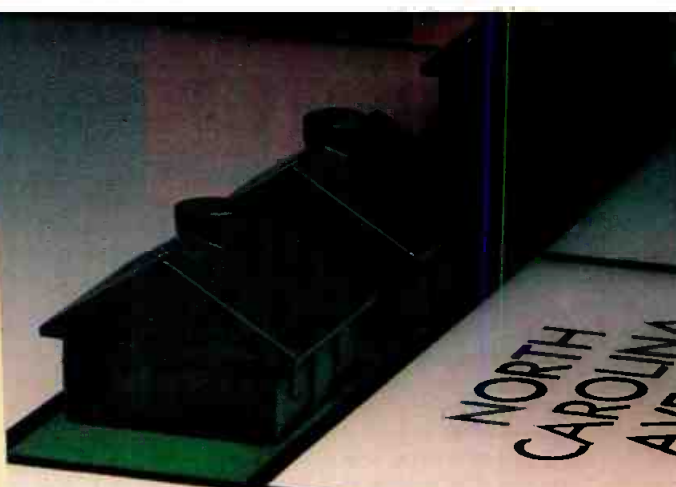
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**Buena Vista
Television**

STOCK INDEX 2

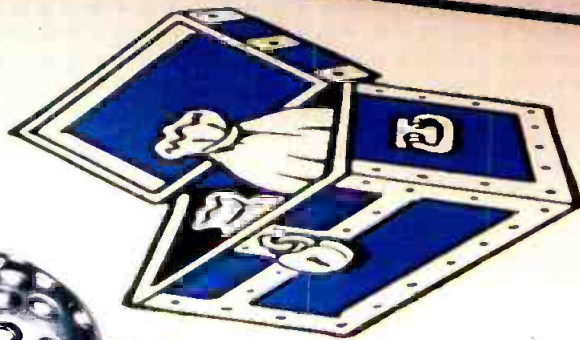
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YOU PLAY
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30 MINUTES?



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IN

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KING WORLD HAS THE ANSWER!

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availability in your market...before it's too late!



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NATIONAL ADVERTISING BY



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DISTRIBUTED BY



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■ indicates new listing or changed item.

This week

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 *The Washington Journalism Center*. Watergate hotel, Washington, D.C. 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.

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.

Also in December

■ **Dec. 19**—*Communications Media Center* seminar, "First Amendment Rights of Telephone Companies." Communications Media Center, New York Law School. Speakers: Frank W. Lloyd, Mintz Levin Cohen Feris Glovsky & Popeo, and John Thorne, Bell Atlantic. Discussants: Samuel A. Simon, Issue Dynamics Inc., and Allen S. Hammond IV, New York Law School. Information: Deborah Schull, (212) 431-2160.

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 Jojie Emmerich, senior VP-daytime programs, ABC-TV. Copacabana, New York.

■ **Jan. 5**—Deadline for entries in *American Women in Radio and Television's* 15th annual National Commendation Awards. Entries in radio, television and cable programming and broadcast advertising must have appeared between Jan. 1, 1989, and

Dec. 31, 1989. Information: Diane Walden, (202) 429-5102.

Jan. 7-12—*Annenberg Washington Program* faculty workshop in communications policy. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 8—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 8—*Academy of Television Arts and Sciences* forum luncheon. Speaker: ABC's Barbara Walters. Beverly Hilton, Los Angeles. Information: Murray Weissman, (818) 763-2975.

■ **Jan. 10**—Deadline for entries in Green Eye-shade Award competition sponsored by *Atlanta Professional Chapter of the Society of Professional Journalists*. Competition is open to journalists and freelancers in Kentucky, Tennessee, Arkansas, West Virginia, Louisiana, Florida, Mississippi, Georgia, North and South Carolina and Alabama. Information: (404) 875-6923.

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. 11—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Major Meetings

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 20-23, 1990—*National Cable Television Association* annual convention. Convention Center, Atlanta.

■ **June 3-6, 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. NAB, Washington.

July 15-18, 1990—*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.

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. 16—"High-Definition Television: Is America's Future on the Line?" symposium and live satellite broadcast sponsored by *National Technological University*. University of Maryland, College Park, Md. Information: (303) 484-6050.

■ **Jan. 17**—*Society of Broadcast Engineers, Chapter 15*, meeting on "Transmitters: From the Old to the New." WQXR auditorium, New York Times Building, New York. Information: David Bialek, (212) 752-3322.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19—Deadline for entries in National Awards for Education Reporting, sponsored by *National Education Writers Association*. Information: (202) 429-9680.

■ **Jan. 19**—Deadline for entries in second annual public affairs awards competition sponsored by *The Cable Television Public Affairs Association*. Event or campaign must have occurred during calendar 1989. Information: Nancy Larkin, (617) 742-9500, or Andy Holdgate, (617) 792-7407.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

Jan. 19-21—"Economics of the Illegal Drug Trade," conference for journalists sponsored by *Foundation for American Communications*. Miami Airport Hilton, (213) 851-7372.

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* 45th 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 conference, "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.

■ **Jan. 31**—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office, (202) 429-5420.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding intro-

Errata

Nov. 20 "Changing Hands" item on sale of WTIS(AM) Tampa, Fla., from Forus Communications to WTIS-AM Inc. omitted name of Simon Rosen as partner of Forus Communications along with Lind Carl Voth. Forus Communications also owns WAEC(AM) Atlanta and WSIV(AM)-WVOA(FM) Syracuse, N.Y.

duction 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. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

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—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

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; Laurence 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. 24**—*National Association of Broadcasters* Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

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

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with the Blue Chips**



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VIEWER FRIENDLY.

A new era in daytime talk shows.



"The show is going to be fun and entertaining," says Cristina. "We'll feature guest experts and frequent chats with young children and teen-agers."

Your next-door neighbor. Your best friend. These are just some of the terms that describe Cristina Ferrare.

Welcome to "Studio 33, Hollywood" and the dawn of a new era in daytime strip programming.

It's viewer friendly.

It's advertiser friendly.

It's what television in the 90's is all about.

"Studio 33, Hollywood," with Cristina Ferrare and co-host Ron Reagan, takes the talk show format to the next decade with an exciting new concept that we call viewer friendly television. The emphasis of "Studio 33, Holly-

wood" is on action. Produced at the world-famous Universal Studios in Hollywood, Cristina and Ron are never more than a few feet away from big stars, surprise guests and spontaneous, on-location interviews. It all adds up to entertainment on a grand scale that's non-confronta-

tional and unpredictable...the dream program your viewers and advertisers will embrace.

“A program advertisers will support.”

Cristina Ferrare's appeal with women viewers can be summed up in one word.

Phenomenal.

Her co-hosting duties on "A.M. Los Angeles," and appearances on "Good Morning America" confirm Cristina as a major audience draw.

Co-host Ron Reagan has traveled all over the world as a performer

and journalist, yet he's a regular guy at heart. The down home style he displays as special correspondent to "Good Morning America," makes him an audience favorite. And those who caught his hosting gig on "Saturday Night Live" know Ron can also be witty, off-beat and fun loving.



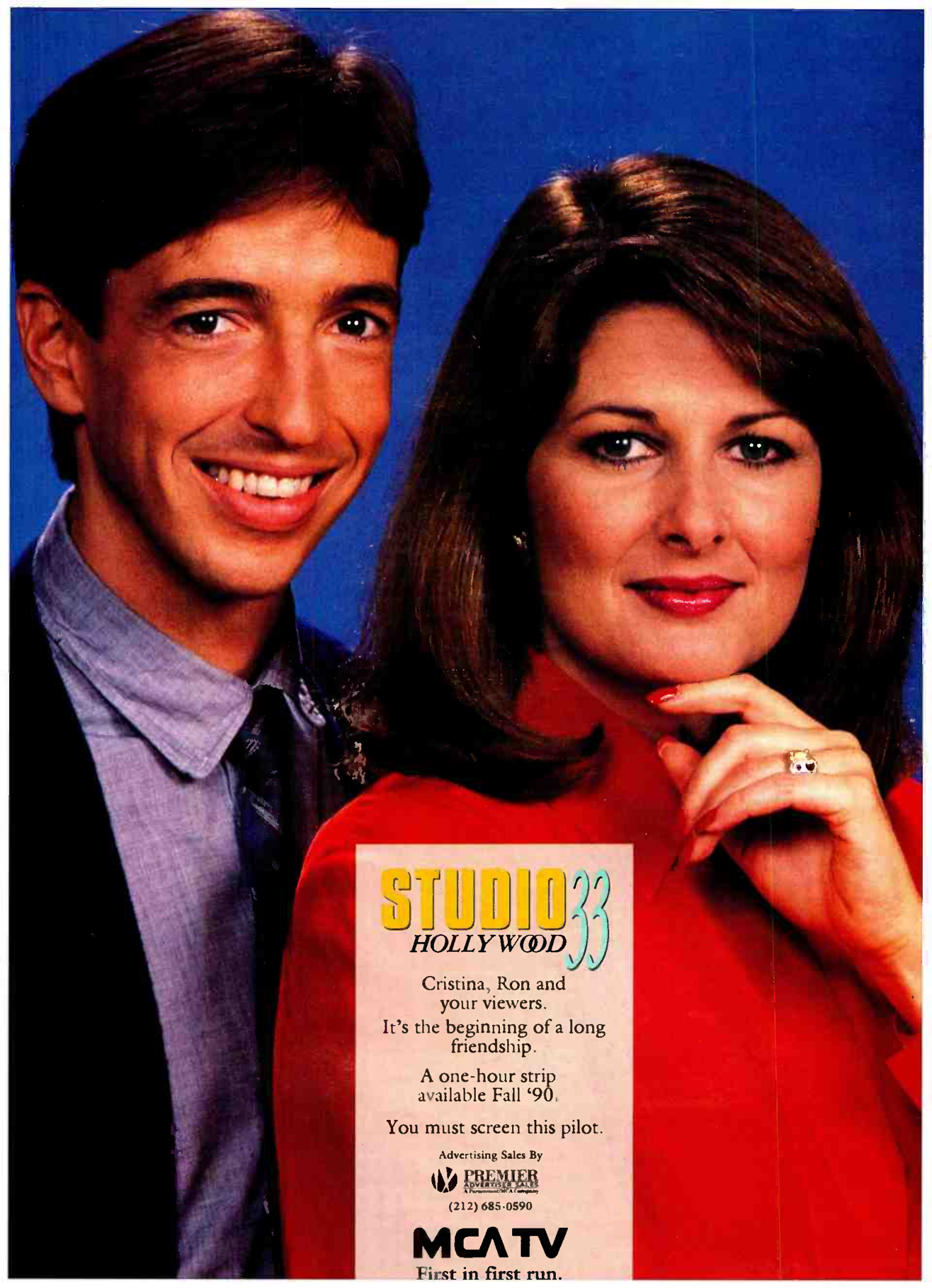
Cristina and co-host Ron Reagan bring a new look to daytime television.



"Ron is quite candid," Ferrare says. "He makes no pretense, and he is witty."



"We are looking for honest humor," says Ferrare. "All of us have the same problems... house problems, spouse problems, kid problems. I want the viewer to come away with something special from each show."



STUDIO33 HOLLYWOOD

Cristina, Ron and
your viewers.

It's the beginning of a long
friendship.

A one-hour strip
available Fall '90.

You must screen this pilot.

Advertising Sales By



(212) 685-0590

MCA TV

First in first run.

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 2-4—*Intercollegiate Broadcasting System* national convention. New York Penta Hotel, New York. Information: Jeff Tellis, (914) 565-6710.

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 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

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 3—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 13-14—12th annual Black College Radio Convention sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

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 18-22—*Religious Communication Congress*, "once-a-decade international/interfaith event" featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

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

April 20-25—*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 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition. Information: NAB Radio Office, (202) 429-5420.

The Fifth Estate Broadcasting TELEVISION

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Broadcasting & Cable Yearbook

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□

Broadcasting Publications Inc.

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Lawrence B. Talshoff, president.
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David N. Whitcombe, vice president.

Founded 1931. *Broadcasting-Teletesting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. □ Reg U.S. Patent Office. □ Copyright 1989 by Broadcasting Publications Inc.

MEDIA BIAS

here's how it's done

AIM'S MEDIA MONITOR

this week tells how Andy Rooney, on "60 Minutes," discussed 8 food scares, going back to the 1959 cranberry panic. He forgot the Great Apple Scare of 1989, a phony panic set off by "60 Minutes." Isn't that funny? Was Andy censored?

Listeners to over 250 radio stations will hear this 3-minute daily commentary from AIM. You can get it FREE. Ask for a sample tape.

Contact Deborah Lambert
ACCURACY IN MEDIA

1275 K St., N.W., Washington, DC 20005
(202) 371-6710

HE'S BEEN AN OVERNIGHT SUCCESS



FOR THE PAST 5,738 DAYS.*

Ever since 1967, when Phil scored a 15% rating in his first November sweep in Dayton, he has maintained consistent audiences. He is virtually unphased by new competition after 23 years.

DONAHUE

The first is always the best.



*As of 12/1/89.
Source: Arbitron

WE PUT BIG WHE

RATING CHANGE OCT. '88 VS. OCT. '89

+43%

**A
CURRENT
AFFAIR**

**WHEEL OF
FORTUNE
-8%**

**JEOPARDY
-4%**

SOURCE: NSS POCKET PIECES OCT. 3-30, 1988 VS. OCT. 2-29, 1989.



TELEVISION

ELS IN JEOPARDY.

NOW #3 IN ACCESS

ACCESS SHOWS

WHEEL OF FORTUNE

JEOPARDY

A CURRENT AFFAIR

ENTERTAINMENT TONIGHT

FAMILY FEUD

HARD COPY

INSIDE EDITION

USA TODAY

WIN, LOSE OR DRAW

RTG

15.0

13.1

9.0

8.5

5.5

4.9

4.7

3.1

1.8

*NEW
RECORD!*

SOURCE: NSS RANKING REPORT WEEK OF NOV 13, 1989 (GAA RATING).



THE ORIGINAL. THE BEST.

© 1989 STF PRODUCTIONS, INC.

A radio satellite service commentary by Robert A. Mazer, telecommunications attorney, Nixon, Hargrave, Devans & Doyle, Washington

We spend a lot of time talking about high-definition television—the new technology, the impact of the industry, the foreign set competition, the wonders of the end product.

There's another new broadcast service in the offing—a radio-only service—that has all of those elements and then some. Unfortunately, we—as a country and as an industry—haven't paid much attention to this development. Equally unfortunately, it goes by the technical and rather unsexy name of satellite sound broadcasting. Some prefer to call it the radio satellite service.

But with or without U.S. interest, the radio satellite service (RSS) will come into being at the 1992 World Administrative Radio Conference (WARC) in Spain with about 20 new frequencies assigned to the U.S.

It's the radio wave of the future because:

- RSS will be digital (meaning compact disk-quality sound), with no fade-ins and -outs and offering the crispest broadcast signal ever heard, as the ultimate clear-channel service.

- RSS will offer blanket coverage to every home and car radio, with no white areas.

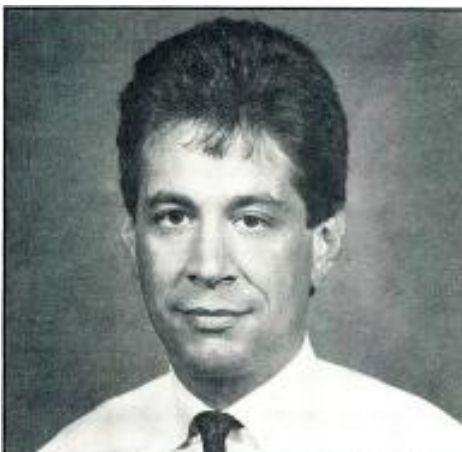
- RSS will be global in nature on a real-time basis at low cost.

- And RSS will go directly from each earth station to satellite to listener with nothing and nobody in between.

I'm not talking about a local radio station currently serving a six-county area suddenly going worldwide or national; I'm talking about a brand new radio service reaching all of the United States or all the world.

Why should we care? Well, take the global nature of the service as just one example. The global marketplace is shrinking and will be decidedly smaller after 1992 when the European Community becomes a reality. Imagine, if you will, a service coming from New York or Washington or Los Angeles or Minneapolis with a worldwide reach and audience. There are advertisers in this country who are interested in having their names and products known beyond the domestic marketplace. For example, when CBS made its first programming and advertising deal with CCTV in Beijing a few years ago, Boeing, Kodak and other firms willingly bought commercial spots. Let your sales imagination wander a bit to think of companies interested in simultaneously reaching all of Europe.

You're right; who in London, Munich or Paris or across our own country would want to listen to your local radio station? But I'm talking about special new radio



“The possibilities are enormous if not limitless; the flexibility of virtually all aspects of the radio satellite service will be bound only by the imagination of the individuals involved.”

services *not* directed at a local audience with traffic and weather and news of concern only to area listeners. Why not an all-news service, or an all-sports service, or an all-classical music service, or an all-religion service—or any combination of these examples—offered nationally or globally, with universal reach and interest?

This system can be designed to reach only the U.S., Canada and South America. However, to add the rest of the world only would require bouncing the signal off two other satellites, one serving Europe, Africa and the Middle East, the other reaching Asia, all at minimal cost. Further, the second and third signals could be altered to include or substitute regional material, such as European commercials for products and brand names better known there than here.

The possibilities are enormous if not limitless; the flexibility of virtually all aspects of the service will be bound only by the imagination of the individuals involved.

Nothing this new and good is without

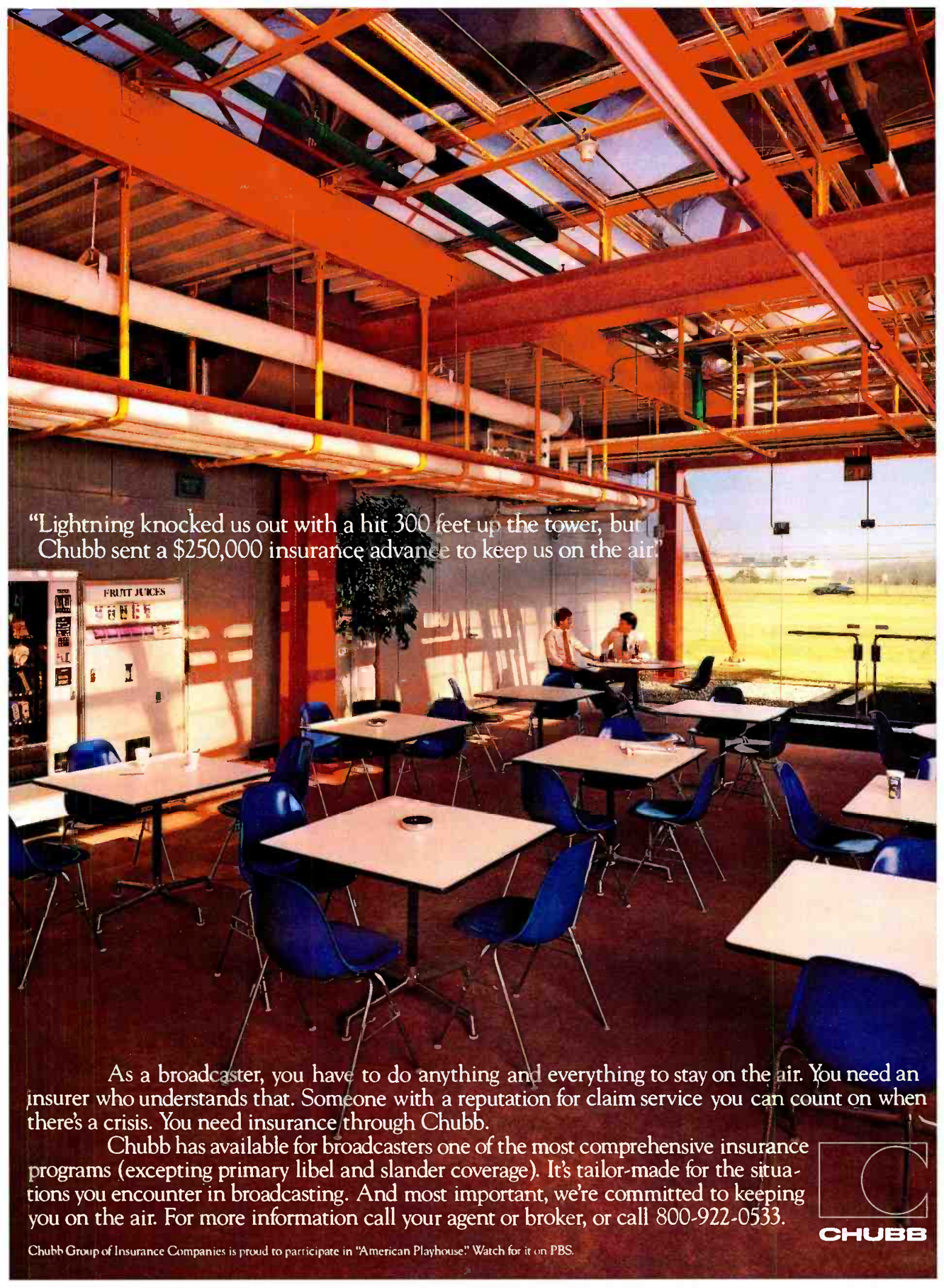
its problems, and RSS has two. The first is equipment. No regular radio receiver available today can pick up the RSS signals from the planned frequencies, which will be somewhere between 500 mhz and 3000 mhz. But the engineers, who generally have a tendency to invent things for which we haven't found a use, have the technical know-how for this project. Equally important, this isn't HDTV with its \$3,000 television sets and mega-millions to be spent for new cameras, studio equipment and transmitters. New transistor radios with AM, FM and RSS bands will be in the same price range tomorrow as they are today. And they'll be the same size, with no antenna or other equipment required.

As to automobile radios, we will probably go through what we did 15 or so years ago to include an FM band on every car radio. That battle was won; so will this one, particularly since with RSS, auto reception will be guaranteed everywhere except in the longest tunnels and even when the nearest conventional radio transmitter is 100 or more miles away.

The other problem will involve the local radio stations, whether independent or affiliate, that will feel left out of the loop. However, this is not a substitute signal. It means more competition—admittedly a dirty word to some—in the local marketplace from a distant signal, but it will be competition that will not offer that all-important local news and weather and school closings and advertising. Mutual and CBS will not move their regular network feeds to RSS, although they may want to start a new RSS “network”—without any affiliates—in addition to what they already have.

Where do we go from here? The next step is procedural and none too soon to start. The U.S. should be prepared for RSS when the 1992 WARC rolls around. Otherwise, we'll be pondering what it's all about after the frequency allocations have been made. What the U.S. needs now is not to make the mistakes of the past and cede the technological and commercial development of this new service to Europe or Japan. We need engineers who can design inexpensive RSS equipment that serves the consumer's needs. We need imaginative entrepreneurs who are willing to take risks and are not concerned about short-term profits. We need a government that will encourage the commercial development of this new technology, once a petition for rulemaking is filed with the FCC.

It is this type of commitment that will help the U.S. once again to lead the way in the development of a new, exciting and imaginative broadcast service. 



"Lightning knocked us out with a hit 300 feet up the tower, but Chubb sent a \$250,000 insurance advance to keep us on the air."

As a broadcaster, you have to do anything and everything to stay on the air. You need an insurer who understands that. Someone with a reputation for claim service you can count on when there's a crisis. You need insurance through Chubb.

Chubb has available for broadcasters one of the most comprehensive insurance programs (excepting primary libel and slander coverage). It's tailor-made for the situations you encounter in broadcasting. And most important, we're committed to keeping you on the air. For more information call your agent or broker, or call 800-922-0533.

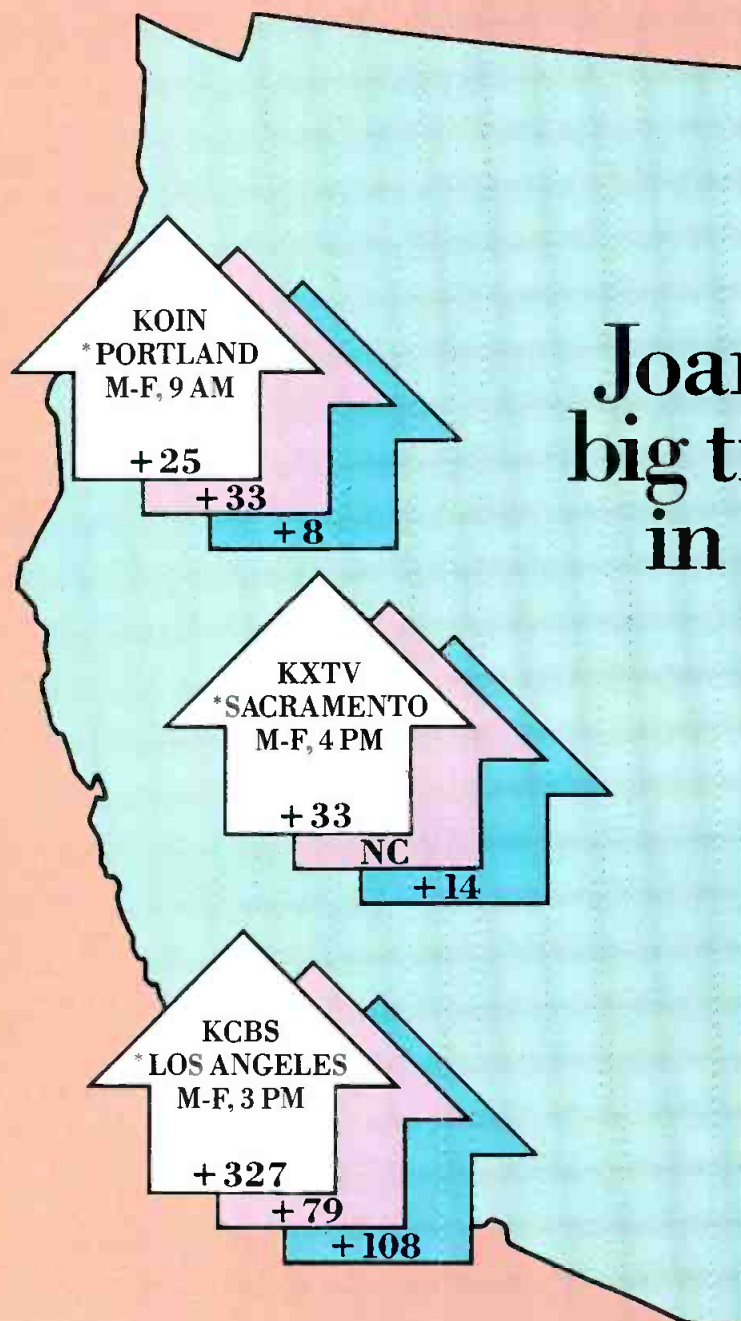


CHUBB

Chubb Group of Insurance Companies is proud to participate in "American Playhouse." Watch for it on PBS.

Rivers up all

Joan Rivers delivers
big time-period gains
in major markets



□ Women 25-54 (000)
□ Women 18-49 (000)
■ HH Rtg.

Source: *ARB/NSI, Oct. 1989/Oct. 1988 (% Inc. Over Year-ago)

Over America

The map displays the following stations and their advertising sales data:

Station	City	Time	Station Sales	Advertiser Sales
WBZ	Boston	M-F, 9 AM	+16	+33
WBZ	Boston	M-F, 9 AM	+21	
WVIT	Hartford	M-F, 9 AM	+300	+100
WVIT	Hartford	M-F, 9 AM	+25	
KYW	Philadelphia	M-F, 10 AM	+108	+71
KYW	Philadelphia	M-F, 10 AM	+47	
WDIV	*Detroit	M-F, 10 AM	+47	+34
WDIV	*Detroit	M-F, 10 AM	+8	
WJZ	Baltimore	M-F, 10 AM	+80	+80
WJZ	Baltimore	M-F, 10 AM	+77	
WPXI	Pittsburgh	M-F, 10 AM	+50	+17
WPXI	Pittsburgh	M-F, 10 AM	NC	
WDAF	Kansas City	M-F, 10 AM	+225	+160
WDAF	Kansas City	M-F, 10 AM	+31	
WITI	Milwaukee	M-F, 8 AM	+350	+400
WITI	Milwaukee	M-F, 8 AM	+175	
WISH	*Indianapolis	M-F, 9 AM	+25	NC
WISH	*Indianapolis	M-F, 9 AM	+36	
WKRC	*Cincinnati	M-F, 9 AM	+33	+40
WKRC	*Cincinnati	M-F, 9 AM	+13	
KDFW	Dallas	M-F, 3 PM	+18	+36
KDFW	Dallas	M-F, 3 PM	+22	
WCIX	Miami	M-F, 4 PM	+350	+167
WCIX	Miami	M-F, 4 PM	+58	

THE JOAN RIVERS M.O. ADVERTISING

Advertiser Sales

Station Sales

TRIBUNE ENTERTAINMENT

TRIBUNE
ENTERTAINMENT
Company



IGM automation system including (3) 48 tray Instacarts, mono, will sell separately. (3) Scully 280 stereo decks, (2) SCM stereo decks, (2) UMC time announce decks, Technican disc drive, Extel logger, Brain w/10K event & keyboard, new CRT in carton, spare parts kit, (5) racks, \$6000 ea/Instacarts, \$17500/system, K Stone, 512-345-9300.

BE 16X complete w/4) Revox PR99s, time advance, delay record, live assist & much more, removed from service 2/89, excel cond, \$27500. D Remy, KKL, 2808 International, Colorado Springs CO 80910. 719-636-1000.

Insta-Cart 48 PBM, like new, all heads perfect, mono, \$5000 or trade w/extra control chassis. D Kohn, KESM, 200 Radio La, El Dorado MO 64744.

Control Design CD-28, including racks, Carousels, R-R, time announce controller, gd working cond, spare parts, sell separately or as one. E Histed, WDNH, 350 Erie, Honesdale PA 18431. 717-253-1616.

Automated Broadcast Controls tone generator (2), \$150; Conex CS-25 Sensor, \$150; BE dual tone generator, \$50. C Green, Century 21 Programming, 800-937-2100.

Sparta 25-08C 25 Hz osc/filter for automation production, 2 chnls, \$150/BO. J McDonald, 303-669-3442.

Sono-Mag 252RS Carousel stereo, BO; IGM 78 tray go-cart stereo bi-directional, BO; (2) Gates 25 Hz tone controller, BO; Sparta 25SEN 25 Hz tone decoder, BO; Gates FA25 25 Hz stereo notch filter, BO. KDKB, POB 6184, Kingman AZ 86402, 602-753-KDKB.

IGM automation system, includes Basic A CPU, keyboard, CRT, hard drive, (3) Instacarts, (4) ITC reel decks, Sparta Carousel, IGM time announce, new IGM encoder w/Televideo terminal, all cards, interfaces, maint kit & manuals, \$9500. J Katz, KUUG, 717 N Mooney, Tulare CA 93274, 209-686-2866.

Revox PR-99 4 deck, original boxes; P-3A controller, BO. J Phillips, WZOM, 409-1/2 Clinton, Defiance OH 43512, 419-784-1059.

CART MACHINES

Want to Sell

UMC Beaucart RP stereo record w/spare parts, manual, 3 tones, \$1125. B Carr, WRED, 1201 Fremont Pk, Toledo OH 43669, 419-837-9696.

ATC Criterion Series mono R/P, gd cond, \$300. B McKinnick, 331 Mulberry, Catasauqua PA 18032, 215-264-5295.

SMC 510 single cart player (2), \$150 ea/BO. J McDonald, 303-669-3442.

Telex MC-PRIII R/P, like new, \$950. L Chatman, IVA, 424 Commerce Ste 1, Berlin NJ 08009.

Rapid-Q ROM-2 R/P mono, fair cond, \$200 or trade. D Kohn, KESM, 200 Radio La, El Dorado Springs MO 64744.

Fidelipac Zenith & height gages for head alignment, never used, \$50. D Bailey, 3422 Beech, Rowlett TX 75088, 214-475-9796.

BE 5302B mono, triple decker, gd cond, \$1300. E Trevino, KBOR, Box 3407, Brownsville TX 78523, 512-541-6348.

3M/ITC Delta I stereo, gd cond, presently working. E Trevino, KBOR, Box 3407, Brownsville TX 78523, 512-541-6348.

SMC 792 mono, gd cond, \$900. E Trevino, KBOR, Box 3407, Brownsville TX 78523, 512-541-6348.

3M/ITC Delta I stereo, gd cond. E Trevino, KBOR, Box 3407, Brownsville TX 78523, 512-541-6348.

BE cart tape winder, almost new, w/timer, both in original packing, \$425. G Cahill, Invisible Inc, POB 5786, Hudson FL 34674, 813-725-5003.

BE/Spotmaster TP-1A cart winder, without timer, \$100, will throw in 100 plus carts for \$150; (3) record amps, mono, for RCA RT-27BA-27 series cart machines. \$40 ea. F Vobbe, Great Northern Bldg Co, POB 5031, Lima OH 45802, FidoNet 1:234/16.

ATC PB-150 tube mdl, seems complete, gd for parts, etc. \$100/BO. J Sigmon, WBZK, POB 398, York SC 29745, 803-684-4241.

ITC Omega Series (2) playback decks, program cards need minor repair, otherwise ex-

cel cond, \$8 POB 740, C

BG Enginee

ital up timer

cart decks, 1

lamps, motor

ries for PDII

99 cart decks

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Telex MC-PF

L Chatman,

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New STL N/

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92107, 619-2

Harris Critc

cond, PB ste

Entier, 331 M

215-264-529

CASSE

REE

Tandberg 74

w/bpt plastic

Ampeg AG500-2 stereo 2 trk, in case, built in micline mixing w/plugs, mic preamps, vgc, 7.5-3.75 ips, \$300 plus shpg. M Saady, First City Recd, 141-60 84 Rd 3E, Briarwood NY 11735, 718-846-2062.

CONSOLES

Want to Sell

Autogram AC-8/C-10 spare parts, lamps, rmers, BO in Diego CA

excel cond, Ampex 440 W Kremer, 33315, 305-

trk proces- 500/film. B ranada CA

achines (2), 7/8-5192

< letters, ex- 4-chnl 1/2"

excel cond, excel cond, ake assem- 30 ea, Scul-

I cond, \$75

I processor, lar to PCM- 300. B Ford, a CA 94018

arate speak- ad has de- 1 Smith, 25 3, 508-841-

\$600 ea or POB 549, 52-2263

; Telex 1422, speeds, BO; ond, BO; J y PA 17801.

ardly used, SW 112 Ave.

pro 4-trk, 4 r 2 trk, Teac never used, aies, Lakes 51301, 712-

cond, \$250; I cond, \$50; d, BO; CBS \$200, J Tho- 69-3931.

/ roll-around are capstan l, \$1000 pls 41/2 Hattie, 5849.

system, M MN 56302

AR 50-6, for BO; Tape- type players, or details & Springfield

factory roll- have very lit- ics & other y, B Mount- bethton TN

10th in vgc, 2wood, Bay

insoles (2), r radar, 120 access, low POB 880,

EV EVT 5212 12 in, stereo out & mono & monitor, mint cond, \$500. D Bailey, 3422 Beech, Rowlett TX 75088, 214-475-9796.

RCA BC5A (2), modified to 7 inputs, complete w/spare parts & manuals, gd cond, BO; Kel- don KD20A remote broadcast console w/(2) TIs, (2) waterproof speakers, gd cond, BO. J Keller, WKOK, POB 1070, Sunbury PA 17801, 717-286-5838.

Gates Stereo 80 complete w/pwr supply, most rotary faders new, works fine, 3 mic input 4 line input, includes book, \$800. C Ben- ner, WUSL, 440 Domino Ln, Philadelphia PA 19128, 215-483-8900.

QRK Omega 10 chnl, all plug-in amps, digi- tal switches, complete set of spare PC boards, \$4500. B Brown, WPRS, POB 367, Paris IL 61944, 217-465-6336.

Ramko DC8M5 8 chnl stereo, excel cond, all manuals & extras, \$5500. R Trumbo, KNLF, POB 117, Quincy CA 95971, 916-283-4144.

Autogram AC-6 6 chnl 23 input stereo, in excel cond, includes ESE built-in timer, \$4200/BO pls shpg. D Kelley, KISZ, POB 740, Cortez CO 81321, 303-565-1212.

Tascam M-50 12x8x8, lots of extra features, low hrs, mint cond, \$2900. K Flory, The Production Co, Box 1027, Siloam Spring AR 72761, 501-524-4626.

McCurdy SS-7500 stereo console parts, P&G faders, plug in preamps, etc. J.C. Aegerter, Salcom, 5431 W Center, Milwaukee WI 53210, 414-445-2300.

BE 4BEM 50 w/4 pots; (2) Ramko solid state; Collins 212 F-2 tube type w/6 pots; AT1 8 chnl stereo w/pwr supply, call for details. Adolph, 915-949-2112.

Interface 104L 16x8 monitor mix console, 9 freq, 3 band EQ pads, solos, etc. \$950. B Petruzzii, Rouse St Prod, 804 E Old Hickory, Madison TN 37115, 615-868-8516.

Tascam M-520 20 chnls, mint cond, 6 mos old, \$4250. D Miller, Airborne Audio, 11647 W 83rd Terr, Lenexa KS 66214, 913-492-8822.

Sunn Magna 5000, 24 inputs, 4 outputs, 3 aux sends, 3 band, 5 frequency EQ, Duncan faders & (2) spare modules & case, \$2300. B Petruzzii, Rouse St Prod, 804 E Old Hickory, Madison TN 37115, 615-868-8516.

Midas Pro Custom Recording, 16x8, Remix switch-over, (8) Pro 5, (8) Pro 3 modules, peak meter, clock/timer, flight case, \$10,500. H Al- rich, Box 869, Greenville CA 95947, 916-284-6929.

Harris Micromac 16 input mainframe, manuals, spare pwr supply, \$10,000/BO. V Kilfion, KRVN, POB 880, Lexington NE 68850, 308-324-6717.

Old Hycor passive EQ; Lang PEQ-2. A Aaron, Gannett Outdoor Co, 1695 Eastshore Hwy, Berkeley CA 94710, 415-527-3350.

MICROPHONES

Want to Sell

Neumann TLM-170, new, blk finish, \$1250/trade; AKG D-1000E, vgc, \$75. J Pines, 217-367-3530.

RCA 44, \$750; Sony AC148A 2 mic pwr supply, BO. R Rhodes, POB 1550, NYNY 10101, 212-245-5045.

RCA SK-46 program velocity ribbon, new, \$325. D Miller, Airborne Audio, 11647 W 83rd Terr, Lenexa KS 66214, 913-492-8822.

AKG C-60 tube condenser mic systems, mint, tube 451e w/AC701K w/cardoid capsules, pwr supply & cables (4), 2 pairs, will trade, \$800/pr or \$1525/all. J Pines, 217-367-3530.

Sony ECM-30 condenser lavalier in box, BO. B Royster, KQM, 1019 Cordova, San Diego CA 92107, 619-223-3413.

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The hardest place to find our products.

Any time you care to scan the broadcast equipment classifieds, you can find most of the major names in our industry—with one notable exception. Products manufactured by Pacific Recorders & Engineering seldom if ever show up in these pages.

That should tell you two important things about our equipment. One, it has a very long life. Two, it's in such demand, even after years of use, that it's almost never advertised. Instead, the engineer who's replacing his BMX consoles (usually because his station or network is building new facilities with new PR&E equipment) simply calls a few friends. Once word gets around that some of our gear is available used, it's quickly sold.

Pacific Recorders & Engineering consoles and cart machines are never hard to find. Try any major market station, network studio or smaller facility where professionals demand tools that work as hard, as well, and as long as they do. But please, don't waste your time looking in the classifieds.

Of course, the enduring worth of PR&E equipment is another excellent reason most people buy it new, direct from the source. Just call us at (619) 438-3911 for complete information on BMX Series III consoles or any of our other products and services.



PACIFIC RECORDERS & ENGINEERING CORPORATION

2070 Las Palmas Drive
Carlsbad, CA 92009

Tel (619) 438-3911 Fax (619) 438-9277

Pioneer 102UL 1025 reels & (10) reels on tape, stereo 14 trk w/quad repro capability (4th), excel cond, \$400. B Ford, Spunk Prod, Box 1052, El Granada CA 94018, 415-726-4786.

Pioneer RT 102UL 2 speed 1025 reels, 14 trk R/P w/4 trk repro head, excel cond, \$400. B Ford, POB 1052, El Granada CA 94018, 415-726-4786.

FLCA 6 pot, gd cond, BO; Gates 2000 6 pot, 16 input w/pwr supply, gd cond, BO. D Wolfe, KRHX, 901 E Pike Blvd, Weslaco TX 78596, 512-968-1548.

Broadcasting Dec 11

Vol. 117 No. 24

TOP OF THE WEEK

USTA girds its loins for fight with cable over telco entry

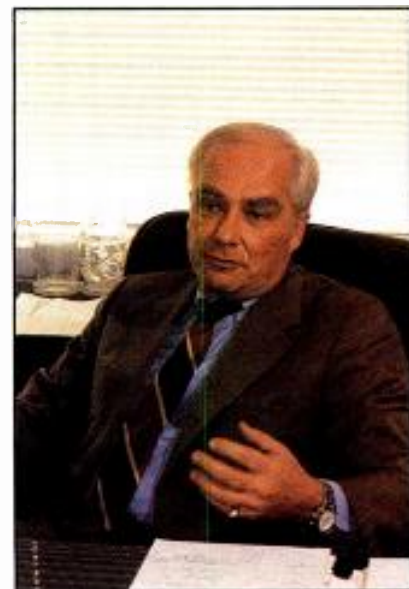
The United States Telephone Association is gearing up for a major legislative initiative to make sure a telco entry provision is part of any cable bill the Senate moves next year. USTA officials are buoyed by the Senate's interest in reregulating cable and feel they have a good shot at convincing lawmakers to remove legislative barriers that keep them from providing video services.

"There's been a lot of progress. I don't think any of us thought a year and a half ago that we would be this far," USTA President John Sodolski told BROADCASTING last week. Sodolski believes a "head of steam" is building across the country on the telco-cable issue. "Many people are starting to recognize fiber, broadband, two-way transmission as a clear wave of the future," he said. That recognition, coupled with the Hill's frustrations with cable's behavior on rates and customer service, has moved this debate faster than "we would have thought," said the USTA executive.

The Senate Communications Subcommittee's cable oversight hearings prior to adjournment (BROADCASTING, Nov. 20) was a turning point for the telcos, according to Ward White, USTA's vice president for government and public affairs. It became clear at those hearings just how serious the situation was for cable, said White. Indeed, Subcommittee Chairman Daniel Inouye (D-Hawaii) and Ernest Hollings (D-S.C.), chairman of the parent Commerce Committee, told cable witnesses that some form of cable reregulation was coming.

"It is essential" for USTA to get its provision added to a cable bill when the Commerce Committee marks it up, said White. "If the committee proceeds to a markup and leaves the telco issue up in the air," White thinks they will have missed their best opportunity for Senate action on the matter.

The telcos also expect cable to use all its political muscle to try to block their initiative. "They're [cable] a very strong force," said Ronald Stowe, vice president of



USTA's John Sodolski



Group W Radio President James Thompson, Westinghouse Broadcasting Chairman Burton Staniar and Group W Radio Chairman Richard Harris

Radio's newest force, Group W, sets its sights on the 90's

GROUP W RADIO Inc. completed its acquisition of the Legacy and Metropolitan Broadcasting radio stations last Thursday, Dec. 7, at noon. The deal, which has been in the works since early this year, is valued at approximately \$360 million (BROADCASTING, April 24). According to Group W Radio executives, it is now the largest, nonnetwork-owned radio group in the country, with 22 radio stations—two of the stations will be divested as part of the deal—and coverage of 35% of the U.S.

Last week Group W Radio President James Thompson gave the qualified "go-ahead" to employees at 4 p.m. (local station times) on Wednesday, Dec. 6, to join in celebrating the new company. Group W distributed a tape put together by company officials, set to the music of The Rolling Stones' "Start Me Up," with lyrics that "intertwined with each station in the new company," said Group W. That and a satin NBA-style jacket with a "Start Me Up" logo stitched on it were, according to Thompson, "just a way to get everybody going down the same road."

Thompson also hit the ground with his management team in place and ready to run. John Waugaman, senior vice president of sales and marketing, Group W Radio, became one of two regional vice presidents to run the radio stations; Mike Craven, vice president and general manager of WMMR(FM) Philadelphia (one of the stations acquired), is the other regional vice president (BROADCASTING, Dec. 4).

Group W's vision for the radio group, as put forth by Thompson, is an ambitious one, but also one that he views as the

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All is unquiet on the CBS Entertainment front

Talks with 'Cosby' producers Carsey and Werner end with field apparently still wide open for successor to Kim LeMasters in CBS Entertainment post

One week after Kim LeMasters announced his resignation as president of CBS Entertainment, the only thing that was certain was that nothing was certain.

At one point late last week, talks between CBS and Marcy Carsey and Tom Werner, producers of the top rated *Cosby* and *Roseanne*, had reportedly gone beyond discussion stages, with talks apparently down to working out the logistics. Those logistics, however, apparently proved insurmountable. A statement issued by the producers late Friday read: "The conversations between Carsey-Werner and CBS have ended due to the time pressures and the complexity of the discussions."

That complexity included CBS's possible purchase of the production company they oversaw, and the ramifications to the NBC and ABC series that Carsey-Werner produces. CBS refused comment on all matters related to the search for a replacement.

The speculation concerning the leading candidates for the job changed almost daily last week. If discussions had indeed been in progress at week's end, they weren't being

held on the West Coast. Both Howard Stringer, president, CBS Broadcast Group, and Jay Kriegel, CBS senior vice president and confidant to CBS President and CEO Laurence Tisch, were in Los Angeles last week but left on Wednesday following a meeting with the CBS affiliate in San Diego (see "Closed Circuit").

As the week went on, the list of rumored candidates had dwindled to Carsey and Werner and Jeff Sagansky, president of Columbia's Tri-Star Pictures, whose name had surfaced as long ago as three weeks before LeMasters resigned. Although reports vary, one source said if Sagansky were going to make a deal, he would have already made it. "With Dawn Steel [president of Columbia Pictures] reportedly on her way over to Disney, Sagansky will be offered the top film spot at Columbia, and he won't walk away from that," said the source.

One producer with a CBS series said: "I liked the Sagansky possibility, but ironically, apparently the Guber-Peters people wouldn't let him out of his contract unless CBS came up with an awful lot of money." Movie producers Peter Guber and Jon Peters were recently wooed away from Warner Brothers to head the new Sony-Columbia studio (see story, page 66). In the process, Sony was forced to pay a hefty



Marcy Carsey and Tom Werner

settlement fee to Warner to free the two producers from their contract there, as well as purchase Guber-Peters Productions.

The difficulty CBS is facing in finding a replacement has come as no surprise to many in the Hollywood community. One source last week said: "It's very possible CBS will not get its first or second choice." If indeed Jeff Sagansky and the team of Carsey-Werner were the network's first or second choices, the field is apparently wide open again.

'Telco's battle for cable entry'

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Washington operations for Pacific Telesis, one of the seven regional Bell operating companies. But they are not "immune from consumer revolt," Stowe said.

The BOC's have concentrated most of their energy on removing the restrictions in the modified final judgment which keeps them from offering information services and manufacturing equipment. But as members of USTA they have endorsed its efforts to abolish the telco-cable crossownership prohibitions in the 1984 Cable Act that bar phone companies from owning cable systems in their service areas.

"Our policy is to deal with the MFJ first," said Stowe. Nevertheless, he said Pactel will support USTA and is eager to see the telco-cable restrictions lifted. He does not know how much success they'll have, but Stowe believes the pressure is building.

Pactel is not the only BOC that sees a window of opportunity. "We fully support USTA. If legislation moves, we hope to seize the moment," said Ameritech's John Connarn, vice president for federal relations. "The cable people have an unconscionable monopoly and they want to protect that," says Connarn.

Dave Markey, vice president of federal regulatory affairs for BellSouth, is also encouraged that Congress is talking about cable. In the space of a year, he said there has been "real progress." And he thinks the telcos are much further along in "terms of educating people on the issue."

But USTA can also expect to hear from

the National Association of Broadcasters, which is hardening its opposition to letting the telcos have a "free rein" in the television business. "There is very strong concern," said one broadcaster, "that if they get into this business they will become unregulated monopolists...and there will be even fewer of them than cable systems."

Moreover, NAB has made clear in the policy guidelines adopted by its joint board in June that the telcos should be restricted to their traditional role as common carriers and from becoming owners of content. If they offer cable services, NAB says it should only be as an "overbuild." That was the stand NAB President Eddie Fritts took at the Senate hearings.

It seems the testimony did not sit well with at least one telco source: "Some of us feel taken after Eddie's testimony." Says that source: "We say we'll give them must carry and are willing to talk about paying for their signals. But they're not playing fair. We seem to give and give and they take and don't give and then Eddie blasts us."

(The cable industry has conveyed similar frustrations in dealing with the NAB. "It is very difficult to make peace with people who want on the one hand to come around and settle a longstanding controversy amicably and cooperatively but who at the same time reserve the option to kick you in the groin whenever it suits them," National Cable Television Association President James Mooney told BROADCASTING following the NAB's decision to endorse cable

reregulation legislation at a time when the two organizations have been trying to cut a deal on must carry [BROADCASTING, Dec. 4].)

But while Sodolski said he was "disappointed" with Fritts's testimony, he said he will not accept the "allegation that broadcasters always want more. I think, like Paul on the Damascus Road, the light will break one of these days and the broadcasters are going to see that we are the best available alternative for moving into the 21st century."

He is optimistic that broadcasters will realize that "we are a better alternate deliverer of signals than the current arrangement. And that we will be easier to work with because we have much better capacity and because we offer far better service."

He is confused by the broadcasters' demand that phone companies be treated as common carriers if they get into the video business. "We have stipulated that we would undertake must carry provisions for local signals if we are allowed in this business," said the USTA chief. But, he added, "if we are only common carriers in the classic definition, we can't promise must carry. We don't have any control over the distribution system. We are simply carriers."

"I understand the broadcasters' point of view," said Sodolski. But he thinks it may be "short sighted. We plan to serve all of America, not just where there is an overbuild."

Fritts said his testimony has been consistent with NAB policy and should not have come as a surprise to any in the phone

Although rumors of a deal almost done with the pair continued into Friday, some sources said the two had already turned down the offer by last Thursday. Those sources questioned just how serious the two were in pursuing a job which many in the Hollywood creative community say is quite a bit less attractive than it once was and is certainly less attractive than the top programming spot at either ABC or NBC.

"It's not just a question of whether it's Carsey and Werner, but why would anyone want that job?" said Hugh Wilson, executive producer of CBS's *The Famous Teddy Z*. "It's like being the point person in Vietnam."

One studio source said the apathy toward the CBS job is greater than he expected. "I have spoken to no one who has said they want that job. It amazes me that it's one of the most important jobs out there; it's extraordinary, but no one's interested. The situation is that bad."

The source said a number of factors make the job unattractive to logical candidates. "First, Tisch is not a broadcaster," he said. "Secondly, he's allocated \$2.5 billion for sports programming and he'll spend another half billion dollars in acquiring films for the network, and the network now has four network news-produced shows on the prime time schedule. So if someone comes in, how much money can they expect to be able to play with in order

If at first...

Aaron Spelling Productions, which has been without network series this season, has nine projects in the works for all four networks, the largest development lineup in Spelling's history. The CBS series include *Mission Control*, about the lives of astronauts and produced in association with Shelly Duvall's Think Entertainment; *Once Upon a Time*, an hour mystery drama; an untitled hour romantic detective series, and an hour family drama. For ABC, Spelling is developing *Chicago*, about a female private investigator who works for the Chicago district attorney's office, and *Dinosaurs*, about two veteran cops who work in a precinct dominated by rookies. The projects slated for NBC include an untitled Rodney Dangerfield comedy and *Rent a Cop*, a half-hour comedy starring comedian Bobby Collins. For Fox, Spelling has a script commitment to produce a two-hour pilot titled *Beverly Hills High*, about students at the school.

In addition to the series projects, Spelling also has a full slate of made-fors and multi-part movies in various stages of production, including a made-for-cable project for HBO.

to attract the kind of series projects that will turn the situation around?"

One name conspicuously missing from the rumors and speculation is that of Barbara Corday, executive vice president, prime time programs, who was the number two person in the division behind LeMasters. Corday was apparently brought into the Entertainment division by Stringer, and was thought to be the likely successor to LeMasters.

However, according to most Hollywood observers, Corday's stock has fallen, and the former head of Columbia/Embassy Television is being partially blamed for the lack of success the network is having.

Although Corday's name is apparently not in contention now, sources say that may change. "It's very possible they won't get their first or second choice. So, if the search goes on for a few more weeks, Corday could become very much a candidate."

The only other name that has surfaced from within CBS is that of Peter Tortorici, vice president, planning and scheduling.

Regardless of who is named, almost everyone familiar with the situation agrees that CBS needs to get someone in the position quickly. "They certainly can't afford to be rudderless for very long, even with Howard there," said Ben Tucker, chairman of the CBS affiliate board. —SC

industry. He reported that the association's telco entry task force met last week and is interested in developing an even stronger policy on telco entry.

"We have grave reservations that the FCC does not have the resources or manpower to do an adequate job of policing the cross-subsidization issue. We are not talking about 50 or 80 people but hundreds," said Fritts.

But Sodolski said the potential of cross subsidy is "so small" because the phone industry is "so pervasively looked at by echelons of regulatory authority. It is silly to say the FCC doesn't have enough auditors. The FCC audits only a portion of the revenues of the telephone industry; the states audit in detail. Even if someone wanted to [cross subsidize], it would be impossible."

Moreover, some telco lobbyists say they are encouraged by a speech given last month by NBC President Robert Wright at a communications conference in San Diego. "I think there are more forward thinking broadcasters who are not in lockstep with what Eddie said to the Senate," said James Graf, vice president of government relations for Contel, one of USTA's independent telephone company members.

Graf was pleased with what Wright had to say about the future of fiber. Wright said he thought an "integrated broadband fiber network is the smart technological answer to the communications of the future." Fiber, he went on to say, "could liberate us from so many of our electronic delivery problems."

Wright stopped short of endorsing telco

entry. But what seemed to give the telcos hope was his advice to broadcasters: "Broadcasting must stake its future on its value as a community service. It cannot depend on its traditional delivery system alone, but must be ready for new evolving systems of the future. If fiber turns out to be the superhighway that gives program providers the most room for fair competition, and if it holds the best promise of high-tech improvement in production quality, then we'll surely go for it along with our basic, over-the-air interests."

Sodolski says the telcos can install a fiber optic network "the quickest and best." And if the cable argument were to prevail,

"we would freeze technology like an insect frozen in amber and nothing would change. America would not be brought into the information age, at least not very quickly. The Japanese are installing fiber at a rapid rate. There is no reason not to put in fiber," he says.

Furthermore, he believes the momentum behind USTA's telco-TV campaign is growing. "I am getting calls from around the country from groups we haven't even thought of who are suggesting support of our point of view. I am not going to say which groups. But there is a welling up of grassroots that we didn't necessarily expect or cultivate," said Sodolski. —KM

Second time around

NBC's *Today* show on Friday (Dec. 8) aired an investigative report on the use of "bogus bolts" in the airline industry and the danger they pose to passenger safety. What caught the attention of some of those watching was the information critical of General Electric Co., which owns NBC. An earlier report on the faulty bolts, broadcast on *Today* on Nov. 30, became the center of a dispute between the show's producer and the piece's creator when three sentences critical of GE—and the only reference to the company—were cut. That piece was based on three reports that had aired earlier, in full, on NBC's WMAQ-TV Chicago, where they had been produced, and on affiliates in Denver, Seattle and Cleveland. And the investigative reporter involved, WMAQ-TV's Peter Karl, said he and those who had worked on the project with him were "outraged" by the cut.

After the storm broke, *Today* producer Marty Ryan sent word that he wanted another piece on the subject. But Karl said he would not produce it unless he was given an "apology—no apology, no story." NBC did not issue an apology. But Ryan was generous in his praise of Karl's work. And Karl provided the second report, which ran for more than four minutes. It was based on one of two other pieces he had done, but Karl said he had enlarged on the reporting on one of the government documents that was a source for the piece. And the report did not spare GE.

'Group W'

Continued from page 35

opportunity of a lifetime: "We now have this great opportunity to bring together two wonderful assets, and make them more than they were alone. That is true value creation. That is business today."

Group W Radio Chairman Richard Harris conceded that there is always a concern that when purchasing top-ranked properties for high dollars, there's a risk of buying a station at its peak. But, he said, in New York and Los Angeles, the markets have been growing in double digits. So, even if an operator comes in and changes nothing, it will not hurt the company. Said Harris: "But if you have confidence in your people and your skills, you look and say—I have a product here and a product here, and if I could bring them together there could be all sorts of synergy."

In markets like New York, Harris said, Group W is now in an enviable position. "WNEW-FM tends to skew to the younger side of the primary demographic [25-54], and we have WINS(AM), all-news, that tends to skew to the older side of the primary demographic. We are sitting like few radio station companies can sit."

Management teams running the radio stations prior to the closing will remain in place. Thompson has spent the last few weeks traveling to the different stations and meeting with the managers. "I'm really pleased with the people I've met who are running the radio stations. We will look in the future to see how people are operating around the country, and we will give them all the tools necessary to help them operate their properties and help them grow their assets," he said.

With Thompson taking the operational reins of Group W Radio, Richard Harris, chairman of the radio group, will be concentrating on long-term planning, expansions and acquisitions. Immediately after the divestiture of KODA-FM Houston and KJQY(FM) San Diego, the company will have the opportunity to acquire four more stations before reaching FCC limits on station ownership. Said Harris: "I certainly will be looking right away for opportunities in that area. I am also looking to see what opportunities might exist in networking for us, or syndication."

Harris said that Group W is also keeping a close eye on international investments. It has made a "small investment" in London Jazz Radio. "Westinghouse as a company," said Harris, "is committed to enlarging itself in the 1990's, particularly Westinghouse Broadcasting."

Harris believes that the appointment of Thompson as president of the radio group indicates the company's long-term commitment to broadcasting. "We are getting this company ready for the next decade and the next century," he said, "and I think that Jim is the man who can do that."

One of the more complex tasks facing Thompson is successfully merging the different "cultures" of the two station groups—the information and news-driven formats of Group W with the entertainment, music-driven

formats of the Legacy Metropolitan stations. "I think there is a great synergy that we can take from each other there," he said. "What we have to do is find ways to most efficiently combine those two cultures and make that combination productive."

Group W is not overlaid with debt or so highly leveraged, said Harris, that it won't be experimenting. "Maybe they won't all be successful today, but over time they will be successful," he said. "That is the message that he [Thompson] is taking to his people as we go forward."

Another area at which Group W will be looking for innovative ideas is cable sports marketing, which operates under Group W Television Sales. The latter represents

sports operations around the country, said Thompson, adding: "There is good synergy...and depending on what demos the advertiser is looking for, what particular market across the country, you can not only do cable but cross-promote that with radio."

Thompson said he is open to suggestions. Among the areas to be explored by Group W are cross-selling, promoting and advertising with radio, television, newspaper and cable. "There are things we touched on and things we haven't even thought of yet."

Says Thompson: "To me, it is not only learning a new job, this is the epitome of renewal. You don't get many opportunities like this in life—this is a first time and maybe an only time." —LC

Taking the pulse on payola

In spite of Los Angeles indictments, program directors, DJ's and others say practice is not widespread

Radio station managers and disk jockeys expressed little surprise about the payola indictment handed down against record promoters by a federal grand jury in Los Angeles two weeks ago, but they maintained that payola is not widespread in radio today.

Payola is out there, said veteran Washington air personality Cerphe Colwell, currently with WJFK(FM), but it is certainly not prevalent. He has never been offered payola, he said. And anyone "stupid enough" to accept it "and break the law should face the consequences," he said.

Payola just does not make sense in today's highly competitive radio market, said Gary Stevens, a former air personality and group radio executive who is now a major radio station broker. "With very few exceptions, no one radio station is that important to merit payola," said Stevens.

After a seven-year investigation by several government agencies, the grand jury returned a 57-count indictment against independent record promoter Joseph Isgro; Raymond Anderson, a former Columbia Records executive, and Jeffrey Monka, an associate of Isgro's.

Isgro, an independent record promoter, was charged with making payola payments of cash and cocaine to employees at an unspecified number of radio stations, including KIQQ(FM) (now KQLZ) Los Angeles; KYNO-FM and KMGX(FM) (now KRZR), both Fresno, Calif., and KAMZ(FM) El Paso ("In Brief," Dec. 4). In connection with the payments, Isgro was also charged with one count of conspiracy to distribute cocaine.

According to the indictment, Isgro promoted records for Columbia Records, MCA Records, Warner Bros. Records, RCA Records and Polygram Records.

While no station employees were charged, the indictment named three station employees who allegedly accepted payola "packages" in 1985 from Isgro and Ralph J. Tashjian, an associate of Isgro's who earlier pleaded guilty to payola charges and is now awaiting sentencing. The three: Johnny Lee Walker, formerly of KYNO-FM;

Bob Brulte (air name, Bob West), formerly of KAMZ, and Edward Carey, formerly of KMGX.

Buddy Howell, station manager of KAMZ, told BROADCASTING that Brulte left the station in early 1986, and the station did not learn of his alleged payola activities until last year. He said that Brulte had signed an affidavit promising not to accept payola in 1983.

Brulte, now program director at WQUE-AM-FM New Orleans, would not comment on his apparent involvement in the payola case except to say that he has never been indicted or found guilty of anything.

Walker and Carey could not be located for comment.

Isgro was also charged under the Racketeering Influenced Corrupt Organization Act (RICO) of making kickback payments to record company executives, including Raymond Anderson, of Pacific Palisades, Calif., formerly of Columbia Records.

In addition, Isgro, along with Jeffrey Monka, of Agoura Hills, Calif., was charged with conspiracy to defraud the Internal Revenue Service through the creation of a sham corporation, Monka's Star Promotions. Isgro allegedly used Star Promotions and another company named Marlene's to exchange checks for cash, which was used for the payola payments and kickbacks. Isgro and Monka were also charged with filing false income tax returns.

The indictments of Isgro, Anderson and Monka were the second set to emerge from the payola investigation. In March 1988 a federal grand jury indicted two Isgro associates, Ralph Tashjian and William Craig, and George Wilson Crowell, former vice president and general manager of KIQQ.

Tashjian's indictment stemmed from payola payments he allegedly made to employees at the stations in Fresno and El Paso; Craig's, from payments he allegedly made to program directors at stations in Kansas City and Cincinnati City, both Missouri; Atlanta; Memphis; Charlotte, N.C., and Jacksonville, Fla., from 1982 to 1986. Crowell was charged with accepting more than \$100,000 in 1984 and 1985.

According to Drew S. Pitt, special attorney for the Los Angeles strike force investi-

gating Isgro's activities. Tashjian, Craig and Crowell have pleaded guilty to the payola charges. Tashjian and Craig are awaiting sentencing; Crowell was sentenced, but was placed on probation.

If found guilty, Isgro could face a maximum sentence of up to 200 years in prison and \$1,472,000 in fines. Anderson faces the same prison term and up to \$13,000 in fines. Monka could get up to 23 years and be fined \$1,350,000.

Section 507 of the Communications Act prohibits anyone from offering or accepting payments to put any programming on the air without the knowledge of the station management or owner. Violations call for criminal penalties of up to a year in jail and fines of up to \$10,000.

Section 317 also requires stations to disclose on the air any payments they have received to broadcast particular programming and requires licensees to "exercise reasonable diligence" to prevent payola.

When news of the indictments against Isgro surfaced, FCC Chairman Alfred Sikes issued an admonition: "The combination of drugs and payola, when shown to exist among broadcast licensees, involves a violation of the public trust which cannot be tolerated. The commission will act...to assure that our communications systems remain free of these totally improper influences. The commission will be following this matter closely to see if there is licensee involvement."

Despite the tough talk, the FCC's role is payola enforcement is limited. Chuck Kelley, chief of the FCC Mass Media Bureau's enforcement division, said: "It's up to the Justice Department to take responsibility for enforcing the law, and so far they are."

In cases of payola, station licensees bear no criminal liability, he said. Indeed, they are victims: "Is a bank responsible when one of its employees steals from the bank?"

Nonetheless, Kelley said, the FCC will be following the upcoming trials to make sure the licensees "exercised reasonable diligence" to prevent payola under Section 317. If it appears they did not, he said, "we may have to take further action."

Since the alleged payola payments were made in 1985, the four stations named in the indictments have changed hands and management. Two have even changed call letters. KAMZ El Paso was sold by Thrash Broadcasting to Pinnacle Broadcasting in August 1988. KIQQ Los Angeles was sold from Outlet to Westwood One last March and was renamed KQLZ. KYNO-AM-FM was sold by L.E. Chenault, co-chairman of Drake-Chenault Enterprises, to Brown Broadcasting Co. in January 1984. KMGX(FM) was sold from Western Sun Communications to Olympia Broadcasting in November 1986.

To guard against payola, many stations require employees to sign affidavits in which they promise not to accept payola. They also carefully monitor playlists to check for irregularities.

According to several program directors of top 40, urban contemporary, album oriented rock and classic rock stations, top 40 stations are more susceptible to payola be-

Gannett bows out of GTG

GTG Entertainment is losing one of its G's. The Gannett Co. is bowing out of the partnership as soon as a replacement partner can be found.

A company spokesman said the decision was "mutual," but declined to elaborate. Both sides had reason to end the partnership. According to a report by Dennis McAlpine, entertainment analyst for Oppenheimer & Co., Gannett, who has put up all the money in the venture since it was started three years ago, has invested over \$90 million (as the sole financial backer) without realizing a hit either on the networks or in syndication. Operating losses for 1989, McAlpine estimates, will total close to \$30 million, comparable to those of last year.

The initial partnership agreement was struck by GTG President Grant Tinker and former Gannett chairman Allen Neuharth. But Neuharth retired last March, and speculation arose as to whether the new Gannett leadership, under Chairman John Curley, would seek to extricate itself from the partnership.

GTG's most visible failure has been *USA Today on TV*, canceled on Thanksgiving eve after months of speculation. After launching with much fanfare in September 1988, the show failed to deliver the ratings that GTG predicted.

In March of this year, Gannett assumed full responsibility for *USA Today on TV*, which was produced at Gannett company headquarters in suburban Washington. Sources indicated it was at that point that a serious rift began to develop between GTG executives and Gannett. GTG was the designated producer partner, with Gannett involved as the financial partner. Gannett's taking over control of the show was seen as a serious breach of faith. GTG, in turn, did not do much to help its relationship with the station community by its timing of the program's cancellation on the eve of a four-day weekend. "It was not very sensitive to the needs of the stations," said one program analyst. "Some station executives didn't find out until the following Monday. All of a sudden they are wondering what they will do for a midseason replacement."

On the network side, the road has been bumpy as well. Three programs that bowed on CBS during the 1988-89 season were canceled. GTG then canceled a "first look" agreement it had with the network and started taking projects elsewhere. The company sold NBC a new Friday night program this year, *Baywatch*, which is currently in second place in the 8 p.m. time period. NBC has picked up the series for the full year.

At deadline, rumors were flying that GTG was close to a deal with a new partner. No names had surfaced, but word on Wall Street was that one of the leading contenders was a major foreign company. Tinker had dozens of offers when he set up his production company three years ago, and decided on Gannett after considering 17 competing bids.

While *USA Today on TV* proved to be a shaky first experience for the company, it isn't shying away from the syndication business. It has announced three proposed programs for the 1990-91 season, including *Love Thy Neighbor*, *Celebrity Update* and a new talk show starring Diahann Carroll. On the network side GTG is working on a new half-hour comedy for CBS for midseason and has several projects in the works for NBC and ongoing talks with ABC.

cause they program current hits and more singles than other formats. Top 40 stations also try to reach young listeners who are more likely to purchase singles, said one top 40 program director.

Classic rock and AOR stations, often relying on old standards, are not viewed as targets for payola, according to Andy Beaubien, program director of classic rock WCXR-FM Washington.

Skip Finley, president of urban contemporary WKYS(FM) Washington, said he thinks payola would only be a problem in small markets where heavy airplay by a single station could have a significant effect on sales. Finley also questioned whether an air personality or program director would jeopardize his career by accepting payola. "One guy is going to play a record because he got high? Not a chance," he said.

Simon T., general manager of KQLZ, said these were isolated instances and that "if 20 stations out of 10,000 are involved in payola, then the amount is only two-tenths

of 1%.

What constitutes payola often perplexes broadcasters. WRQX(FM) Washington Program Director Lorrin Palagi wondered whether a lunch or an overnight trip to New York to see a concert could be construed as payola.

Beaubien told BROADCASTING that payola is often "far more subtle than it used to be and that even indirect influence is being frowned upon." He went on to say that broadcasters should be concerned about any unusual relationships between promoters and station staff.

Gary O'Brien, program director at WPLJ(FM) New York, said that he doesn't know if anybody, even the courts, has gotten a grasp on what constitutes payola.

Scott Shannon, vice president, Westwood One Stations Group Inc., and program director at KQLZ(FM) Los Angeles, said what goes on in radio is not peculiar to the business. "Only the government calls it payola, but the same thing is rampant in the

Defense Department," he said.

Another broadcaster, who asked not to be identified, felt the government was picking on the radio industry. "Congress...loves to go after the media," he said.

As for the record companies allegedly involved, those that could be reached would not comment on payola. One radio industry veteran said that the use of independent promoters allows record companies to insu-

late themselves from what the promoters do and that the premise is that the record companies "know what's going on." "The use of independent salesmen," said the source, "asks for trouble." —JF

Britain proposes overhaul of broadcasting system

Bill before Parliament would introduce new commercial TV channel and allow ad sales by existing Channel Four; vigorous debate expected in Commons

Britain, following the introduction last week of radical new media legislation, is bracing for a political battle that will shape its television and radio industries for the 1990's.

The long-anticipated broadcast bill introduced to the Parliament last Thursday, Dec. 7, is all-encompassing, affecting virtually every aspect of Britain's media, from national and local TV and radio broadcasting structure and content to cable and satellite TV, media ownership and programing production.

The newly appointed Home Office minister responsible for broadcasting, David Mellor, said of the plan in a written statement: "All of the research shows viewers and listeners want a wider choice. The bill offers that with quality guarantees." He added: "In television, the best of what we have now will be retained, whilst the opportunities of new channels are decisively seized."

Although the legislation contained few surprises—it is closely modeled on a plan set out late last year by the ruling Conservative government, and its few alterations have been well-leaked—it is certain to foster heated debate beginning in the House of Commons in the next week or two and intensifying in January and February in detailed deliberations by an all-party committee to be selected later this month.

Most dramatically affected by the proposed changes would be the nation's commercial TV broadcasters, who are anxiously trying to fend off plans to auction their regional franchises to the highest bidder without taking program quality issues into at least equal consideration.

Britain's commercial broadcasters, grouped into the national Independent Television (ITV) network, will also see their three-decade monopoly on TV advertising broken by the addition of a fifth national channel and newly competitive ad sales by Channel Four.

Britain's noncommercial British Broadcasting Corp., by contrast, will remain largely unaffected by the bill, its license fee funding structure left intact at least through 1996.

BBC's main concerns with the bill revolve around longer-term issues such as the lack of must carry for its two channels on Britain's still limited cable industry and the allowing of limited-reach cable and satellite services to bid for exclusive rights to major national sporting events.

At the heart of the coming discussion over ITV franchise auctions, virtually a giv-

en at this stage, will be what importance program quality issues should have in comparison with monetary bids.

ITV characterizes the quality threshold now set out for bidders in the bill as "extremely nebulous." No details are provided for a clause in the bill that allows non-monetary considerations to come into play during "exceptional circumstances."

A mild boost to ITV hopes for change in the bidding process has come in recent weeks in the form of a Conservative motion in parliament to consider in tandem program quality and the bid's size. The motion has since gained more than 50 member signatures, guaranteeing a notice by govern-

"In television, the best of what we have now will be retained, whilst the opportunities of new channels are decisively seized."

—Home Office's David Mellor

ment, but not implementation.

The government did make some key changes to its plans after the past year's debate on media deregulation. For instance, the government withdrew a new sixth national channel hoped for in addition to a fifth to be on-air by 1993. Plans for separate auctioning of the ITV nighttime hours are also far less prominent in the current bill, although not ruled out.

The government also backed off cable TV regulations that would have separated the business of cable programing and cable delivery, and would have required the consideration of competitive franchises in the same area. Not changed, however, are restrictions on non-European Community company ownership in cable (currently limited to a noncontrolling share).

Two additions to the bill came in the form of a call for government veto power of Channel Four board member appointments, and the fixing of a 25% independent programing quota on commercial terrestrial channels.

Expected later are provisions to privatize the independent sector's quasi-governmentally run transmission system, implement a process for collective copyright licensing of sound recordings and strengthen powers against pirate radio stations.

The leading features of the bill:

■ Replace the current commercial Inde-

pendent TV network (ITV) with Channel Three, a national system of regionally based licensees. Franchises beginning January 1993 would be awarded to the highest bidder passing a quality threshold. Dual bidding will be allowed; non-European Community ownership of franchises will not be.

■ Provide quality program safeguards for franchises, calling for undetermined proportions of news and current affairs, and other "high quality" programs, including regional programing and at least 25% from independent European producers.

■ Start a new fifth channel to reach 70% of UK TV households, allocating the license by an auctioning process similar to that for Channel Three.

■ Separate Channel Four from the ITV structure, forming a private corporation retaining the obligation to show minority programs and complement the ITV schedule, but now selling its own advertising. Channel Four would have a financial safety net from Channel Three companies, however, if its revenue fell below 14% of independent terrestrial TV revenues. For the first time, board member appointments would be subject to government veto.

■ Create a new "light touch" Independent Television Commission, replacing both the Independent Broadcasting Authority that currently oversees commercial TV, and the Cable Authority. ITC would not have IBA's detailed involvement in scheduling but would have wider powers to enforce license conditions and ownership rules.

■ Open new local TV franchises using both microwave and cable transmission, and allowing non-European Community ownership. Satellite master antenna TV systems would be less restricted.

■ Reinforce crossownership and concentration restrictions, limiting national newspaper owners to 20% of a Channel Three or national TV franchise and local press owners to 5% of their region's Channel Three franchises. Restrict non-European Community ownership of broadcast franchises, with the exception of local TV and radio and satellite services not using UK broadcasting frequencies.

■ Launch three new national radio licenses through auctioning, and allow 200 to 300 new local radio stations, allocated by a new Radio Authority.

■ Give statutory powers to the Broadcasting Standards Council and have it complete a mandatory code on the portrayal of sex and violence and on taste and decency; remove broadcasters' exemption from legislation on obscenity and incitement to racial hatred legislation, and implement the European Community directive on broadcasting. —AAG

Thames offers \$89 million for Reeves

Trend toward foreign entry into U.S. production continues as British broadcaster makes friendly play for TV producer

Britain's top-producing commercial broadcaster, Thames Television, last week made a bid for a better reach into the world's largest TV market—the U.S.—with an \$89 million offer for Los Angeles-based Reeves Communications Corp.

London-based Thames, which made the \$7-per-share cash tender offer after months of negotiations, said it was making the move to help gain access to the U.S. TV network and syndication markets, and also to improve opportunities in co-production and international distribution in Europe.

The acquisition is the second by one of Britain's commercial broadcasters, several of which have expressed an interest in expanding their business base in the face of dramatic changes pending in their home market (see story, page 40).

In 1988, Television South made a highly publicized and, of late, widely criticized acquisition of MTM Productions for \$320 million. Thames and Reeves both downplayed comparisons with that deal, which soured in the wake of unsuccessful efforts by MTM to win network slots for their programs. Reeves, however, has declared losses of \$12.2 million in the last fiscal year, and in the last several years has shed New York and Los Angeles production facilities following the temporary loss of network commitments for its series.

Last week, British commercial broadcaster Yorkshire TV also joined the ranks of those actively considering U.S. acquisitions and joint ventures. Yorkshire, one of Britain's five largest independent TV program suppliers, has hired New York investment bank CL GlobalPartners to advise it on U.S. and international media transactions. The broadcaster has also begun preliminary conversations with potential European partners, according to William Moses, head of CL GlobalPartner's media and entertainment division.

Thames, whose buy of Reeves was preceded by explorations of other U.S. producers, including animation firm DIC and MTM prior to the TVS acquisition, has already had substantial success in the U.S. market by converting UK sitcoms into U.S. network hits *Three's Company* and *Too Close For Comfort*.

Reeves President Merrill Grant, who has agreed to stay on with the company in a five-year deal, said while the success of both Thames and Reeves in the sitcom area (Reeves has made *Kate & Allie* and *Gimme A Break*) could lead to program reformatting deals for the U.S. and UK markets, Thames also appeared interested in generating other types of programming through Reeves on the networks, such as reality-based shows, specials and movies. Grant also said drama productions, in which Reeves has not been active in the last cou-

ple of years, were also possibilities.

Pay cable and cable television are also potential targets of the merged company. The two had been involved, prior to acquisition discussions, in a TV movie for HBO, *The Elijah Plan*, now in script stage and to be shot on location in Israel. Grant said that co-production had no bearing on subsequent buyout talks.

Reeves may also be near a commitment from Nickelodeon on a half-hour reality-based kids show, *Wild and Crazy Kids*.

Other current Reeves projects include a 13-half-hour reality adventure show, *Witness to Survival*, being produced for the domestic market (syndicated by SFM) and internationally, with advertising support from Mars Inc.

For the networks, Reeves has *Doctor, Doctor* on CBS, a firm 13-episode commitment from ABC for a sitcom starring Dr. Ruth Westheimer and an open commitment from the network for another 13-episode series, and is now taking *The Home Show* into its third-year cycle for ABC.

Little restructuring will be necessary when the two companies merge. Grant said distribution of Reeves programming internationally would now be handled by Thames, although he said he planned to retain Reeves's current international sales head, Matthew Ody.

Regarding the possibility of co-productions, Grant said: "I would welcome doing co-productions with [Thames] to the maximum extent possible."

Thames also said it will continue its long-term distribution relationship with D.L. Taffner, which will now concentrate on distributing Thames's UK-produced product in the U.S. and Canada.

The acquisition agreement is conditioned on Reeves stockholders tendering at least 66⅔% of the company's 12.7 million outstanding common shares. Reeves's largest shareholder is Massachusetts manufacturer H.R. Hoyt, who holds 1,380,077 shares. Assisting in the tender offer are Furman Selz Mager Dietz & Birney Inc. and County NatWest International Ltd. —AAG

U.S. broadcaster backs Polish Cable

Chase Enterprises invests in U.S.-Polish government co-venture to wire that nation

In 1946, Dudek Ciesla, a 17-year-old Polish refugee who had escaped from Auschwitz, arrived in the U.S. with, as he recalls, 25 cents in his pocket. Last week, that refugee, now David Chase, chairman and chief executive officer of Chase Enterprises, of Hartford, Conn., a privately owned, \$2 billion diversified holding company whose properties include radio and television stations, stood in the presence of the Polish ambassador at the Polish embassy in Washington to participate in the announcement of an unprecedented joint venture with the government of Poland to construct and operate cable television systems throughout that country.

Polska Telewizja Kablowa (PTK), Chase Enterprises says, is the largest cable television joint venture to be granted anywhere in the world. The company has a 20-year franchise from the Polish government to establish a nationwide service, and will have exclusive rights in each city for a period of five years. How many of the country's 8 million homes will ultimately be served by PTK is anyone's guess. But Roger Freedman, co-chairman and chief executive officer of Chase, estimates an eventual penetration rate of between 30% and 35%. PTK's initial investment in the project will be \$270 million; the total investment, Chase Enterprises says, will exceed \$900 million.

The press conference was as much a celebration of the revolutionary changes under way in Poland as an announcement of a cable television project. Chase, in brief remarks that reflected the emotion he felt, indicated he saw the project as a kind of

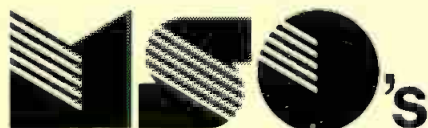


David Chase

mission. "I hope and pray the Almighty will bless us all with the ability to bring democracy to Poland.... We will do all we can...to help the people find dignity and to show the world the kind of people they are." Senator Joseph J. Lieberman (D-Conn.) said that the partnership being announced is essential to the success of the "quiet, peaceful revolution" under way in Poland. And FCC Chairman Alfred Sikes said cable television would contribute to the telecommunications infrastructure a country needs "on its path to development."

Roger Freedman, co-chairman and chief executive officer of Chase and Chase's son-in-law, said PTK hopes to begin construction of the 18-channel, 450 mhz system in June. Phase one, which will involve passing 1.8 million homes, will begin in Warsaw and Cracow, then move on to Gdansk, Katowice and Poznan. The programming components are still being negotiated, but PTK hopes to include satellite-delivered services CNN, ESPN and MTV, as well as originally created movie, drama and sports channels. PTK is

CABLE'S TOP 50*



The cable industry continues the trend toward consolidation, with the merger of Time Inc. and Warner Communications earlier this year creating a strengthened number-two MSO, the largest movement on BROADCASTING's Top 50 cable MSO list. Tele-Communications Inc., however, remains far and away number one, based on figures reflecting their consolidated and unconsolidated operations.

Company	Basic Subs	Homes passed	Pay Units	Basic Penetration
1. Tele-Communications Inc.	11,300,000	19,900,000	9,200,000	56.8
2. ATC-Warner-Paragon	6,013,000	10,621,000	5,403,000	58.5
3. Continental Cablevision	2,500,000	4,480,000	2,670,000	55.8
4. Comcast Cable	2,281,225	3,928,885	1,847,980	58.0
5. Cox Cable	1,528,390	2,612,719	1,293,057	58.5
6. Cablevision Systems	1,396,357	2,340,323	2,703,947	59.7
7. Jones Intercable	1,394,701	2,087,087	1,069,944	66.8
8. Newhouse Broadcasting	1,196,000	1,808,000	1,110,000	66.0
9. Times Mirror Cable	1,071,282	1,798,950	748,450	59.5
10. Viacom Cable	995,000	1,625,000	671,000	61.2
11. Cablevision Industries	991,228	1,570,736	748,466	63.1
12. Sammons Communications	928,636	n/a	889,915	n/a
13. Century Communications	804,600	n/a	453,100	n/a
14. Adelphia Communications	804,000	1,183,000	559,000	68.0
15. Falcon Cable	606,220	767,545	244,694	79.0
16. TeleCable	603,494	888,501	n/a	68.0
17. Cooke Cablevision	588,000	n/a	n/a	n/a
18. Paragon Cable	550,000	1,115,000	470,000	49.3
19. Scripps Howard	540,000	964,000	n/a	56.0
20. MultiVision Cable	500,000	830,000	370,000	60.2
21. Prime Cable	474,702	1,013,445	445,069	46.9
22. Tele-Media	466,300	707,800	240,900	65.9
23. Maclean Hunter	455,018	955,138	599,777	47.6
24. Post Newsweek Cable	413,213	614,775	270,263	67.2
25. TCA Cable	347,000	n/a	150,000	n/a
26. Simmons Communications	345,000	528,000	185,000	65.3
27. Rifkin & Associates	322,000	509,700	172,000	63.2
28. Multimedia Cablevision	319,218	596,731	266,597	53.5
29. Colony Communications	289,947	498,073	262,641	58.2
30. Western Communications	287,800	377,783	161,293	76.2
31. Cable Systems USA	279,506	453,886	125,388	61.6
32. Star Cablevision	238,413	345,800	119,908	68.9
33. Hauser Communications	231,500	502,000	261,700	46.1
34. Service Electric	218,000	300,000	76,000	72.7
35. Greater Media	205,177	340,419	213,953	60.3
36. King Videocable	195,388	328,805	135,585	59.4
37. Harron Communications	184,344	259,373	159,137	71.0
38. Media General	181,785	280,919	223,687	64.7
39. C-TEC Cable	174,751	281,308	139,630	62.1
40. Sutton Capital	170,000	283,000	202,000	60.1
41. US Cable Corp.	169,200	315,692	146,300	53.6
42. Insight Communications	167,941	n/a	115,462	n/a
43. Palmer Communications	165,355	219,937	65,096	75.2
44. Wometco Cable	160,209	289,979	94,586	55.2
45. Armstrong Utilities	154,338	195,925	89,293	78.8
46. Summit Communications	141,415	224,047	97,327	63.1
47. Northland Communications	140,554	205,876	53,757	68.3
48. Booth American	126,335	171,676	77,375	73.6
49. Susquehanna Cable	117,000	163,500	76,000	71.6
50. United Video Management	116,913	170,265	83,146	68.7

*TCI figures include both consolidated and unconsolidated numbers, which include subscriber counts for United Artists, Heritage, Lenfest, Cencor, Communications Services, Taft Cable Partners, TKR Cable, Columbia International, West/Marc and Bresnan Communications, as well as TCI's portion of Storer Cable. ATC-Warner-Paragon figures include ATC, Warner Cable and Paragon Cable properties that are 50% owned by KBLCOM. Separate Paragon Cable listing is 100% owned by KBLCOM, and represents former Rogers properties.

Cooke Cablevision is in process of being broken up and sold to six other cable operators. So far, only TCAs purchase of systems serving 87,000 subscribers has closed. Other five deals involving Cooke's remaining 588,000 subscribers are set to close in January. Buyers (and approximate number of subscribers they are acquiring) are Falcon (60,000), Intermedia Partners (212,000), TCI (200,000), Chambers Cable Com (29,000) and Adelphia (80,000). Chart figures compiled by BROADCASTING and industry sources. "n/a" is not available.

obligated, under the agreement with the government, to carry the programs of the two Polish television stations and those of a Soviet, a French and an Italian channel.

Freedman said subscribers would be charged from \$8.50 a month for one tier of programming, up to \$22.50 for the three that will be offered. The installation fee will be about \$20. Freedman said that his "impression," based on talks with people in Poland, is that the "average" household's income is \$3,500. He thought such a household would be able to afford the service.

PTK is the result of a three-year development effort conducted by two cable consultants, Norval D. Reece, a principal in Kane Reece Associates Inc., and president of Kane Communications Inc., and Edward T. Rutter, president of Rutter-Dunn Communications. Reece said at the press conference that, in American terms, Poland would be considered "a classic market" because of its "pent-up demand for cable." Freedman said about 90% of the homes in Poland have TV sets.

Talks were begun under the Communist government and completed under the government of Solidarity. Reece said Chase Enterprises was invited to join the project as a senior financial partner after he and Rutter had talked to several companies. The three formed a Dutch-based company, which owns 70% of PTK. The remainder is held by Poltekalb, SA, which includes a number of entities of the Polish government, including the Polish Radio and Television Productions Co.

The project became "a serious option," according to Reece, when the Polish government last December adopted what he called "an aggressive joint venture law." It permits foreign investors to convert local currency into dollars and take them out of the country. It also excuses the investors from taxes for three years, and permits the duty-free importation of needed equipment.

Chase Enterprises has major holdings in banking, insurance, financial services and real estate. It expanded into broadcasting in 1974, when it acquired WTIC-AM-FM Hartford. Since then it has picked up WSTC(AM)-WJAZ(FM) Stamford, Conn.; KGLD(AM)-WKBQ(FM) St. Louis; WTIC-TV (ch. 61) Hartford, and WPTY-TV Memphis. Chase Enterprises is in the process of acquiring WTOP(AM) and WASH(FM), both Washington, WXIN-TV Indianapolis; WATL-TV Atlanta, and KDVR-TV Denver. With the acquisition of the television stations, Chase's subsidiary, Chase Communications Inc., will own the largest group of Fox-affiliated stations, other than the Fox organization itself. Only WPTY-TV is not a Fox affiliate.

The founder of the conglomerate, who was described by Freedman as having become a millionaire by the time he was 28, disclosed that he had found someone at the embassy he had not seen in almost 50 years—the ambassador, Jan Kinast. "He was an inmate with me at Auschwitz, in 1942 and 1943," said Chase. "I did not know that until this morning. So two people, born in the same country, sent to the same concentration camp, now celebrating a wonderful occasion for both of us, and for both countries."

—LZ



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... Jim McDermaid, Chief Engineer, KTVX-TV, Salt Lake City

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STATION HIGHEST RATI

PHILADELPHIA

WCAU/7:30 PM
9.0/14*

- Up 40% vs. Win, Lose or Draw Nov. '88
- Highest sweeps rating since Nov. '83

CLEVELAND

WKYC/5:00 PM
8.7/17*

- +55% vs. Superior Court Nov. '88
- +21% vs. lead-in (People's Court)
- Highest sweeps rating since May '86

ATLANTA

WAGA/4:00 PM
8.0/20

- +54% vs. Sally Nov. '88
- Highest Nov. rating in 3 years

#1 TAMPA

WTVT/11:30 PM
6.6/21

- #1 in time period vs. Nightline & Tonight Show
- +24% vs. Entertainment Tonight Nov. '88
- Higher share than WTVT's Monday-Friday prime average

#1 ST. LOUIS

KSDK/4:00 PM
13.1/31

- #1 in time period against People's Court & Geraldo
- +63% vs. Judge Nov. '88
- +7% in rating vs. lead-in (Oprah)
- +121% vs. KTVI's Geraldo

DETROIT

WDIV/4:30 PM
11.2/23*

- +5% vs. Cosby lead-in
- +130% vs. WJBK local news
- Station's 2nd highest share 7:00 AM-6:30 PM

#1 HARTFORD

WFSB/7:00PM
14.1/24

- #1 over Wheel & Current Affair
- Highest November share in 3 years
- +71% over USA Today Nov. '88

DALLAS

KXAS/6:30 PM
10.8/18

- +80% vs. Win, Lose or Draw Nov. '88
- +6% vs. news lead-in
- +29% vs. KDFW's Hard Copy

Source:
Nielsen Metered Market Sweeps Averages, Nov. '89
*Arbitron, Nov. '89

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REPORT GAINS IN YEARS!

MILWAUKEE
WITI/6:30 PM
10.6/18

- +100% over USA Today Nov. '88
- +20% vs. WISN's Current Affair
- Highest November rtg/shr since Wheel Nov. '83

#1 PHOENIX
KTSP/10:30 PM
6.5/17

- #1 vs. Nightline & Tonight Show

MINNEAPOLIS
WCCO/10:30 PM
11.2/24

- +50% vs. KSTP's Nightline

CINCINNATI
WLWT/7:00 PM
11.9/21

- +50% vs. WKRC's Current Affair
- Increases rating over lead-in while Current Affair declines
- Highest November rtg/shr in at least 5 years

#1 SACRAMENTO
KXTV/7:30 PM
11.1/17

- #1 over Current Affair & Entertainment Tonight
- +21% over Hollywood Squares Nov. '88
- Higher Rating than KXTV's Monday-Friday prime average

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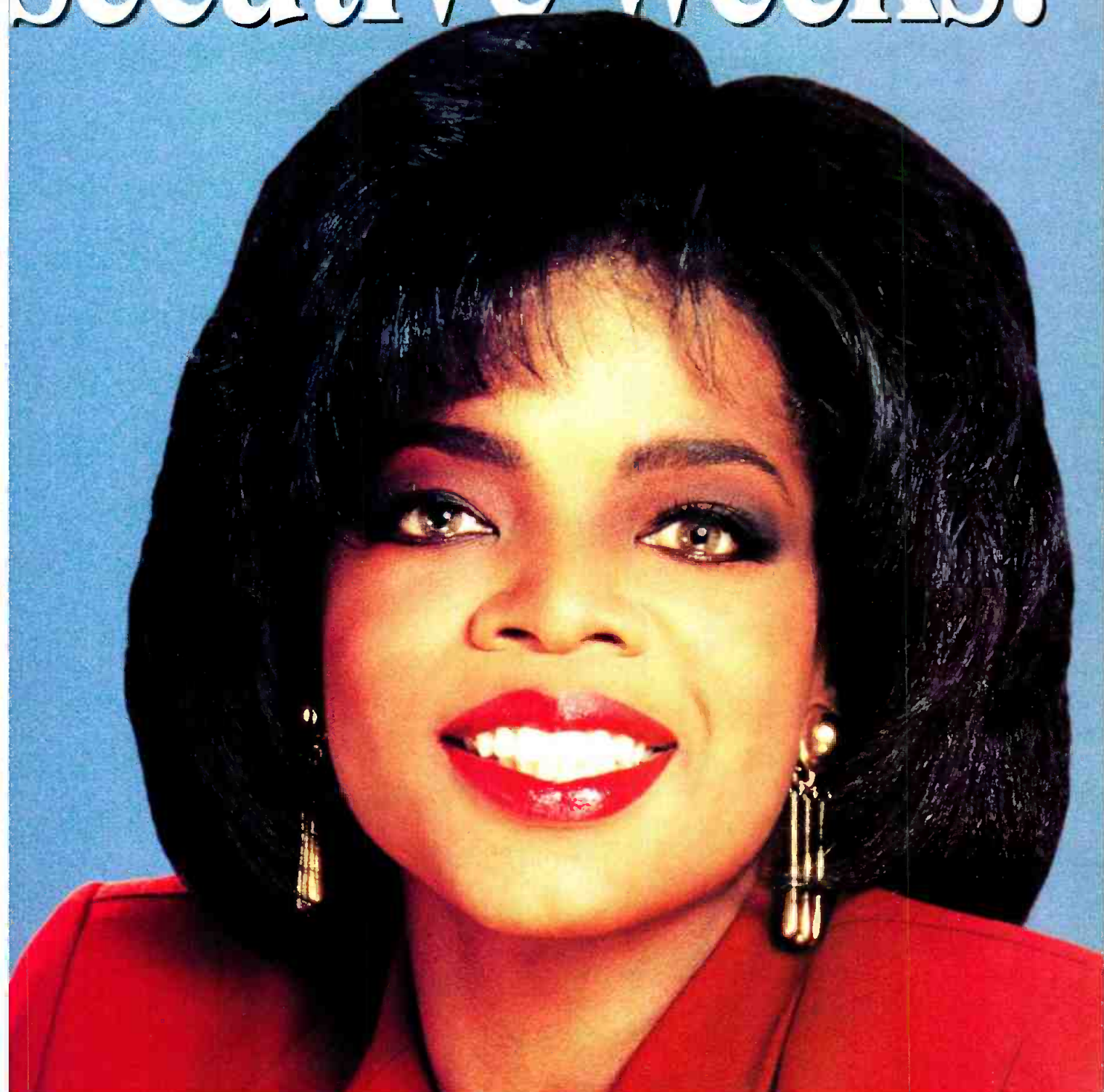
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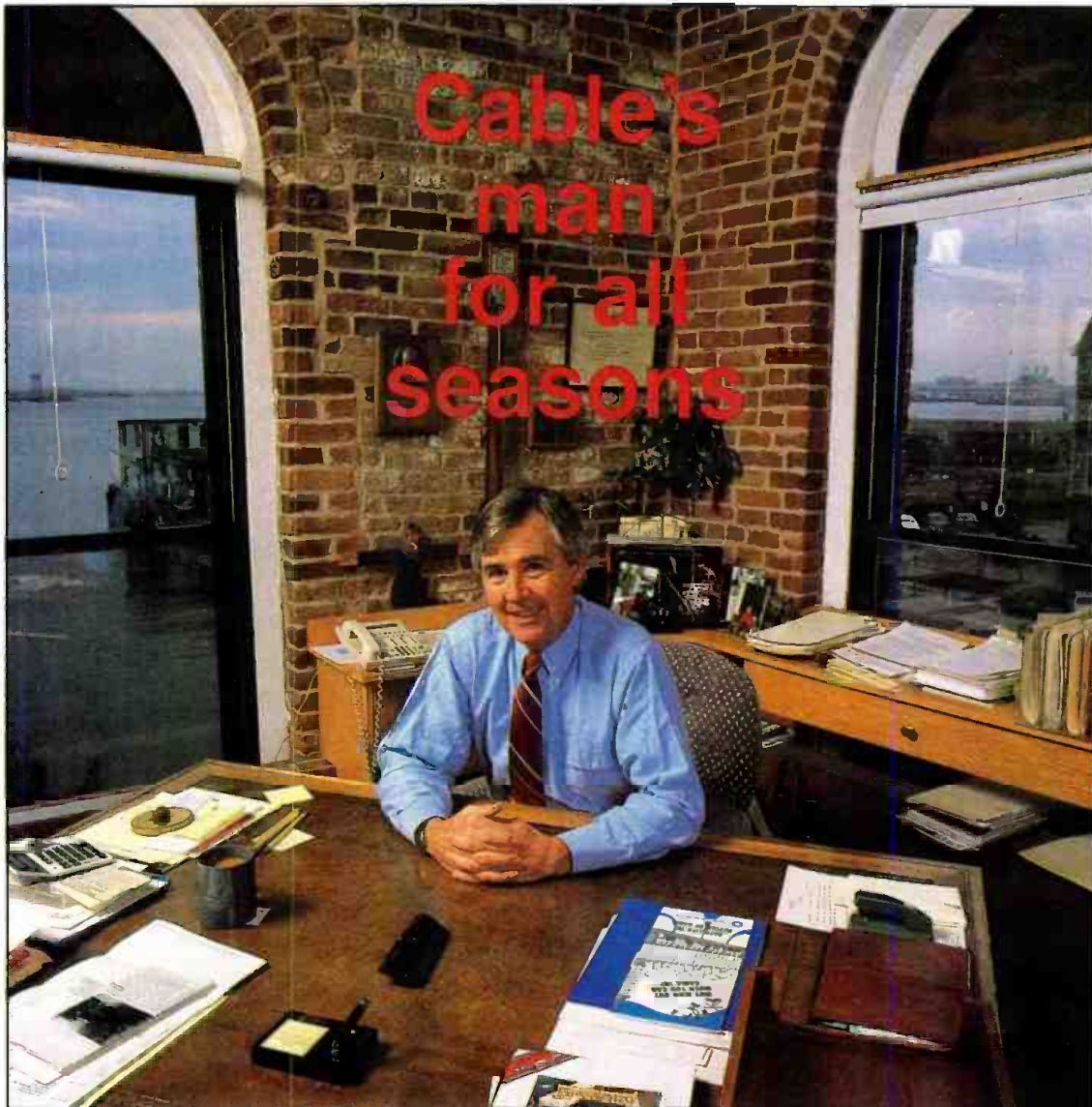
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Amos Hostetter Jr. is chairman, chief executive officer and co-founder of Continental Cablevision, the third largest MSO. He is chairman of C-SPAN as well as of the Cable Alliance for Education. He is a past chairman of the National Cable Television Association and now serves on the NCTA executive committee. Arguably, he is the cable industry's most respected citizen. BROADCASTING editors met with Hostetter in his Boston office two weeks ago to discuss the state of his industry vis-a-vis broadcasters, Congress, the FCC and subscribers at large. Here, on the eve of Western Cable, is his analysis.

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Cable appears to be in a serious legislative jam, and some actions may be taken against the medium that would certainly be pejorative and might produce lasting damage. Do you concur?

Well, I certainly would accept the proposition that the Washington environment has deteriorated some for cable in the last year, and probably more precipitously in the last three months.

Having been around Washington as long as you have, you know that it's a long way between the introduction of a bill and the passage of legislation. So while I think there will be a lot of activity in Washington in calendar 1990, I am not convinced that as the record is made and as the facts are told, that legislation will necessarily result from it. We will have to stand serious legislative review, and hard questioning, but that doesn't seem to be inappropriate essentially five years after passage of the Cable Act.

Then you think there's a possibility you may escape altogether?

You've heard directly from the minority side of one body of a bicameral government, and I think the other house has not been heard from. I'm not sure the Danforth bill is at all reflective of how the majority party in the Senate may feel. I mean, [Senators] Al Gore [Tenn.] and Wendell Ford [Ky.] are well identified, consistent critics of the cable industry, and they are the only Democrats I see on this bill, and I tend to dismiss them as having particular axes to grind. I don't think we've heard from the center of the majority party, which will be important to hear from.

Given the possibility that it may not be all that bad eventually, how did cable get into this jam?

This is a developing industry and its performance is uneven. It's uneven from operator to operator and system to system and probably even within a system from day to day. In any service business, it's hard to keep both the training and the focus on delivering quality customer service.

I see it in retail stores, I see it in the telephone monopoly here in New England, it's harder and harder to hire, train and motivate help that can deliver the kind of service we would like to deliver.

And so it's not surprising to me that there have been some service lapses; not only by others in the industry, but I'm sure by our company, as well. You combine that with a period in which a catch-up process is occurring on rates, and I think you'll get some people out there who are mad.

They're not getting what they want and they're paying more than they were—and that's a bad combination. Frankly, a lot of the research we've done suggests that it's the service dimension more than the rate dimension that makes customers angry.

Our survey data does not suggest that the service is overpriced. It suggests that when customers are upset, it's almost always driven by a service problem: telephones that aren't answered, installation appointments that aren't met, misunderstandings about a bill, the ability to deliver the product the customer wants or thinks he wants.

All those complaints have been voiced since the beginning of the cable business.

It's a bigger universe, a louder voice. This company is 25 years old. We had 30,000 customers at the end of 1970; in the next decade we had a 10-fold increase—from 30,000 to 300,000. And in the next decade, we had an eight-fold-plus increase from 300,000 to two and a half million. So the bad service you were delivering to a few people in rural Ohio all of a sudden is amplified 100 times, so it's a much louder voice and produces much more political interest.

When do you think the industry might catch up in its ability to deliver a fault-free service?

Well, fault-free is certainly an appropriate standard. I'm not sure you ever get there. So it's not just cable that is going to experience serious problems in delivering services through the rest of this decade and into the next century; we've got a much tougher job to do in terms of basic education—and then recruiting and training.

And it won't just be us, but we will be a very visible part of it.

Nevertheless, do you think you can get that under control?

I'm naive enough to believe in the facts and that eventually the facts will out. And when unnamed senators stand up and berate the

cable industry for excessive rate increases, I just don't find that the facts support that proposition. I know if you took the rates we charged the first year we were in business—1965—and simply restated them in constant dollars, that would produce a higher rate than that we now charge on average.

What's the Mondale line—"Where's the beef?" I mean, I don't see it. Look at another time frame, look at this calendar year, and the Bureau of Labor Statistics says our rates increased at half the rate the overall Consumer Price Index increased.

So I think there is an element of demagoguery when senators wave their finger at us and say that we've been involved in extracting monopoly rate increases and it's un-American and unconscionable. That just isn't true. And I think the truth, when it's on the record, may significantly swing the balance of this debate.

There remains a creative tension between the broadcasting and cable industries, which have been pulling and tugging for a number of years over a number of issues. That seems to have gone into a new phase, too; the broadcasters have backed off from the must-carry negotiations, or appear to, in search of some sort of compensation for carriage for allowing cable to carry that signal. Do you feel that's a realistic direction for the dialogue to take?

No. I think it's absolutely wishful thinking. Frankly, I'm shocked at the National Association of Broadcasters and [President] Eddie Fritts's behavior on this whole matter, and I think he has severely broken faith with [National Cable Television Association President] Jim Mooney individually and, more broadly, with the cable industry.

I mean, this is such a sharp right turn that I find it hard to fathom. I cannot understand what is on the man's mind. With Preston [Padden, outgoing president of the Association of Independent Television Stations] leaving town, perhaps he feels he needs to recapture the right or something, and perhaps this is understandable, but in the process he has totally alienated key cable leaders, and, far more important, I think he has taken a position which totally undermines his relationship with the chairman of the communications subcommittee, Senator [Daniel] Inouye [D-Hawaii]. Here the man had made the extra effort to try to find a basis to put this must-carry issue away, and had come forward with a proposal that seemed to accomplish everything that NAB and Fritts wanted. And Fritts abandons him to be a leading advocate of the minority leadership's bill. If I were Inouye, I'd be plenty mad.

Well, there was an element of must carry being tied to a children's bill that the NAB found intolerable.

I can't get NAB in focus at this point when, on the one hand, legislation in the children's area is unacceptable, but cable rate regulation ought to be reinstituted; when the comparative renewal process is too onerous for a broadcaster, but cable systems ought to be put in a situation where comparative applications are invited.

I mean, the man has lost credibility with me. I don't know what his rational positions are and what's posturing.

Well, what prevented the must-carry situation from being resolved?

Principally, the courts and the inability of the parties to come up with a way to accomplish the objective that was constitutional. There was no significant cable resistance to the proposition that local signals ought to be carried. We embraced that, and we then embraced on-channel carriage. We did have a disagreement with Preston as to preferential carriage, which I think is unreasonable to have asked for.

I mean, you can't tell me that ch. 68 in Boston should be given a preferential claim to a desirable channel position over Black Entertainment Television or CNN. They're both programmers vying for carriage, and 68 happens to be the channel of assignment for ch. 68. I don't know a better place to put them.

Their gripe is not with me; it's with the [FCC] that left them with that allocation. But I have to say, they applied for it, they went with hat in hand and pleaded with the FCC to please let them use ch. 68. I think that's the channel they ought to work on and I think an on-channel must-carry plan is evident there.

This may be a difficult question for you to answer, considering that you take a reasonably optimistic view of the outcome of all this. But if we could forward a pessimistic view, that a year, two years, three



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years from now, the cable industry may be reregulated in a way that will knock out vertical integration and impose ownership limits and would reregulate rates, would you then say that it might have been easier, cheaper, for cable to have given in on channel positioning if that was the thing that kicked this all into a new area of negotiation?

Let me turn that around. I have read enough of your eloquent editorials on the First Amendment and the right of speakers to know that you will understand the proposition that at some point I have to be able to program my own service—and there is no God given, unalienable right that ch. 68 has that they should ask to be ch. 3 on my cable system.

And I've got to make some judgments about what are the best services and where are they best positioned and grouped for my



subscribers' benefit. And I think that while you and I might have differences as to what cable's First Amendment rights are, I would hold very hard to the proposition that I ought to be able to program and select the channels and position them on my system the way I feel is best for my subscribers.

There have been suggestions and recent testimony that the cable industry might be willing to accept some reregulation. Are you in that camp?

I think at this early step in the legislative process, I don't really want to comment on what would or would not be acceptable. Historically, I've been more of a moderate than a hawk on most of these issues and I think I certainly recognize other points of view. I think mandatory carriage, or must carry, is an appropriate thing for broadcasters to ask for. I think something in the compulsory license and syndex area is an appropriate thing for program owners to ask and expect. I don't have a knee-jerk, negative reaction to people who come forward with legitimate positions.

Are you talking about a repeal of compulsory license? Do you think that's a reasonable thing for them to ask?

A year and a half or two years ago, or whenever we had those last sessions with [the Motion Picture Association of America], that was on the table. We could have contemplated and, with a satisfactory transition, provided for a scheme in which we would phase the compulsory license out.

For local or distant signals?

Distant signals. I think must carry brings with it a compulsory license to carry; it doesn't seem rational to me on any other basis. If we don't have the license to carry the programming or if the broadcaster—and I don't mean to anticipate your question—if the broadcaster wants to extract some payment for that, I think we're free of any obligation to carry.

Then it's a matter of saying: "If the price is too high, we'll encourage the subscriber to install an A/B switch." I mean, I think must carry and compulsory license for local signals are appropriately interconnected.

If you're talking about removing the compulsory license on distant signals—in the right scheme—I think we could successfully

transition out of that. But I think that when Barry Diller and his MPAA colleagues on that committee started to think about what that meant, they realized there would be less carriage of distant signals and that would drive the cable industry to produce and carry more of its own product. As they thought about that, I'm not sure they liked it. After having pursued this Holy Grail [of eliminating the compulsory license] all these years, and with the cable industry having evolved to the point where it could tolerate its loss, where we had the mass to start thinking about developing our own programming, I think they said: "Wait a minute. This isn't in our interest because we're going to have less viewership for the programming we already have."

Is there any economic model you could create—I'm thinking compulsory license—where you and a broadcaster could get together and decide on carriage and somehow both sides could agree that they're doing something that can work out?

I think if you eliminated the compulsory license, you sort of throw people back to work out a basis for carriage. And the key product for the cable systems is the news and sports programming on the regional independents. And I think if we had been forced into that, cable operators would have sat down and worked out a basis on which to carry the Red Sox and the Celtics and certain news and local affairs programs from independent stations. The station might not have had the ability to say, "Well, you can carry *The Cosby Show*," because they probably didn't own the rights anyway, or at least they didn't own the rights out of the area.

So I think you would have gotten a hybrid of individual deals that would have been struck to fit the needs of the broadcaster and the cable systems in that region.

Could you construct anything on the local level?

I think I could create something that would work. I think it would be a case-by-case negotiation. And if they had product that we feel our subscribers want to see and if we are devoid of the compulsory license, I think we've got to find a solution to the problem.

Maybe it's tradeouts and swaps of promotional services, maybe it's non-monetary consideration; I don't know, maybe it's monetary consideration. I don't know exactly what the answer would be in each case.

But I think this industry three to five years from now could survive in that mode. I think the most significant thing is that by their own election, they said: "No, we want to maintain the compulsory license, we want to maintain the payment scheme that's built into the whole copyright structure, and we want to maintain the rights to sell individual markets, to sell key product on a market-by-market basis" and that syndex was more important to them than the compulsory license. That's an incredible change of position over the last 10 years.

How do you find life in anticipation of syndex?

I think it's too early to say, but I think it comes at a very unfortunate time in that there are already enough issues on the table that make our consumers and Washington angry; we don't need another one. And notwithstanding the fact that this is an FCC rule and that we're doing only what the broadcasters and the product owners are requiring us to do, as far as our consumers are concerned, it's still: "The damn cable company shut off the show at eight o'clock and I can't watch it."

So it's a bad time for this to happen. The requests for protection are surprisingly uneven from market to market. We have markets where there are a few shows that someone will want protected and others where it's a long list of shows. I don't think you can generalize the impact, other than to say any impact at this time is unfortunate.

You remarked about cable's troubles with consumers and with Washington, as though they were two different agendas. How is the difficulty with consumers being manifested other than through Washington?

I think you've got to answer that question with the fact that cable continues to enjoy significant penetration increases every year. Notwithstanding the rates or occasional lapses of service, more and more people every year are paying for and continuing to pay for their cable and implicitly like it.

So I think the consumer story is best told by just the aggregate numbers of cable subscribers added year after year.

I would differentiate that from the Washington story in that I think some very specific special interest groups have decided to gather anecdotal evidence from here, there and everywhere to make a case—either to further the Bob Schmidt MMDS agenda or to further the League of Cities agenda or to further the National Association of Cable Regulators agenda or to further the INTV agenda. All of which, while substantially different, when you bring them all together, makes it look like there's a lot of people mad at cable.

But I will reiterate—our subscribers are only a small part of that. It's other interest groups that have specific agendas that they want to shake cable down for.

In your experience of 25 years in operating cable systems, do you think it is realistic to have a second cable-type wire coming into the home? Is that viable, will it happen?

I can give you the long answer and then the short answer, which are the same: No. I literally cut my teeth on a second wire. The first cable system we ever had was in two towns in rural Ohio—Tiffin and Foster—and the owner of the radio station in Tiffin, Milton Maltz, got a second franchise and started to overbuild us. So, before we had subscriber one in the cable business, I was the only one that was overbuilt. It didn't work then and hasn't worked any time it's come up since, and it will not work in the future.

What is the problem?

The economics won't support it. The economics will support other ways of delivering the product; you could have a cable system and DBS in the same market, you can have a cable system and lots of video stores, you can have cable systems and newspapers or broadcasters—you just can't have two cable systems.

It is such a heavy fixed-cost investment and it is so central to the configuration of the public utility plant, that as a general solution to this problem, the competitive, multichannel wire delivery system is not feasible.

Is cable so healthy now, is it so rooted in the American fabric, that it can survive a hit from the federal government, or would that set the industry back?

As you well know, in the years we've been around there has been an ebb and flow in everything in life, and certainly in cable regulatory history. We have had periods of less regulation, periods of more regulation, and whenever you get an extended period or are way out on one of those extremes, the pendulum comes back and the cable industry can certainly survive the ebb and flow of more strident, less strident regulation.

I think it's probably worth noting that the point at which it really starts to hurt is when it significantly impacts the money markets and the way the financial community views an industry. And in the last four months we have seen cable stocks off 10% to 15%, and I think Wall Street is conscious of what is going on and is concerned about it. Now, they're certainly not panicked, but they are concerned.

What has happened to independent TV is far worse than what has happened to cable—but the financial community has seen that it is not a one-way street, they've seen TV properties that always sold for another 20% more than the last guy got now actually either sell at a decline or, worse, not be saleable, being totally illiquid.

So I think we can take our share of ebb and flow; I don't think we could take a frontal hit, however, and I don't think we could take anything as Draconian as returning us to the cities. That's not a formula this industry can survive and succeed with.

Is that the worst of all worlds?

The worst that's conceivable to me. Telco entry is not credible to me. It addresses the wrong problem, or it provides a solution which doesn't address the problem. Telco participation in cable in any significant way is 15 to 20 years out, even by their own admission. And the identified problem here, at least as described to us, is constituent pressure on elected officials. Well, an elected official can't go home and say: "Boy, I really solved that problem—it'll take 15 years to see it, but I took care of it."

Yet the telephone companies are optimistic that out of this new rash of bad news for cable, there will be good news for them; that some sort of multiple provider will be in an eventual package and that multiple provider will be the telephone company.

It doesn't make economic sense, as I described, and it doesn't make political sense—it does not solve the congressman's problem when he goes home at recess about his local cable service.

And, in a very real sense—Eddie Fritts should recognize what poison this is for his water—the prospect of telco entry into the news and information business, while a frontal hit for cable, is equally disastrous for broadcasting.

And while I'm shocked he's on this bill at all, it is inconceivable to me that he would sponsor telco entry into cable. It makes his constituents simply another programer, and they have no better claim to distribution on a telephone plant than MCA or NBC—they're all just programers in a distribution mode, which is then universal, the single wire into the home. It totally puts that transmitter out of business.

There does seem to be this galloping consensus on the broadcaster side that must pay as opposed to must carry is the way to go. In fact, they feel they can get both. How would you disabuse that notion?

It's not an easy concept for me to grasp because it seems too ludicrous on its face. If I decided as a side endeavor that I wanted to start building MATV systems around the country to improve the quality of the signal that's delivered by broadcasters and I had no cable programming on it or anything else, so I am providing an antenna service—which is definitely to the benefit of the broadcaster—do you think the broadcaster has a claim to part of my revenue?

I mean, give me any logical construct that I haven't done him a great service. If ch. 38 here in Boston could get into every home successfully with a quality picture, I wouldn't have this antenna business. But I know I can go out and start a very successful business in Boston. Now does that give ch. 38 some claim to part of my revenue? Why didn't ch. 38 go out and build this antenna service? There is absolutely no logic in both providing better distribution then being asked to compensate them. I would put the argument the other way: they ought to be paying me for improving their coverage.

I can understand that the broadcasters may be looking around and saying: "Look, all of a sudden our business has slowed down and economics in broadcasting aren't as good as they used to be. I've got to find another revenue stream." But the thought that they are entitled to grab onto the cable revenue stream for some reason is just totally illogical. If that were seriously advanced, I think the logic requires that they allow us to sell the advertising time, and sure, we'll pay them for the programming. Or, alternatively, I say: "Look, this isn't worth the hassle to me, I'll simply carry cable services, and you go ahead, ch. 38, and deliver your inferior signal to that fraction of the audience you can get a UHF signal to. But I'm not cutting you in on the revenue I need to support this cable plant simply because I'm doing you the favor of carrying you locally."

Can you give me an argument of why we should pay broadcasters, other than they need revenue and we appear to have it?

I think I could name one.

Which is?

That since the greatest ratings in cable go to broadcast programming, they think they should have a special return on that money that's been used to attract subscribers to your cable system.

Then I suggest that if the broadcast programming is what the subscribers want, they can simply erect an antenna and get it. But the fact that they pay \$15-\$18 a month for a service suggests to me it's the part they're not getting over the air that they want.

What is the answer? That you would not pay broadcasters retransmission revenues?

For local signals?

Local or network.

We already talked about what would happen if compulsory license were eliminated. I think there are some kinds of product—sports, news, public affairs on regional networks—that we would want to

continue to carry. But the thought that I might have to pay for the local signals is beyond my comprehension. I mean, the quid pro quo for carriage is a compulsory license of local signals, and if that quid pro quo is not there, then I become an advocate of an A/B switch.

But by local signals, we're also talking about the network affiliates. That's how you get the network programming, which is very popular.

Define "local" any way you want—in theory it's the signal in the air I can receive with a normal antenna. And all I'm doing as a cable operator is helping them deliver a better version of that. If they come to me and say: "For your help, I'd like you to pay me some money," I would lose interest. I'd say: "Go back to your messed up signal and all the electrical interference and ghosts and deliver it yourself."

And you would be prepared to continue in business without broadcast signals?

That's an extreme case, and it is so antithetical to what communications policy in this country is supposed to be all about, which is localism and local stations and universal access to the airwaves, that I find it almost incomprehensible as a proposition. But that's the logical conclusion of this proposed must-carry/must-pay scenario.

How tough a competitor have VCR's turned out to be?

If you look at the pay services with what in the retailing business they call a "comparable store basis," if you eliminated all the new systems that have been built and the pay subscribers that have come from that and looked at existing systems 10 years ago and what their pay penetration was then and is now, it is down. You absolutely can't get around those facts.

The video business is the largest source of revenue for movie suppliers, bigger than theaters and cable combined. So that's where the action is in the movie business. And we felt it too; we felt it both in terms of our customers preferring to go and rent a video—there are some social dimensions to going down to the video store, like going to a library. And we are not getting day and date or even close to day and date with the video stores. That means people who are real movie buffs and want to see films very shortly after release are not being satisfied by what cable is offering.

Pay per view also suffers from that movie deal. I know you have looked at that as a possible future revenue stream. Are you bullish on pay per view at this point?

I think we have a superior technology for delivering videocassettes. Instead of getting in the car, driving to the store, picking it up, bringing it home, forgetting it for two days and getting late charges, you have the ability to do all that electronically. And with an element of copy protection that the video stores don't have—a superior technology.

The studios, or some of the key studios, are not yet prepared to give us the opportunity to show them this superior technology. We certainly understand their motivation—since this is their largest revenue source, they really don't want to antagonize the video industry—but my own sense is that, as has been the case in every communications evolution of this century, the new does not replace the old, it becomes added to the old.

Television didn't put radio out of business, cable didn't put television out of business, and pay per view won't put monthly pay subscriptions out of business. Pay per view with copy protection is not going to hurt the video store business.

So I think we're being very short-sighted, but I have also been told that the movie industry is probably the slowest industry to grasp technological changes of any industry in American society. They had the ability to do talking pictures years before they did it, they had the ability to do Technicolor a decade before they did it; they are just technophobic. They had such a solid business and it's so bloody profitable that any change is threatening. And they can't separate the positive changes from the negative ones.

If we could go back to the prospects for some sort of anti-cable legislation—how would you feel about a trafficking rule, a three- or five-year limitation on the sale of cable systems?

I really would have no opposition to that.

How serious is the rupture between broadcasters and cable at this point?

I think it's quite serious. We always took Preston as, in a sense, uncontrollable; the mouthpiece of his new employer [Fox]—and it was accepted as sort of an extreme position and not one that represented the broad constituency within NAB.

But to have NAB take its current right turn, i.e., the Danforth bill, I think is a serious, serious rupture in relations with the cable industry and, I would think, in relations within NAB.

I don't see how a Cox or a Tribune or a Times Mirror or a Newhouse can be anything other than horrified with this. I mean, Fritts is way off the reservation. What role does NAB have to talk about rate regulation or municipal franchise renewals?

They have as much right talking about that as we do about spectrum fees or comparative renewals. It's just totally off the reservation, it's destructive, and I think it's going to invite us to respond in areas that really aren't our direct concern, but if you can weaken the adversary, no matter how that's accomplished, you should try and do that. That's the only basis on which I see Fritts possibly deciding to do this. So I for one am mad about it, and I know the people I've talked with about it at the senior level in the cable industry are too.

But I'm going to prefer to be an optimist again and say this was aberrant behavior by the Washington leadership and is not reflective of deteriorated relations at the local level. I know we have very good relations with most of the local stations in most of our markets, and must carry has never been an issue. There is not a signal anywhere in our system that would be entitled to carriage under the old must-carry rules that isn't on the system. So at the operating level these have been nonissues.

You hinted there might be counter-actions. What might we see?

I wouldn't want to telegraph any punches, but I think there are some very mad people on the cable side. There's a profound sense of betrayal that we have worked over a period of a half-dozen years to try to solve this must-carry thing, although every time it's gone to the courts, the courts said the broadcasters are asking more than they're entitled to. We have bent over backwards to deal with this concern on their part, and I just think it is a major breach to have taken this turn.

What can be done to heal this breach?

There are some major firms with significant economic interests in both broadcasting and cable which I'm sure we will enlist to try and bring this back to some sensible middle ground. But they're going to have to do a lot of work for the cable-only operators, and I am much less inclined toward the middle position than I was before. Because they have economic interests on both sides I think there will be some effort through the TOC to bring this back to a more moderate position—but I think a number of cable people are going to be less open to that than they were 30 days ago.

When we started this, we spoke about the "jam" cable was in. We haven't asked if you had a sense of how the cable industry—forget the broadcasting industry—acting on its own, ought to act to get out of that jam.

As I said, I think we both have been around long enough to know that legislation takes a while and there will be a lot of twists and turns in that path, and along that path, we'll have many opportunities to tell our story.

And I hope we can tell it well, because I think the facts support our position; I think we have been consistently willing to compromise on almost every issue. I think the record of program development this industry has had since deregulation is extraordinary.

I think the rate history overall has been perfectly respectable. This is not an industry that has been gouging; the long-term pattern is less than the changes in the consumer price index. There was a temporary readjustment immediately after deregulation to catch up on some of the lost real rates that had occurred. If you look at any interval more than a year after that date, we're back to rate increases equal to the CPI or less. This year is a perfect example—3% or 2½% in the 10 months of this year. Half the inflation rate.

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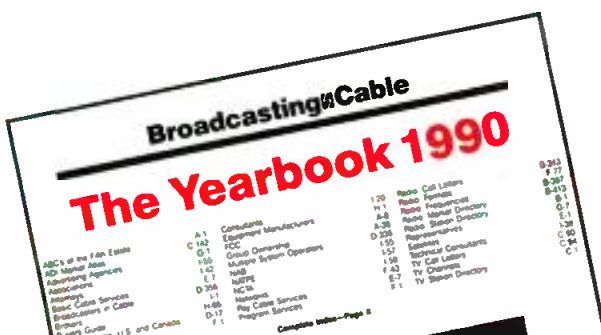
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story well and tell our story frequently and tell it broadly—and the story is that this industry has done a helluva lot for the American television viewer, and has behaved in a generally responsible way.

Now I think if that is not enough, if there has to be some injury inflicted on cable because things have been going too well for them, then we'll just have to take that as it comes. I certainly don't think a return to municipal regulation or a prohibition of vertical integration are in any sense constructive.

We haven't touched on the FCC yet in this reregulatory climate. How do you sense that situation?

It's such a new cast of characters, with the exception of a mutual friend of ours—Jim Quello—I don't know those people very well. I don't think they're known to either the broadcasting or the cable industry, and I think we're going to have to wait and see how it develops.

I will say that I'm impressed with [FCC Chairman Alfred] Sikes's energy in identifying this set of percolating issues about cable and in grasping the opportunity to advance these issues at the commission. And I'm encouraged that we'll have an independent agency looking at these issues in advance of any serious legislative progress.

Were you comfortable with the suggestion that the channel positioning issue be funneled back to the FCC?

I thought it reflected a very well-balanced solution to the problem. It makes me all the more concerned that NAB will recant on it, and I'm sure it's made Senator Inouye all the more concerned, too.

Is there good news or bad news on the Danforth bill?

Well, I think there's a pretty broad view in Washington that



municipal regulation was never a very successful formula—and I think that's one of the reasons the Danforth bill represents such an extreme; in order to get the support of the various associations of municipalities, they have provided to throw this back to local regulation.

I think that of the clearer thinkers, regardless of what they think about regulation or reregulation, very few of them think it should be back at the municipal level. Without any offense intended, the municipalities are not equipped to regulate rates—it's beyond the normal sphere of activities.

It's expensive when it's done on a locality-by-locality basis; that is, there is a tremendous amount of duplication, a tremendous amount of expertise and experience. And I just find it hard to say anything in favor of that scheme of rate regulation.

Does Sikes's telco position concern you?

I'm not sure I fully understand the video dial tone. My concern is the telcos getting into the content business. If this is just a sort of souped up way of saying the telcos can continue to become carriers, I'd say: "Hey, you know, they have that right under the Cable Act now, they can go to a lease back system." And I think that's

fine, there's no beef with that.

Cable and all the rest of us will be entering the 1990's, which will probably be no different than past decades, but we always think perhaps it will be. How do you think your industry will perform during the decade, independent of what might happen in Washington right now. Where do you think cable will be 10 years from now?

I think it's important that we not get caught in the trap of the canal owners when the railroads came along; I think we've got to define the product and services that we're doing a good job of providing and not let ourselves get hung up on any one technology. I think into the 21st century you will see a great deal more fiber used by what you call the cable operators today in delivering their service, and I think you may see a fair amount of mixture in using other technologies. You may well find that the most economical way to provide service to certain areas of the country or certain areas of major urban environments is using something comparable to MMDS or DBS, and maybe we will have a hybrid, broadband, multichannel broadcast and multichannel cable distribution system.

I think the important thing is to be sure that we understand that our business is delivering multichannel information and entertainment to the home—and not get hung up on the precise technology that we use.

For pay, I take it, for a fee—as distinct from what is called the free TV model.

Every system has its own economics, and our economics are that we have a mixed system, like a magazine model. We have some advertising and the programming gets blurred, having to charge a subscription fee in order to get the magazine. But the balance of that can shift over time. I have never found the phrase "free TV" a very convincing description of any form of TV. I pay for it in terms of cluttering my viewing time with six commercial interruptions every 10 minutes.

The cable industry is developing more of its own programming. Critics will say you were keeping programming from third parties and so on. Do you feel comfortable that these are programs you developed and don't feel everyone else has a right to, whereas Washington may feel that other people would have that right?

I could be a purist on that and credibly take the position that other purveyors have no claim on this product; they have absolutely every right to develop their own movie service by going to the studios and buying product from this studio and that studio and putting it all together and creating their own brand name. But they have no absolute right to HBO or Showtime—they ought to be able to decide whether they want to sell to them or not, and it's not my role to tell them not to. And I never would. But the bludgeoning that HBO, Showtime and others have taken at the hands of Al Gore and at the instigation of Bob Schmidt [of Wireless Cable] and some others in Congress I think is unconscionable—because there is absolutely no basis in property law where they can claim a right to that programming.

I'll give you another example where I think we have been more than magnanimous—C-SPAN. Now, C-SPAN is totally a product of the cable industry; it was conceived, financed, developed and supported by the cable industry. And I can't think of a basis other than civic-mindedness that I could be asked by MMDS or DBS or anyone else to make that product available to some other distribution. The argument just doesn't wash. They get the same feed we get from the House of Representatives, and they have absolute rights to get "Batman" from Warner if they want to sell it—but they do not have the right to take the produced, packaged product. They can use the same news sources you have, they can go to the same hearings you do, accumulate all the same information; but after you've packaged it, digested, edited and printed it, it is now BROADCASTING magazine.

And I'm saying I should be able to sell that.

That's the broadcasters' argument on compulsory license; that they did it, they put it all together and you guys just take it without compensation.

They come to me. It's sort of like must carry. All we can do is try to give it away. We can't make them catch it. We can throw it to them but we can't make them catch it.

Cable heads west to Anaheim

Western Cable Show's theme is television in next decade

"Creating a New Decade of Television" is the headline for this week's Western Cable Show in Anaheim, Calif., where nearly 10,000 strong from the industry will gather for cable's week out West.

Attendance is pacing last year's total of 9,600. The number of exhibitors is also close to last year's 223, 215 at the latest count.

The show represents the first large gathering of the industry since the Senate cable hearings four weeks ago, where it became apparent that some form of reregulation could move next year. The fallout from such an action is expected to be on the minds of attendees, as well as a host of other issues addressed in session topics: basic programming, pay, telcos, HDTV, fiber and relations with broadcasters.

Cable week activities kick off on Tuesday with a pay-per-view conference sponsored by the Cable Television Administration & Marketing Society. The conference will hear from Robert Klingensmith, president, video division, Paramount Pictures, as well as from others who will discuss PPV planning and retail marketing.

Wednesday, the Western Show kicks off with an opening session built around the conference's theme and moderated by CNBC's John McLaughlin. On the dais will be Turner Broadcasting Chairman Ted Turner, Tele-Communications Inc. President John Malone and Ron Howard, co-chairman of Imagine Entertainment.

Afternoon sessions focus on international markets for programers, featuring Nimrod Kovacs, president, NJK International; Tim Clott, senior vice president, Paramount Pictures; Jim Dovey, president, United Artists Europe; Tom Freston, chairman, MTV Networks, and Stephen Selby, with the Hong Kong government. Other sessions include cable in the classroom, fiber planning and promotion.

Thursday morning begins with a regional sports panel session that will be moderated by Peter Barton, TCI senior vice president. The panel includes Terry McGuirk, president, Turner Sports; sports announcer Charlie Jones; Roger Werner, ESPN president; Marc Lustgarten, president, Rainbow Programming Enterprises, and John Severino, president and chief executive officer, Prime Ticket.

Later Thursday morning sessions address cable system pricing with Brian Deevy, senior vice president, Daniels & Associates; Leo Hindery, managing general partner, Intermedia Associates, and John Waller, chairman, Waller Capital. The pay TV session will feature Robert Miron, president, Newhouse Broadcasting; HBO President Thayer Bigelow; Showtime Networks President Tony Cox, and William Mechanic, president, international theatrical distribution and worldwide video for Disney.

Also on Thursday morning will be a session on Washington's view of the cable industry, with Lauren Belvin from FCC Chairman Alfred Sikes's office; Ira Gold-

man, counsel to Senator Pete Wilson (R-Calif.), and House Telecommunications Subcommittee staffers Larry Irving, Terry Haines and Gerard Salemme.

CNN anchor Catherine Crier will be the luncheon speaker.

Thursday afternoon sessions include HDTV, common ground between broadcasters and cable operators, marketing, and the workforce in the year 2000.

A highlight on Friday morning will be a basic cable panel session featuring Glenn Jones, chairman of Jones Intercable; Dick Beahrs, president, The Comedy Channel; Fred Silverman, president, Fred Silverman

Group, and a consultant to HA!; Tom Rogers, president, NBC Cable; Laurie Silvers, co-founder and chief executive officer, Science Fiction Channel, and Mike Wheeler, president of FNN. Other Friday morning sessions include advertising, syndex and an FCC panel. Friday's closing session will be on telco TV and will include John Sie, senior vice president, TCI; Larry Sparrow, vice president, regulatory and government affairs, GTE, and Steve Effros, president, Community Antenna Television Association.

In related activities, the Los Angeles chapter of Minorities in Cable will host a programming panel and fundraising breakfast on Friday morning at the Anaheim Marriott. And TBS will host a 5K fun run on Thursday at 7 a.m. outside the Marriott to promote the Goodwill Games. —MS

Bucking a Trend!

TBN RAISES \$30 MILLION IN ONE WEEK!

"Bucking a trend"—that's what the *Los Angeles Times* said in a front page article on Nov. 13 reporting that TBN had a record telethon, even though "a recent Gallup Poll reported that 79% of Americans do not trust TV evangelists with their money."

Actually, we're not surprised at all. In spite of all the bad press about TV evangelists, our supporters know something that many cable operators have also found out... *TBN has financial integrity.* Our supporters continue to trust us with their money, and TBN cable affiliates can count on receiving their quarterly cash incentive payments.

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You don't have to wait for the launch of Galaxy V. You can become a TBN affiliate today. For more information on our cash incentives, contact a representative at our National Cable Sales Center at (303) 650-5515, or write to TBN, 9020 Yates Street, Westminster, CO, 80030.



TBN President Paul Crouch (2nd from left) with Hughes' representatives (l-r) Bob Del Deo, Jim Ramo, and Jerry Farrell.



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Going public

The Bay Area Syndex Task Force, a group of area broadcasters and cable operators, has developed a position paper it will take to local media and viewers to explain syndicated exclusivity.

"Syndex recognizes local broadcasters' rights with regard to exclusive broadcast contracts," the paper says. "Under syndex, local TV stations are assured the full benefit of their contracts with program suppliers that grant the broadcasters the exclusive right to air syndicated programming in their own marketplace," the paper continues.

It goes on to discuss who will be affected, provide an example of syndex and point out that both sides are working together to minimize viewer confusion.

"There is a possibility that programs on those stations will be substituted with other programs or, in some cases, 'blacked out,'" the paper states. "There is even the possibility that out-of-town stations may be dropped on a few cable systems because of syndex." It continues: "Cable operators will base their decisions on a variety of factors, weighing audience viewing habits with



It's showbiz. CNN held a Hollywood welcome party for new *Showbiz Today* co-host Bella Shaw (l) seen here talking with musician/actor Frank Stallone. Since the show's overhaul on Oct. 16, ratings have jumped from a 0.5 to a 0.8.

recognition of local broadcasters, contract rights under syndex."

The paper ends by saying, "Broadcasters and cable operators in the Bay Area are committed to making the transition to syndex work smoothly."

'Classics' investment

AMC announced it has committed more than \$20 million for program production in 1990, which will include a monthly series, *Classic Picture Show*, and a documentary, *Celluloid Champs*. The network also said a major film licensing deal "was imminent."

Audio additions

Eight more cable systems will carry C-SPAN's two audio services, which will give the two services a combined reach of 932,000 subscribers by January. Audio 1, which carries programming from Washington as well as English-language programs originated in several other countries, will be added in Marina del Rey and Sacramento, both California; Clearwater, Fla.; Royal Oak, Mich.; Omaha; Washington, Pa.; and Alexandria, Va. Those additions will give the service 517,000 subscribers. The Royal Oak, Sacramento, Clearwater and Omaha systems will add Audio 2, the BBC's world feed, giving it 415,000 subscribers.

Shop 'til you drop

Lifetime will premiere two game shows on Feb. 5—*Rodeo Drive* and *Supermarket Sweep*. In *Rodeo Drive*, contestants test their celebrity knowledge in competition for a Rodeo Drive shopping spree. The program, hosted by comedienne Louise DuArt, will be carried at 12:30 and 6:30

p.m. *Supermarket Sweep* is an updated version of the 1960's show in which three teams will compete in a series of games involving supermarket products.

World watch

Discovery Channel is making an across-the-board commitment to global environmental issues in the 1990's that will encompass programming, public relations, marketing and educational resources.

The new initiative kicks off in March with *Blue Revolution*, an eight-hour series on the world's oceans. *Black Tide*, a one-hour special on the Valdez oil spill, will premiere on the one-year anniversary of the spill, March 24. Game and wildlife devastation will be examined in *Sea of Slaughter*, an acquired two-hour special airing that month. Also in March, Discovery will premiere *Green Alert*, an informational message inserted into environmental documentary programming.

In April, to commemorate the 20th anniversary of Earth Day, TDC will premiere a seven-hour series, *Planet Earth*. Later in the month, Discovery will carry *Earth*, a three-hour mini-series. In other months, TDC will focus on primates and big cats in May, endangered species in June and sharks in July, with Shark Week III, among other offerings.

Backing the programming push will be a multimillion-dollar marketing and media effort, both for consumers and cable operators, built around environmental themes. Advertisers will also be positioned with environmental themes.

FNN prime time

The Financial News Network unveiled a new prime time schedule featuring the addition of three shows, which will become effective the week of Dec. 18. New programs include *The Insiders With Jack Anderson*, hosted by the syndicated columnist, *The American Entrepreneur*, co-hosted by FNN anchors Bill Griffith, Craig Wirth, and Jim Forbes, and *The Profit Motive With Jim Rogers*, hosted by the Columbia University business professor.

FNN Moneytalk will switch from its current hour length to a half-hour format, while *Business Tonight* will include new and expanded segments.

SNN signs Adelphia

Mizlou Communications said last week that it had reached a five-year agreement with top-20 MSO Adelphia Communications Corp. to distribute Mizlou's 24-hour sports news and information service Sports News Network (SNN). Adelphia serves 800,000 subscribers.

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NATPE beat

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Who's on first-run: handicapping the field

Some reps say combination of volume of existing first-run product combined with lean crop of newcomers will likely lead buyers to few picks from major suppliers

The weekly first-run programing plate being offered for fall 1990 syndication has been termed by some station reps "lean pickings," and the general consensus appears to be that station programmers who do make a purchasing decision from what is offered on the NATPE convention floor will choose primarily from the few premium first-run programs from major syndicators.

Katz Television Vice President and Director of Programing John von Soosten says there is nothing with the draw of Paramount's *Star Trek: The Next Generation* and *War of the Worlds* and TPE's *Star Search* of past years. "It is certainly one of the leanest years I have seen," von Soosten concluded. "There is always room for a good show, but I think syndicators will find time slot availabilities pretty tight for next season, especially among affiliates."

Dick Kurlander, vice president, director of programing, Petry Television, drove home the point about diminishing clearance potential, noting existing weekly shows like MCA-TV's *Out of this World*, *Charles in Charge*, *The Munsters Today*, *The New Lassie* and *My Secret Identity* gobbling up chunks of weekend early fringe and access slots, not to mention five-day strips like *Entertainment Tonight* (known as *Entertainment This Week*) from Paramount and Fox Domestic Television's *A Current Affair*, which has been rumored to be eyeing expansion into the increasingly crowded weekend landscape (Fox officials declined to comment on whether *A Current Affair* would expand to a sixth night for fall 1990).

Worldvision Enterprises will also be conducting a Dec. 9-30 test run of a sixth night of its late night magazine *After Hours* to determine if such expansion would be feasible for fall 1990.

Nonetheless, the strategy of at least 13 syndicators is to take more than two dozen new weekly first-run programs into syndication for fall 1990, with several shows possibly clearing on stations as early as

January 1990. Receiving some of the earliest publicity as leading contenders for weekend early fringe and prime access slots are entries from established first-run syndicators that include MCA-TV's *What A Dummy* sitcom, Viacom's action/adventure *Super Cop*, Multimedia Entertainment's *Big Break* talent search program, Tribune Entertainment's talk/musical variety show *Dionne & Friends* and Warner Bros. Domestic Syndication's *Voices of America with Jesse Jackson* filling the public affairs/talk mold.

Super Cop, which stars Nick Cassavetes (son of the late actor/director John Cassavetes), is one of the most expensive of the new entries, with Michael Gerber, president, acquisitions and first-run programing,



Dear Mr. Gold,

Your on-air appeal made the difference! After looking for my only cousin for 15 years, just one mention by you has reunited our family!

Thank you!

Viacom, estimating a \$400,000-per-episode production cost for the half hour, compared to the over \$1 million cost per episode Paramount officials confirmed for the hour-long *Star Trek: The Next Generation*.

Gerber calls *Super Cop* the "ideal" companion piece to Viacom's current serial *Super Boy* (175 stations cleared, 91% coverage in the U.S.) in access time periods, and as "filling a void" for stations (mostly independents) looking to counter-program against *Star Trek: TNG*. Gerber is also shooting for early fringe. He said that no presales of *Super Cop* have been made to stations and that Viacom's sales force will hit the streets this week with eight-minute presentation tapes.

In describing the stiff competition in today's marketplace for "quality" first-run programming, Gerber says that neither Viacom nor any other syndicator can rely on domestic licensing alone to survive. "We're talking about shows that are extremely expensive to produce," Gerber stated. "A syndicator really needs to secure very strong markets domestically to recoup some of its investment. You really have to package these shows more like feature films. You have to sell the domestic markets, then sell international markets on the program. Not only does the show have to fill a need here, it has to appeal to the overseas market."

Katz Television's von Soosten viewed the demo tape and said *Super Cop* had some "intensive action scenes," with "high-end production values." Petry's Kurlander thinks the show has "great potential," but was puzzled that Orion Entertainment didn't syndicate a television version of the theatrical "Robocop," from which its film division reaped huge box office profits.

Gerber said *Super Cop* will be sold in the international market for the 1990-91 season. On these shores, 26 episodes of the program will be available on an undetermined straight barter basis. Also possibly on tap from Viacom will be *America's Hit List*, a barter offering hosted by Patrick Van Horn and Sharon Wyatt. Gerber said *Hit List* will be on the NATPE floor for a possible fall 1990 release.

MCA-TV, which is the leading first-run sitcom producer with five sitcoms on the market, including *What A Dummy*, is banking on its past success in clearing original programming with independents, and to a

slightly lesser extent with affiliates. *Out of this World*, *Charles in Charge*, *My Secret Identity* and *The Munsters Today* have a total of 471 clearances, with *Munsters*' 2.3 national Nielsen rating (Nov. 13-19) the lowest rated sitcom in MCA's stable. Currently, presales of *What A Dummy* have brought the half hour up to 27 stations cleared and 44% coverage, which MCA-TV President Shelly Schwab says follows the pattern of the syndicator's past sitcom offerings. After NATPE ends, Schwab says he expects to have over 70% coverage.

Despite MCA's strong track record with first-run product, Schwab, like Viacom's Gerber, says that the cost of production has kept profit margins down. "These shows are indie-driven, and we want independent stations to have them," Schwab said, adding: "but we have to have their support to keep these programs going for three years. If we can get 72 episodes in the can, it enables us to establish a back-end for stripping these programs. All these shows are being sold on the foreign market, but I think indies understand the equation works out for both of us if we can get three years on the air." He added that client stations have first-look clauses in their contracts to pick up any MCA show for stripping.

Petry's Kurlander, who saw the *What A Dummy* pilot, thought the show will "work well as complementary programming to the afternoon block that MCA is producing." He said the show was "cute" and that MCA should be "applauded" for producing "all-family viewing." Von Soosten found the premise of a wise-cracking ventriloquist's dummy "very funny," and said that Viacom should be able to "stack" the

show in an MCA block on a number of stations.

Word has it that MCA-TV will also offer new syndicated first-runs of *Adam 12* and *Dragnet* to interested parties on the NATPE floor. Both shows were originally produced solely for MCA-owned WWOR-TV Secaucus, N.J. (New York).

In the talk show genre, Warner Brothers' *Voices of America* with Jesse Jackson has been gaining interest due to the visibility of the past presidential candidate and Rainbow Coalition leader. The show is cleared on 38 stations and targeted for early fringe or access. Von Soosten suggested that with the public affairs show, Warner was looking to find a "high profile" program to showcase the company. Kurlander said the show might clear better in late fringe or early morning.

Among other programs in the reality/magazine/variety vein, J.M. Entertainment is rolling out *Baby Boomers* (a half hour on pop culture and the golden age of television and film), *Red Hot & Cool* (a late night music vehicle hosted by singer Nancy Wilson) and *Dancin' On Air* (an afternoon "trends" and music show for teenagers) for fall 1990. Worldvision Enterprises will be introducing *Future Stuff* to NATPE conventiongoers as a 1990-91 entry. It is hosted by Bill Boggs and Jill Rappaport. As the title implies, *Future Stuff* will deal with the latest inventions. TPE will also be offering a sixth night entry to complement its *Preview: The Best of the New* series, to be known as *Preview: The Next Seven Days*. Both are hour-long "video calendars" on the latest in news, trends, entertainment and fashion. —MF

ABC does some post-sweeps shuffling

'Dolls' put on shelf, 'Homeroom' dismissed, 'Mr. Belvedere' gets vacation; 'Father Dowling' and home videos get their chance

In the now almost weekly game of network television series musical chairs, the music has stopped at ABC this week, and as a result, two shows are out, one is on hold, and two have been moved.

Just weeks after CBS made significant changes in its prime time schedule, ABC

has followed suit by canceling two shows, *Living Dolls* (Saturday 8:30-9 p.m.) and *Homeroom* (Sunday 8:30-9 p.m.), and putting *Mr. Belvedere* (Saturday 8-8:30 p.m.) on hiatus. In the process, ABC is restructuring three nights, Thursday, Saturday and Sunday.

To fill the time periods of the canceled shows, ABC is bringing *Father Dowling Mysteries*—a one-hour drama which was on NBC's schedule last year—to the Thursday 8-9 p.m. time slot. To make room for *Father Dowling*, *Mission: Impossible*, currently in the Thursday 8-9 p.m. slot, is moving to Saturday at 8-9 p.m. *Free Spirit*, currently in the Sunday night 8-8:30 p.m. slot, was given a commitment for additional episodes and is moving a half-an-hour later to the 8:30-9 p.m. slot. Taking over the Sunday 8-8:30 p.m. slot is *America's Funniest Videos*, a half-hour series adapted from a special ABC aired in November. As a one-hour special, the show garnered a 17.7 rating and 25 share.

Both of the new shows have their premieres in January, with *Father Dowling Mysteries* starting on Thursday Jan. 4, and *America's Funniest Videos* premiering Sunday Jan. 14. *Living Dolls* has its last broadcast Dec. 30, and *Homeroom*'s last episode is Dec. 17.

Ted Harbert, executive vice president,

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Departing 'Dolls'



'Homeroom'



'Funniest Videos'

prime time programs, ABC Entertainment said the network looked for signs of potential growth from the canceled series before removing them. "Both *Homeroom* and *Living Dolls* did have some strength with younger viewers, but didn't have as much appeal to older viewers as did *Free Spirit*. You have to ask, 'Can they grow?' and I think, correctly, that we decided they could not," he said.

Despite that somewhat limited appeal to younger viewers, the household numbers for the two shows were consistently among the worst of all network shows. As of last week, *Living Dolls* was averaging a 7.1/13 for the season, and *Homeroom* was only slightly better with a 7.8/12 average.

As for the shelving of *Mr. Belvedere*, Harbert said the show was more a victim of ABC's desire to schedule an hour drama in the Saturday night lineup than a victim of low ratings. He says the network believes the scheduling of *Mission: Impossible* in the time slot will provide a better lead-in to the *ABC Saturday Mystery Movie* than the sitcom duo of *Mr. Belvedere* and *Living Dolls*. The network's desire to schedule a drama aside, moving *Mr. Belvedere* to Saturday night from the younger-skewing Friday night—where it was last year—proved to be a mistake. As of last week, the season-to-date average rating for the show was 9.2/18, compared to the 13.5/23 the show averaged last season, according to Nielsen.

The one surprise in the shuffling was ABC's decision to keep *Free Spirit* on the schedule and give it an order for additional episodes. Since its premiere, many observers have predicted a swift demise for the show.

"It's probably the only move they [ABC] made that was interesting. Apparently ABC sees promise in the star," said Clyde Payne, chairman of the ABC affiliate board and vice president and general manager, WBKO, Bowling Green, Ky.

Despite a 9.1/14 season average and derivative evaluations from critics, Harbert says the show has potential for growth. "It consistently keeps a significant portion of its lead-in and it does well in attracting young viewers. It does need to improve on its appeal to older viewers, and the producers are working on that," he said. Harbert said the show will incorporate more storylines and characters that are attractive to older demo groups.

Despite the cancellation of the two series, along with the earlier cancellation of the much-heralded *Chicken Soup*, Harbert says there are a number of successes the network can look to among the shows developed for this year's schedule. "For us to

have *Doogie Howser, M.D.*, *The Young Riders*, and *Life Goes On*—whether the ratings are good right now or not—they're good shows and the viewer response for them indicates plenty of room for growth."

Harbert also said the network will be able to rely on the strength of their series pro-

gramming during the February sweeps as well as the May sweeps, with additional episodes ordered for *Doogie Howser, M.D.*, *Who's the Boss?*, *The Wonder Years*, *Roseanne*, *thirtysomething*, *The Young Riders*, *Full House*, *Perfect Strangers*, *Growing Pains*, *Head of the Class*, and *Just the*

Yes, she said

Angela Lansbury has agreed to return as star of CBS's *Murder, She Wrote* for a seventh season. As part of the agreement, Corymore Productions Inc., which produces the show, has been given an order by CBS to develop an additional series for the 1990-91 season. Previously, Corymore agreed to produce several made-for-movies, and has been given a 13-episode commitment to develop a half-hour series with Lansbury when *Murder, She Wrote* has finished its run on the network. The renewal of *Murder, She Wrote* for another season is especially important for CBS in that it is one of only two top-ten ranked shows that CBS has on its schedule.

Also at CBS, the network has given a 12-episode commitment to MTM Enterprises for the production of *City*, a half-hour comedy starring Valerie Harper. Production is expected to begin in January, and the series is expected to get its premiere in March.



Mr. Gold,
I've wanted to have a reunion of my old squadron for years. But I can't find half of the guys. I saw you on the show 20/20 and I bet you can.

Ten of Us. "The additional episodes gives me decent play out of the schedule through March, April and especially May during the sweeps for the affiliates. In addition, we've got a full complement of spring tryouts available," he said.

As for ABC's chances of overtaking NBC for the top spot in the season's rating race, Harbert says, "It's a pretty good bet NBC will come out number one. But what I think is more important for us is the progress we've made from last year. The gap is definitely closing," he said. —SC

WNBC-TV New York shuffles network daytime schedule

With NBC's OK, owned station moves to consolidate soaps and game shows, strengthen lead-in to 'Donahue,' accommodate 'House Party'

NBC has endorsed an unprecedented reshuffling of its daytime schedule by its owned-and-operated station, WNBC-TV New York. The move is designed to boost the station's daytime performance, where WNBC-TV and WCBS-TV are in a close battle for second. But WABC-TV is the dominant leader, with almost double the household rating in daytime of both of its affiliate competitors.

The reshuffling will bring the four network soaps on the station into a new block that starts in mid-morning, while three game shows will move from the morning to a new afternoon block.

In part, the new daytime schedule, which takes effect Jan. 22, is being made to accommodate the new NBC-Group W program, *House Party*. But just as important, the station hopes the new schedule will beef up the lead-in ratings of *Donahue*, seen as a solid performer at 4 p.m. that often does three times the rating of its current lead-in, *Santa Barbara*.

WNBC-TV is canceling its 9 a.m.-10 a.m. magazine block, consisting of King World's *Inside Edition* and *USA Today*, effective with the start of the new schedule. *USA Today* had been canceled anyway by its distributor, GTG.

Syndication Marketplace

Paramount Pictures Television's Entertainment Tonight has picked up three of highly prized prime access slots opening up when GTG Entertainment's *USA Today on TV* ends production Jan. 7, 1990 (BROADCASTING, Nov. 27). ET picked up 6:30 p.m. slots on KUSA-TV Denver and KARE-TV Minneapolis, and will move from WISH-TV Indianapolis to WTHR-TV, where *USA* departs 7:30 p.m. slot. Other top five stations that have yet to make decision on how to fill access opening are WXIA-TV Atlanta, WTVT-TV Tampa, KIRO-TV Seattle, KPNX-TV Phoenix and KCRA-TV Sacramento, Calif.

Republic Pictures Domestic Television is getting into swim of things with *Swimsuit Edition*, four quarterly hour-long barter specials available to stations starting January 1990. Under banner of The Fashion Report, specials will focus on women's, men's and children's seasonal fashion trends for spring, summer, fall and winter. *Swimsuit Edition*, which will be hosted by Doug Barr (*The Fall Guy* and *Designing Women*) and Clare Kirkconnell (*The Paper Chase*), has already cleared WNBC-TV New York, KCBS-TV Los Angeles and WLS-TV Chicago. Special is being offered on barter basis (seven minutes local/six minutes national).

Republic also announced that its *Color Movies II* package of color-enhanced classic films has cleared 10 additional markets bringing coverage to 46% of U.S. New stations include KUSI-TV San Diego, WOFL-TV Orlando, KOKH-TV Oklahoma City, WUTV-TV Buffalo, KFSN-TV Fresno, KKTU-TV Colorado Springs and WPTZ-TV Burlington, Vt. Package includes colorized versions of "It's A Wonderful Life" (starring James Stewart and Donna Reed), "Fighting Seabees" (John Wayne) and "Champion" (Kirk Douglas). *Color Movies II* is available for two airings per station in five-week windows for straight barter trade (11½ minutes national, 12½ minutes local).

GGP Sports has slated two separate series of Olympic specials, *Albertville '92*, for airing starting in fall of 1991, and *Barcelona '92*, for windows beginning in winter 1992. *Albertville '92*, which is intended to serve CBS affiliate stations as preview complement to that network's coverage of winter Olympiad in France, will provide six hour-long specials from September 1991 to February 1992 on straight barter basis (5½ minutes national, 6½ minutes local). Same number of specials are slated for February-July 1992 for *Barcelona '92* summer Olympics in Spain, and are being marketed to NBC stations as preview to that network's coverage. Syndicator hopes to have host from each network represent respective shows. Both will be shot on location in respective Olympic venues.

Bill Moll, vice president and general manager, WNBC-TV, said the station would move *Inside Edition* into the graveyard hours, but, as a result, King World had the right to seek a better clearance for the show on a competing station in the market. Last week, a King World spokeswoman said talks had begun with other stations in the market. As to WNBC-TV's decision to, in effect, cancel the show, she said, "It's just not indicative of intellectual programming."

The station will program 9 a.m. to 10 a.m. with *Golden Girls* and *227*, which the network currently schedules from 11 a.m. to noon. *House Party* will follow at 10 a.m.

At 11 a.m., WNBC-TV will launch a mid-morning soap block, starting with *Santa Barbara*. The show moves up from 3 p.m., where it has been a close third to CBS's *Guiding Light*, but far behind WABC-TV's *General Hospital*, which provides a lead-in to *The Oprah Winfrey Show* that helps it keep far ahead of both *Donahue* and WCBS-TV's *Geraldo* from 4 p.m. to 5 p.m.

Moll said that *Santa Barbara*, in its new time period, may fare better, being the only soap in the time period, against *The Price is Right* on WCBS-TV and *The Home Show* on WABC-TV. Following *Santa Barbara*, in order, from noon to 2:30 p.m., will be *Generations*, *Days of our Lives* and *Another World*.

The newly created game show block will follow, with the syndicated *Third Degree* and NBC's *Scrabble* and *Concentration*. It is widely rumored that Warner Bros. will not bring back *Third Degree* next season. Last week, Moll confirmed WNBC-TV's acquisition of ITC's *Tic, Tac, Dough*, and said the station was looking at other game show product, which could be placed in the new afternoon block.

Donahue will continue at 4 p.m., leading into the station's evening news block. *Nightly News* will continue to air at 7 p.m. *Family Feud* airs at 7:30 p.m., and is delivering competitive demographic numbers, said Judy Girard, the station's director of programming and broadcast operations.

Traditionally, network owned-and-oper-

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ated stations have carried their network feeds with little deviation. A notable exception is KCNC-TV Denver, which became an O&O when General Electric acquired NBC. That station has for some time juggled the network's daytime lineup, and is number one in the market in daytime. Nationally, NBC is ranked third in daytime.

According to Moll, NBC-TV President Pier Mapes "enthusiastically endorsed" the reshuffling on NBC. All the NBC-owned stations are making adjustments to their daytime schedules to make room for *House Party* in January. It is understood that some of the owned stations, including KNBC-TV Los Angeles, are also considering changes that would move soaps to morning. At deadline, a KNBC-TV official said no decision had been reached on how to proceed. —SM

Maltese, PGI go 50-50 in new company

Toronto-based Producers Group Inc. (PGI) and New York-based Maltese Companies have formed a new programming and distribution company, also to be based in New York, and to be known as Producers Group Communications (PGC). PGI and Maltese will each own 50% of the company.

Ray Volpe, president of The Maltese Companies, will serve as chairman and chief executive officer of PGC, while PGI President Charles Falzon will serve as vice chairman of the new company. Noted film producer Mark Balsam ("The Coca Cola Kid," and "Matewan") will serve as president of PGC.

According to Falzon, the two companies' combined strengths include the strong international ties that PGI brings to the venture, as well as Maltese's expertise in the production of sports events programming and sponsor-produced programming.

PGI produced the weekly sitcom *Learning the Ropes*, distributed by Action Media Group, New York, during the 1988-89 syndication season. The company is currently producing *Spatz*, seen in prime time in England through Thames Television.

Maltese produced the telefilm *Caine Mutiny* for IBM, as well as various sporting events.

According to Falzon, PGC will produce series, specials, vignettes, sports, and movies for network, cable and syndication. In the case of the last, the company would license program rights to existing syndicators rather than sell in that market itself.

Among current projects in development is a series of vignettes for the Campbell Soup Co. entitled *My Favorite Book*. Also in the works is a documentary for the Public Broadcasting Service, and several made-for being produced with foreign partners that are bound for basic cable. The company also plans to develop game shows for syndication, Falzon said.

Falzon said PGI has about \$15 million worth of projects in production this year, most of it coming out of the company's Toronto-based Studioasis studio. □

Business

Ampex lays off personnel, cuts inventory

As many as 360 could be affected; company blames decreased revenues

Redwood City, Calif.-based Ampex Corp., the last U.S.-owned manufacturer of videotape equipment and several other types of TV broadcast and production gear, said last week that it has begun reducing its workforce and inventory by 5%. Although the company did not say exactly how many of its workers would be laid off, it is believed that as many as 360 could be affected. Ampex blamed the cuts on lower than expected revenue. Earlier this year, the company forecasted a 15% jump in sales in 1989 over 1988. That figure was revised down to 5% last week.

The layoffs will be made up of administrative personnel from Ampex's headquarters in Redwood City and manufacturing workers from its large plant in Colorado Springs. "We have built up significant inventory, and the sales have not matched the volume. We are looking to sell those products in great quantity and then cut [production] back," said Ampex spokesman David Detmers. He could not say whether produc-

tion of any particular product lines would be eliminated permanently.

The company hopes to bring the inventory back in balance with production by March 31, 1990. At that time, Ampex may consider taking back some of its laid-off employees. "It's always a policy when people are laid off and are in good standing and the need for that function arises again, those people would be called back," Detmers said.

Three specific reasons given for the company's lower-than-expected profits were delays in shipping of some of its newer products, the currently high value of the dollar and a general sluggishness in broadcast equipment sales.

The most notable example of a delay in equipment deliveries is Ampex's VPR-300 D-2 (composite digital) videotape recorder. Because the first units shipped did not perform to specification, Ampex was forced to recall all of about 200 VPR-300's (BROADCASTING, Oct. 30). After a complete redesign of the deck, a retrofit was developed last September. Nearly all of the repaired VTR's have now been returned, Ampex



DEAR MICHAEL,

YOU HAVE GIVEN ME HOPE OF FINDING
THE FOSTER PARENTS I LOST TRACK OF
YEARS AGO. WILL YOU HELP ME?

reports, and all new models being delivered are built according to the new design. About 250 of the VPR-300's are now in the field.

Ampex has only recently begun shipping its ALEX character generator, more than a year after it was introduced at the International Broadcasting convention in Brighton, England. The company expected heavy sales for the product, which provides more fonts than most character generators marketed and performs well with established Ampex studio equipment. But delays in shipping seriously damaged sales.

Over half of Ampex's sales are made to foreign buyers, many of them in the form of PAL versions which are shipped to Europe. But the strength of the U.S. dollar has made Ampex's product more expensive compared to European and Japanese competitors' prices.

Domestically, there has been a general sluggishness in broadcast sales, Ampex says. Detmers said that looking at the company's performance overall in 1990 is a matter of deciding whether the glass is half empty or half full. While Ampex is not growing at the pace it expected, it is still growing. "We have been hitting record sales every year for the last four years," he said. This has been a so-so year in comparison, but the trend has not reversed.

Ampex announced the cuts a week after it announced that Ron Ritchie, executive vice president and chief operating officer, was being promoted to president and chief executive officer following the retirement of Max Mitchell ("Fates & Fortunes," Dec. 4). According to Detmers, the two events are not connected. "When Sherborne purchased Ampex, [Sherborne owner] Ed Bramson asked Max Mitchell to become president of the company for some period of time. Even at that time, Max was planning for his retirement.... His retirement is coincidental to this action. It is not a result of it," he said. (Sherborne Group Inc., New York, Ampex's parent company, acquired Ampex in a \$479 million leveraged buyout deal in the spring of 1987.)

Since before the Sherborne deal, Ampex has been denying rumors that the company will be bought by foreign competitors. During the recent Society of Motion Picture and Television Engineers conference in Los

Rewriting Act III

Act III Broadcasting completed a \$228 million refinancing. Bertram Ellis Jr., president of the independent TV station group owner, said the new financing provides an increased amount of money at "better terms and a longer rate," and would allow the company to purchase additional stations. Act III brought in new lenders, principally Prudential Corp. Finance Group and Mitsui Trust, which took \$100 million in unsecured senior fixed rate notes, \$35 million in unsecured senior floating rate notes and \$35 million in subordinated fixed rate notes. Prudential, along with GM Pension Fund, also purchased minority stock interests—the majority is held by Act III's parent company, Act III Communications. A total of \$58 million in preferred and common stock investments was placed. Two previous investors, TCW Capital and Glenridge Associates I & II, continue to participate. Charterhouse Media Group served as financial adviser to Act III Broadcasting. Ellis said that revenue for the stations, compared with those same stations' performance last year, will be up about 20%.

Angeles, executives at an Ampex press conference devoted a great deal of time refuting the most recent round of rumors. Detmers said the company does not expect last week's layoff announcements to make the company more vulnerable to takeover bids.

The last Ampex layoffs were made three years ago during a reorganization of the

company that was done before the Sherborne acquisition. At that time, 105 out of 1,100 employees at the Colorado Springs plant were laid off because of a drop in VTR sales (BROADCASTING, Nov. 17, 1986).

Before the layoffs, Ampex employed 6,500 worldwide, 1,200 in Colorado Springs.

—RMS

Guber and Peters moving at Columbia

New chairmen begin putting staff in place with naming of Alan Levine as president/CEO of new film group

Peter Guber and Jon Peters, who are taking over Sony Corp.-owned Columbia Pictures Entertainment as co-chairmen, have named Alan J. Levine as president and chief executive officer of the newly established Filmed Entertainment Group (FEG) ("In Brief," Dec. 4).

FEG will be responsible for overseeing all Sony properties including Columbia Pictures, Columbia Pictures Television (network and syndication arms), Merv Griffin Enterprises, RCA/Columbia House Video, Tri-Star Pictures, Triumph Releasing and Guber-Peters Entertainment Co. Steven Burke, Sony's manager of corporate communications, said even though GPEC is owned by Sony, it will remain a separate operating entity under the FEG umbrella.

Levine, a 42-year-old attorney and part-

ner in the Los Angeles law firm of Armstrong, Hirsch & Levine, has served as counsel to Guber-Peters Entertainment and has been associated with both over the past 10 years. His appointment to head FEG leaves many questions about how the restructuring will affect the autonomy of Columbia Pictures Television Chairman Gary Lieberthal, and to a lesser extent that of Columbia Pictures Domestic Television syndication President Barry Thurston.

Levine has stated publicly that Columbia will "handle" all off-network distribution of GPEC-produced shows (which includes Barris Television product) in addition to in-house produced programs. Levine was not available to comment on other changes that may be in store for the network television production arm, and Columbia executives declined to comment about their future plans.

Independent producer Hugh Wilson, whose production company produces *The Famous Teddy Z* for Columbia, said Sony would be "foolish to mess with Lieberthal." Wilson added: "I can't remember a time where Columbia has had as much success with network production as they're having now. He [Lieberthal] is one of the big reasons I came over to Columbia. Gary and Barry [Thurston] have done a great job in their areas. Why fix something when it ain't broken?"

Guber and Peters, who were formerly under contract with Warner Brothers, cleared the hurdles to complete a deal to head Columbia Pictures when both studios reached a closed-door settlement. Sony, which invested \$3.4 billion to take over Columbia, swapped 50% interest in Columbia House (its record club), its Burbank offices, its 35% investment in the 144-acre The Burbank Studios and Columbia Ranch in return for Warner's Culver City offices and Lorimar Studios (formerly MGM Stu-

PUBLIC NOTICE

The National Association of Broadcasters announces that there is display space available for the NAB HDTV Exhibit at the annual NAB Convention to be held in Atlanta, Georgia, March 31 through April 3, 1990. The combined HDTV Production and Advanced Television Exhibits will be located at the Atlanta Inforum, three blocks from the Georgia World Congress Center. Applicants for exhibits should immediately contact:

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dios) facilities. Warner also retains distribution rights to all unreleased Guber-Peters feature projects (at least 50 titles) and the domestic cable distribution rights to Columbia films, telefilms and mini-series. Industry sources estimate the trade-off cost Sony an additional \$1 billion.

All the behind-the-scenes dealing has left much speculation about who has been serving as Sony's point-man between the Japanese corporate headquarters and Guber-Peters' executives. Sony's Burke painted a clearer picture, saying Sony Corp. of America Vice Chairman Michael Schulhof and CBS Records (a Sony subsidiary) Chairman Walter Yetnikoff have greased the gears for the Guber-Peters and Columbia deal. He said Yetnikoff had prior business dealings with Guber and Peters in the film business and was responsible for "introducing" them to Sony.

In reference to Guber-Peters' hiring of Levine, Burke said Sony has given them the "freedom to hire the best available talent." He added: "It has been Sony's policy to put American management in place at Columbia. We feel that Guber and Peters are moving quickly to put people with the best expertise in management positions. Michael [Schulhof] has told them to hire the best talent available. There is no tribunal sitting over Guber and Peters. They can solicit top management when they want to, but it's their ship."

Levine, who is a member of the Beverly Hills Bar Association, the Los Angeles County Bar Association and the State Bar of California, has served major Hollywood writers and producers since he started practicing law in 1971. Levine was an attorney for Guber and Peters when the producers signed their aborted four-year contract with Warner Bros. (which would have run until 1994) based on the phenomenal box-office success of their "Batman" feature. —MF

Wussler taps NCTA's Beales for CVE post

Bob Wussler sent another signal that he plans to shake things up at Comsat Video Enterprises, distributor of in-room video entertainment to the lodging industry: the new president and chief executive officer of CVE announced last week he had hired long-time National Cable Television Association staffer Char Beales to take some of his "800 ideas" for new businesses and figure out which ones make sense. Although Beales will join CVE at its Clarksburg, Md., offices as vice president, program development, Wussler said she will be involved "in strategic planning from the first day she walks in the door."

Beales said the first day will come sometime during the last week of December. She will end her nine-year stint at NCTA on Dec. 22, she said. Among her first jobs will be to explore ways of using CVE's Ku-band satellite network, now serving some 1,600 hotels, to provide new services to



Beales

lounges, reception areas and other public areas in the hotels.

Wussler's first signal came last October, when he announced that Comsat had agreed to purchase the Denver Nuggets of the National Basketball Association in partnership with two other investors. Comsat's interest: 62.5%. Total sale price: \$54 million (plus the potential of up to \$11 million more over time from performance clauses).

Comsat observers are now waiting to see how the Nuggets are integrated in CVE's business or in some other business Wussler may have in store, but is not yet talking about.

Wussler praised his new strategic planner

as "an accomplished researcher" with plenty of contacts in the cable and broadcasting industries. In evaluating business opportunities, he said, "she'll be calm, cool and dispassionate. She can really put a fine pencil to it."

Beales joined the NCTA in 1980 as director of research. She later became vice president of programing and marketing and executive director of the National Academy of Cable Programing, which promotes cable programing through the annual ACE programing awards and other activities. She said she first began working closely with Wussler in 1982 when he was an executive at Turner Broadcasting System and TBS's superstation, WTBS(TV) Atlanta, began broadcasting the annual ACE award ceremonies.

Beales just missed working for Wussler in 1974. She joined the marketing and research department at CBS's WBBM(TV) Chicago just months after Wussler had left the station's top job to join the CBS network in New York as vice president, sports. □

Under review

Moody's Investors Service has placed debt ratings of Cincinnati-based Great American Communications Co. and its subsidiary, GACC Holdings Co., under review for possible downgrade. About \$600 million of long-term debt is affected, according to the rating agency. The group owns six AM's, 10 FM's and five TV's.



*Dear Mr. Gold,
I saw you on Donahue. Can you
help me find the man who saved
my life?
Sincerely,*

News magazines: the prime time paradox

With entertainment program production costs rising, TV networks hope to develop successful journalism vehicles; latest attempt is upcoming NBC offering with Jane Pauley

Sometime next year, probably late summer, NBC will unveil the latest edition of a network's prime time news show, one that will feature Jane Pauley, now in the final weeks of a 13-year run on the *Today* show. The format has not yet been decided, although there has been talk of a heavy reliance on interviews. A co-host has not been selected yet, either, although NBC News anchor Tom Brokaw has been talking to NBC News President Michael Gartner about the job. Still to be decided, also, is the producer. But the wiseguys are saying that, whatever the mix, the odds against success are heavy. For the history of prime time is littered with the carcasses of failed NBC News efforts to establish a regularly scheduled news show—more than a dozen since 1969, and that does not include *Yesterday*, *Today and Tomorrow*, which disappeared recently after four outings for reasons NBC News officials said had nothing to do with ratings failure.

Still, prime time—once reserved exclusively for entertainment programs, with an occasional preemption for a news special or documentary—has become a magnet for network news magazines. CBS now has three, including the longest-running and hugely successful *60 Minutes*, the reasonably popular *48 Hours*, and the newest and not so successful *Saturday Night with Connie Chung*. ABC has two, the network's established success, *20/20*, and its newest and not so successful *Primetime: Live*. The Pauley vehicle, Gartner says, "offers [NBC] another chance to step up to the plate to inform people about events. We feel we can inform in a way that succeeds with an audience."

What do networks see in news magazine shows in prime time? For one thing, with costs for entertainment programming soaring and the networks' share of the prime time audience declining—from 86% to 64% in the past 10 years—the networks find part of the appeal in the fact that the shows are relatively inexpensive; *48 Hours* costs about \$400,000 a copy, less than half the cost of an entertainment program. (With ownership of a news show goes control, of costs as well as content, and an ability to market abroad, as CBS is doing with *60 Minutes* and *48 Hours*.) And with ratings during the fall of 12.1 and a share of 20—well behind NBC's *The Cosby Show*, with which it com-

petes on Thursday at 8 p.m., but ahead of each of the series of entertainment shows run against it by ABC (and well ahead of its ratings last year, as well)—*48 Hours* has been generating a healthy profit. What's more, news shows, particularly successful ones, provide a gloss of respectability and credibility for the network and its affiliates.

And then there are the long-term benefits, for those with patience. Edward Fohy, who has been a news executive with ABC, CBS and NBC and who now operates a television production company specializing in public policy issues, Concord Communications Group, says: "Once established, news shows last forever. Entertainment shows, on the oth-



NBC's Jane Pauley

er hand, wear out."

There is said to be another advantage in news programs: as the population ages, says David Poltrack, CBS's senior vice president of research, so does the audience for news programs. Adults in their 40's, he says, watch more news than do adults in their 30's.

Indeed, *60 Minutes*, the longest-running prime time network television show still in production, demonstrates the truth of some of those maxims. It began in 1968 as something of a stepchild, appearing on alternate Tuesdays at 10 p.m., then wandered from one time slot to another, including 6 p.m. Sunday, until December 1975 when it settled into its present 7 p.m. Sunday period and where it has long been protected against tough entertainment competition. Its first two reporters were Mike Wallace and Harry Reasoner, who are still with the show (although Reasoner took an eight-year

hiatus while trying his luck with ABC). And Don Hewitt is still the only executive producer the show has ever had. The format also remains a constant—a ticking clock used to introduce the pieces. But the pieces, of course—a mix of investigative reports, interviews, features, and profiles (including some on entertainment personalities; it is not all dour)—are well crafted, prepared by talented correspondents and producers, if a lot more of both than in 1968: six correspondents and some 20 producers. Today, *60 Minutes* is the major profit center for the news division and the most popular show on the network.

One reason for NBC's failure to achieve success with a prime time news show, according to more than one observer, is an inability to stick with a show. Reuven Frank, the former president of NBC News who is now retired, was long considered one of the more literate men in network news. He had one successful hour-long news show, *Weekend*, which lasted from October 1974 to April 1979. But it began as a monthly show, on Saturday night, starting at 11:30 p.m. and running to 1 a.m. It was anchored by Lloyd Dobyns. And when, against Frank's recommendations, the show was moved to prime time on Saturday, in December 1978, to chase the success of *60 Minutes*, it failed. It continued to do poorly after being moved again, to Sunday, in January 1979. NBC pulled the plug three months later.

In a prime time slot, Frank says, "there is a pressure to succeed." And NBC, he said, "has never made a commitment" to a news show in prime time. "There is something about NBC, something about its corporate culture that doesn't allow it to develop" a news show. Like CBS and the problems it has had with its morning news show, Frank says, "it's gotten into the genes."

Av Westin, who was a senior producer with ABC News for 20 years before joining King World Productions last August as senior vice president in charge of reality programming, has his own perspective on the changes taking place in network prime time programming. "The network programmers have recognized that in a cyclical business, the cop shows and the hospital shows and others are a dry hole. So they are looking at something they have long recognized—that reality programming has a place [on the schedule] and is less expensive." The networks' "first resource," he said, "is the news division." And if that does not work, Westin said, "they go outside to sources they'd never consider. That's why King World hired me."

Westin is co-executive producer of the



ABC's 'Primetime Live' (l-r): Sam Donaldson, Richard Kaplan and Diane Sawyer

that had developed the concept in the first place—which should have been a warning to the news executives.

But note well: *Yesterday, Today and Tomorrow* “was not a failed program,” as an NBC spokesperson put it. She said the show in its four outings had more robust ratings, on average (10.6/20), than *Primetime: Live* and *Chung*. In its last airing, at 10 p.m. on Nov. 28, *Yesterday, Today and Tomorrow* had a 12.7 rating and 22 share, less than ABC's *thirtysomething* but better than the movie on CBS.

□

ABC News's *Primetime: Live* has also been criticized as being infected with the glitz virus. Its stars are powerhouses—Sam Donaldson, who for more than a decade was a hard-nosed White House correspondent, demanding that the President, of whatever party, respond to his questions, and the coolly elegant Diane Sawyer, who has an earned reputation as a first-rate journalist. The show's set reeks of money. And the publicity binge promoting the show probably did more harm than good, focusing a hot spotlight on the effort, exposing every flaw. And there were many. Hardly a week goes by without a story in the trade or consumer press about the show's difficulties and the likely scrapping of one or another of its features: the audience participation is the one most often marked for extinction.

But beneath the glitz, *Primetime* is seen by some observers as having important factors working in its behalf. One, simply, is

syndicated *Inside Edition*, one of a growing number of reality-based programs that cause many in broadcast journalism to gnash their teeth because of what they perceive to be a blurring of the line between news and entertainment, shows like *America's Most Wanted* (STF Productions) and *A Current Affair* (20th Century Fox TV), both seen on Fox Broadcasting Co. stations; *Unsolved Mysteries* (Cosgrove-Meurer), on NBC; *Rescue: 911* (CBS Entertainment), on CBS, and *Hard Copy* (Paramount Communications), which is in syndication. To some like Westin, the audiences those shows attract demonstrate that “information is selling.”

□

But there is a danger that network news executives learn too much from such shows. For instance, *Saturday Night with Connie Chung* relies heavily, though not entirely, on recreations (sometimes, it must be added, with impressive results. The opening show of the season, in September, featured James Earl Jones as Vernon Johns, in a portrait of the pastor who preceded Martin Luther King Jr. at the Dexter Avenue Baptist Church in Montgomery, Ala., and served as a powerful role model for the civil rights leaders who followed him. A puzzled Tom Shales, in *The Washington Post*, wrote, “It wasn't journalism. But it was good TV.”).

And it has taken a critical pounding in the press. Some critics say the show is too star-oriented, with an opening montage of shots of Chung and nothing in the title to reveal its relationship to journalism. Some traditionalists thought the show *Chung* replaced, *West 57th*, was too glitzy. Then they saw *Chung*. (For the record, *Chung*'s ratings through Nov. 25 were better than the average achieved by *West 57th* in the last quarter of 1988—7.4/14 to 7.1/13.)

Then there was NBC's experience with *Yesterday, Today and Tomorrow*. It, too, relied on recreations and dazzling graphics, with anchors appearing to walk into and out

of scenes of the stories being aired. It, too, was subjected to heavy criticism. And finally, after reviewing reactions to the first three shows aired last summer and pondering the results of focus groups—the members said they were confused as to what was real and what wasn't—NBC News President Gartner decided to abandon the concept, and allow it to be taken over by the entertainment division. It was that division



the talent or the individuals involved (even if neither Donaldson nor Sawyer has had heavy experience as an anchor). Another, at least as important, is the backing the show has received from the network, backing made explicit in the two-year commitment the show has been given. And *Primetime* has already distinguished itself on a number of occasions. "When it concentrates on what a television news show is supposed to do—journalism—it does it well," says Concord's Fouhy. He said the show needs some "fine tuning," but cited the special two-hour piece on the downing of Pan American flight 103, on Nov. 30, as the kind of quality work the show can produce.

Certainly, the principals involved do not seem rattled, even if *Primetime* is among the lowest rated shows and trails its competition between 10 and 11 p.m. on Thursday. (It is doing considerably better, though, than the entertainment programming with which ABC had filled the time slot.) Richard Kaplan, the executive producer, who made a name for himself as the executive producer of *Nightline*, sees the show simply as going through "an evolutionary process, like most new shows." Although "live" is in the name of the show, Kaplan stresses the need to build up "a bank of solid, journalistically sound, investigative [taped] pieces. And that takes time." Then he said: "You learn; you never do live just for the sake of going live. But the show's greatest success," at least prior to the Pan Am 103 story, he says, "is in reacting to events, like [the breaching of] the Berlin wall."

As for the future, Kaplan said the audience will remain an element in the show if it is essential—as he felt it was for the story on Pan Am 103, and as he felt it was for the town meeting segments of some of the *Nightline* programs he produced and Ted Koppel anchored. Otherwise, Kaplan says: "the audience will disappear." The number of pieces done on a show is also being reduced. And efforts are being made to smooth out the chitchat between Donaldson and Sawyer at the end of the show. So things are changing.

48 Hours is an example of how a news-magazine can survive in the face of adversity, given determination, talent and a bit of skillful scheduling. The concept grew out of the special, *48 Hours on Crack Street*, in 1986, that had been anchored by Dan Rather. It focused on 48 hours in the lives of those who live on the streets of New York City that drug dealing has made mean. Three years later, CBS News urged Laurence A. Tisch, the president and chief executive officer, to approve a third prime time news show (after *60 Minutes* and *West 57th*) to employ the concept in a weekly prime time series. It wouldn't be easy. The producers and correspondents would be condensing 48 hours of a single episode into a 48-minute package, and telling the story through the eyes of the participants. But Tisch agreed.

Originally, the show, which is considered a serious, no-frills approach to the single stories being covered, ran on Tuesday at 8 p.m., against *Who's the Boss?* on

ABC, and *Matlock* on NBC, and was, as its producer, Andrew Heyward, recalls, "getting killed." After five weeks, CBS pulled the show out of the trenches for a couple of weeks, then rescheduled it for Thursday at 8 p.m. "It was a smart move," said Heyward. True, the show would be going against the awesome *Cosby* on NBC. But the ABC competition, *Probe*, was weak. In no time, *48 Hours* got traction, and began moving ahead, knocking off one ABC offering after another. Its current competition, *Mission: Impossible*, is the stiffest ABC has had to offer. Its rating thus far averages an 8.5/14; *48 Hours*' is 11.7/19.

Doing a newsmagazine is never easy. One of the principal goals, Heyward says,



CBS's Connie Chung

is to "build a loyal audience that trusts us to reward the time they spend with us." And, he says: "You're never over the hump—unless you're a *60 Minutes* or a *20/20*." But Heyward figures that goes with the territory. "One thing they pay me for is to stay hungry."

If the executive producer of *48 Hours* still finds it necessary to "stay hungry," Victor Neufeld, executive producer of *20/20* since September 1987, has the luxury of operating in a groove, perhaps one not so well worn as that occupied by Don Hewitt after 21 years with *60 Minutes*, but one reasonably well worn after 11. ABC News had no reason to think *20/20* would last that long after its first outing, on June 6, 1978. The premier episode was, in a word, a disaster. The co-hosts promptly disappeared, and Hugh Downs, that comfortable, reassuring presence from the old Jack Paar show, was called in to save the franchise as host. He did. And Barbara Walters, who began doing pieces for the show in July 1979, joined Downs as co-host five years later. Today, the show, broadcast on Friday at 10 p.m., is cruising along at a comfortable pace, in about 40th place in the winter and 20th in the summer (an improvement credited to the fact that, unlike *60 Minutes*, most of the shows are fresh), leading in its time period and the network's highest-rated show on Friday.

Neufeld says instinct plays a part in the selection of the stories. But there seems to be a conscious change in the overall look of *20/20* over the years. "We have," says Neufeld, "gone away from the glitz, show-biz and celebrities."

□

That seems to be the lesson for networks that would seek to do prime time news magazine shows, a lesson learned by those

who have succeeded or show signs of succeeding: focus on journalism, keep frills under control, and have patience. (Sid Feders, who was executive producer of NBC's *Yesterday, Today and Tomorrow*, was quoted last month as saying about prime time news programming: "People want to be entertained more, they want their attention held more." But that was before Gartner decided to get back to journalism basics, and to forbid NBC News personnel, including Feders, from involvement in the entertainment division's version of *Yesterday, Today and Tomorrow*.)

But are the affiliates impressed with the efforts? After all, as ABC News Senior Vice President Richard Wald observes, "news magazine shows at 10 p.m. draw a better audience to local news shows at 11 p.m." Still, if the opinions of the affiliate board chairmen are any criterion, network news at 10 is not considered a plus, necessarily.

Ben Tucker, of KMST(TV) Monterey, the CBS board chairman, is excited by winners and turned off by losers. He says, "*60 Minutes* is a show everybody stands behind." But he does not think CBS's *48 Hours* or *Connie Chung*, or ABC's *Primetime: Live*, for that matter, can succeed. He thinks the "infotainment" shows now on the air so "oversensationalize news subjects that it is hard for a legitimate news show in prime time to get an audience." Then he said: "*48 Hours* and *Connie Chung* are not doing anything for us."

Cyde Payne, of WBKO-TV Bowling Green, Ky., the ABC board chairman, says that a network prime time news show "enhances the value of the network, as long as it's a successful show." Payne is obviously pleased with *20/20*. "It is an outstanding news program." As for *Primetime: Live*, he seemed willing to give it time: "It's still in its infancy." Of course, he may simply be resigned. He knows as well as anyone the network has given the show a two-year commitment.

Then there are the NBC affiliates. Jim Siefert, chairman of that board, says: "It's important to affiliates to have a good prime time news show.... And NBC affiliates would love one if it is successful." But he adds: "In the case of NBC, where they tried a number of times, some of the passion has gone out of the desire, because so many have not succeeded." Another thing that kills the passion, ironically, is NBC's success in mopping up the floor with the competition in the contest for prime time ratings. "NBC has great entertainment," says Siefert. "The passion was stronger in the old days when NBC's entertainment programming was not so good."

Still, Siefert, president of Cosmos Broadcasting Corp., is a Pauley fan. "I have a sneaking suspicion Pauley will be a success," he says. "I think she was a wise choice.... I think they'll give her a good shot next summer."

If history is any guide, NBC better be prepared to extend that "shot" well beyond next summer. As ABC News's Wald says: "One of the problems with prime time is that there is no off-Broadway for a tryout. You do it in public."

—LJ

FCC fines Chicago station \$6,000 for indecency

Station, which has until Dec. 30 to appeal, says response is forthcoming

Suggesting that the context of "political and social commentary" is no shield against its anti-indecency sanctions, the FCC has hit Evergreen Media Corp.'s WLUP(AM) Chicago with a \$6,000 fine for three allegedly indecent segments of the afternoon drive time *Steve and Gary Show* in August 1987 and March 1989.

Evergreen has until Dec. 30 to appeal the so-called notice of apparent liability for forfeiture at the FCC. Evergreen executives were saving their comments for the appeal. "The ball is back in our court," said Larry Wert, general manager of WLUP. "Our response will be forthcoming."

The FCC notified Evergreen and two other licensees last August that some of their broadcasts may have violated the anti-indecency statute the FCC enforces, giving the licensees an opportunity to defend the broadcasts (Broadcasting, Aug. 28).

The August letters of inquiry turned out to be the first action in a crackdown on broadcast indecency led by FCC Chairman Alfred Sikes and urged on by Congress. The Sikes FCC now has indecency actions pending against 12 stations, including a \$10,000 fine against one. It has dismissed substantiated complaints against 20 other stations.

Evergreen mounted a defense in an Oct. 10 letter to the FCC, but it failed to deter the FCC from imposing the fine.

"We believe all the subject broadcasts fit squarely within our definition of indecency," the FCC said in the Nov. 30 notice of apparent liability. On March 30, 1989, a description of pictures of de-throned Miss America Vanessa Williams in *Penthouse* "was delivered by the talk-show host in explicit, graphic and vulgar language at a time of day when unsupervised children were likely to have been in the listening audience," the commission said.

"We also believe that the innuendo of that broadcast, as well as the innuendo

and double entendre of the two others [that aired Aug. 19, 1987], was understandable and clearly capable of specific sexual meaning, the import of which is inescapable."

The FCC also rejected Evergreen's argument that the March 30 broadcast's "asserted value as political and social commentary should shield it from normal commission scrutiny or place it in a special category less vulnerable to commission sanction," the FCC said.

According to transcripts attached to the FCC notice, *Steve and Gary Show* co-host Steve Dahl said, in describing one *Penthouse* picture, "She was licking that other woman's vagina."

The transcripts attribute the offending segments during the Aug. 19, 1987, broadcast to callers. One sang a portion of a song called *Kiddie Porn*, which included the line, "Drop your drawers and strike a pose, my tripod's all aglow." Another told an off-color joke: "Do you know what the number one line in a gay bar is? 'May I push your stool in for you?'" —HAJ

FCC filing fees hiked by Congress in budget battle

Measure also increases number of transactions for which fees will be charged

It has gotten more expensive for broadcasters and cable operators to do business with the FCC and, according to the chairman of the agency, it may become even more so.

Just before adjourning last month for the holiday season, Congress passed (along with its funding legislation for fiscal 1990) a budget-reduction package aimed at lowering the budget deficit by \$12.9 billion.

Included in the package was an across-the-board hike in the filing fees charged by the FCC—the basic fee jumped 75% from \$20 to \$35, while other fees rose 12.6%—and a significant increase in the number of filings for which fees will be charged. All broadcasters, for instance, will for the first time have to pay \$100 when they file for special temporary authority to broadcast.

Despite the increases, FCC Chairman Alfred Sikes said at a seminar for communications lawyers in Washington two weeks ago, pressure continues to come from "both ends of Pennsylvania Avenue" to raise more money from the users of the radio spectrum the FCC regulates. And due to the pressure, there is the "potential, if not the prospect" of still higher and more fees being imposed on spectrum users, he said, declining to provide spe-

cifics. "At this point, we have discussed what the options might be, but we have no position," he told BROADCASTING after the seminar.

The new filing fees for fiscal 1990 affect broadcasters, cable operators, direct broadcast satellite broadcasters and international shortwave broadcasters.

The new broadcasting-related filing fees: call signs—radio and television (\$55); special temporary authority—radio, television FM translators, TV translators, direct broadcast satellite systems, low-power television stations, auxiliary services, television and FM boosters (\$100); extension of time to build or replace a construction permit—radio and television (\$200); petition

for rulemaking for new community of license—radio and television (\$1,565); ownership report—radio and television (\$35); license for commercial FM with directional antenna (\$355); license for remote operation of AM (\$35); permit for radio to deliver programs to foreign broadcast stations (\$55); petition for higher class radio channel (\$1,565); major action for auxiliary services (\$85); renewal for auxiliary services (\$35); TV/FM boosters construction permit (\$425); TV/FM license (\$85).

The new cable-related fees: special temporary authority for cable television relay service (\$100); cable special relief petition (\$35); aeronautical frequency usage waivers (\$35). —HAJ

Polish presence

The Voice of America has opened an office in Warsaw to provide the network with its first presence in Eastern Europe. The announcement was made in Warsaw Dec. 4 by VOA Director Richard Carlson.

The office will have a direct telephone link to VOA's European operating center in London and the network's Washington headquarters. It will serve as a base for VOA's World Wide English News operation and for Polish language correspondents traveling to the Polish capital.

The opening of the office follows a historic joint broadcast by VOA's Polish Service and Polish National Radio of Solidarity leader Lech Walesa's speech before a joint session of Congress on Nov. 15.

VOA's Carlson said the new Warsaw office was the United States' response "to the historic changes occurring in Poland, and the overwhelming cry of its citizenry for freedom."

House wants to help AM

Rinaldo bill to receive close attention when Congress returns; Markey will meet with New Jersey Republican to work on new version

The FCC has yet to announce solid plans for policy changes to improve AM radio, but indications are that Congress will act in 1990. An AM technical bill that has been introduced during the 101st Congress by Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee, is expected to get increased consideration by the subcommittee when the next session begins in January.

During a recent interview, subcommittee chairman Edward Markey (D-Mass.) did not go so far as to endorse the Rinaldo bill, but he did say he planned to meet with Rinaldo to work out a new bill. Markey said that he is "confident" that an AM improvement bill will pass (BROADCASTING, Nov. 27).

Sources on the subcommittee staff are not yet ready to say what changes and additions might be made to the AM improvement proposals in the original Rinaldo bill.

Markey and Rinaldo "work very closely, and I'm sure they can reach an accommodation," said Larry Irving, subcommittee senior counsel. "Whether or not the vehicle before us is the vehicle that would be moved, [Markey] has never committed."

"It's good news," Eddie Fritts, president of the National Association of Broadcasters, said in reaction to the news that Capitol Hill is likely to act on AM improvement. "We commend the chairman for recognizing this area of deficiency and attempting to do something about it." But neither NAB nor the other trade organization which is most directly affected by the Rinaldo bill, the Electronic Industries Association (EIA), seem to have any insight as to what form an AM improvement bill will take next year.

The Rinaldo bill, entitled the "Broadcast Radio Quality Improvements Act of 1989" (H.R. 2714), is designed to improve radio broadcasting (especially AM) through new rules for consumer receiver manufacturers and the FCC. (The only provision directly affecting broadcasters is a limitation on the use of FM translator stations.)

With passage of the bill, the FCC would be directed to "adopt no rule or policy which would generally increase interference" on AM or FM, "and, where feasible, adopt rules and promote policies which will reduce the interference." As part of that provision, the commission would be required to adopt the daytime homesteading plan for allocation of spectrum in the expanded AM band (1605-1705 kHz).

Under such a plan, current AM daytime-only stations would be given preference for reassignments in the expanded band with nighttime power. During a five-year interim period, simulcasting by those stations would be allowed in both the expanded and conventional bands. At the end of the interim period, the license in the conventional band would be turned in and not reassigned by the FCC.

The commission is also required by the bill to submit a report to Congress on interference to the AM band caused by non-broadcast sources, such as personal computers, light bulbs and other electrical and electronic devices that emit RF radiation. The report would identify what authority the commission and other federal agencies have to mandate changes in the products to decrease that interference.

For the receiver manufacturers, the bill mandates that all radios designed for sale in the U.S. be built to receive AM as well as FM signals. Also, all radios built to receive FM stereo would be required to have AM stereo circuitry as well.

The receiver requirements are currently considered the most controversial aspect of the bill and are perhaps the most likely to be changed in a new compromise bill. "We're on the record as opposing the Rinaldo bill."

Kinsolving cleared

Talk show host Lester Kinsolving, who resigned on the air Nov. 16 after being named in a Maryland state securities probe along with three officials of talk show syndicator Atlantic Coast Radio Inc. (ACR), has been dismissed as a defendant in the state's investigation and charges against him have been dropped. Kinsolving, who was last on WITH(AM) Baltimore, says he hopes to get back on the air soon. Kinsolving's assets, which were frozen during the probe, have been returned to him. The state is continuing to investigate ACR officials Alan Christian, Dale Andrews and Grace Starmer ("In Brief," Nov. 20), who were allegedly selling unregistered stock and using unregistered salespeople.

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We don't think Congress should mandate features to products," said Thomas P. Friel, vice president of the EIA's Consumer Electronics Group.

Another provision that could potentially be changed would be the adoption of a daytime homesteading plan for the expanded band. During the FCC's en banc hearing last month, strong appeals were made by minority broadcasters and public broadcasters for assignment preference when the new frequencies are allocated.

A possible compromise would be setting aside 50 khz of the expanded band for daytimers while the other half of the band could be reserved for minorities, public broadcasters and the Travelers Information Service, said Barry Umansky, NAB deputy general counsel. "Our position has never been that all of those frequencies should go to daytime conversion. We do recognize the interests of minority groups and non-commercial representatives to have a piece of that action," he said.

—RMS

Radio owner regroups to avoid bankruptcy

Olympia Broadcasting asks creditors for time to formulate debt restructuring proposal; its broadcast properties are for sale

Seattle-based radio group owner Olympia Broadcasting is bidding for time while it tries to restructure its debt and avoid filing for bankruptcy. Olympia, which did not make a semi-annual interest payment due Nov. 1, of \$1.64 million (BROADCASTING, Nov. 13), has requested that bondholders holding \$23.4 million of its senior subordinated debt "forbear" any decision to declare the debt in default. It intends to submit a proposal for debt restructuring to its bondholders by Jan. 15, 1990.

Olympia announced earlier this year that it was looking to sell all its stations, individually or as a group, but has not been able to sell any of the broadcast properties yet.

James Ireland, chairman, Olympia Broadcasting, has stated that "third parties" were interested in "exploring" transaction possibilities with the company, but he added that the talks were "preliminary" and in no way altered the company's plans to sell the radio stations.

Ireland has also stated in a news release late last month that the company is hoping to sell the stations and focus on the radio programming side of the business. Olympia executives declined to comment when contacted by BROADCASTING last week.

Industry observers believe that the group owner will be able to submit the restructuring plan, given the reluctance on the part of bondholders to force entities into bankruptcy proceedings. The question remains, however, whether the creditors will give the company time, and whether they will approve the debt restructuring proposal, once it has been submitted.

Currently, Olympia Broadcasting owns

and operates eight radio stations (five FM's and three AM's) in Kansas City; Fresno, Calif.; Spokane, Wash., and Anchorage and Fairbanks, both Alaska. Through its Olympia Broadcasting Networks, the company also produces and distributes radio network programming.

Olympia was also under contract earlier this year to acquire FirstCom, a producer and distributor of radio products and services to radio and TV stations and corporate audiovisual users, for \$7 million. That deal was terminated in September.

Industry observers categorize Olympia as an "aggressive media company." Its initial strategy was to focus on acquiring underdeveloped radio stations, improving cash flow, and then selling them at a profit two to four years after the acquisition date.

According to financial reports, the strategy was working. During 1988, the company sold its stations in Seattle, San Francisco, Las Vegas and Reno. KPPM-AM-FM Seattle was sold to Heritage Media Corp. for about \$12 million, giving Olympia a gain of \$6.5 million. The proceeds of the sale were used to repurchase \$6.6 million principal amount of its 13 3/8% senior subordinated debentures due Nov. 1, 1996.

Olympia sold its San Francisco property, KKCY-FM for \$11.1 million (it purchased the property in 1985 for \$4.5 million). KKCY-FM had been losing money, but the company had invested in engineering upgrades for the FM and was able to obtain a good price, largely due to the signal. KMZQ-FM Las Vegas was sold last December for \$6.7 million (it was purchased in 1984 for \$1.35

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—Rod Williams
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million). KIIQ-AM-FM Reno was sold to Eu-
phonic Broadcasting Inc. for \$2.5 million,
giving Olympia a profit of about \$1 mil-
lion.

By selling some of its radio stations at a
profit, Olympia managed to meet its finan-
cial obligations in 1988. However, the sale
of those properties also meant that Olympia
was sacrificing sources of cash flow for the
company. In 1988, the company had oper-
ating cash flow of \$2.27 million on revenue
of \$13.57 million.

For the first nine months of 1989, Olym-
pia reported net revenue of \$5.2 million and
broadcast cash flow (operating income be-
fore depreciation and amortization) of
\$500,000. Net loss for the first nine months
was \$1.8 million.

Notes payable due in 1989 amount to
\$4.8 million, in addition to the two semi-
annual payments, of which Olympia has
defaulted on the second. Olympia owes in
excess of \$4 million in interest payments in
1989. Earlier this year, Olympia modified

its bond indenture whereby it increased the
interest rate from 13¾% to 14¾%, agreed
to issue up to 23,400 new shares of convert-
ible preferred stock, and would no longer
be required to repurchase the \$6.6 million
principal amount.

Industry observers note that while an ag-
gressive company such as Olympia can be
very successful, that success hinges on the
company being able to sell some of its
properties when it needs the cash for the
right amount. —LC

The Media

NAB names January 'Free TV Month'

**Series of 30-second spots dramatize
differences between 'free' and 'pay'
TV; Hill campaign and community
outreach program also encouraged**

The National Association of Broadcasters has
declared January "Free Television Month"
and is putting on a full court press to educate
the public and Congress about the differences
between "free" and "pay" TV.

Next month stations will bombard the
public with three 30-second spots warning
viewers that "free TV" could become ob-
solete. For example, one spot features a
young girl with her grandfather going
through "old" junk in the attic. "Wow,
what's this?" asks the girl. "That's an old
TV antenna—we called 'em rabbit ears,"
says the grandfather. He then proceeds to
tell the girl about the "good ol' days."

"Yeah, TV was free then. Me and your
dad watched movies, local news, the Super
Bowl, right off the air." "For free?" asks
the girl, adding: "Is that what you mean
when you talk about the good ol' days?"
"Yeah, I guess free TV was a big part of
the good ol' days." Then an announcer
breaks in: "Free TV should never be just a
memory. Call this station for more informa-
tion."

The same theme is conveyed in the other
spots. "Back in the 1990's we watched free
TV all the time. Of course, some people
paid, even back then.... But we had a



choice," says a grandmother to her grand-
daughter. "Well, I guess we just took it for
granted," says a father to his son. "Until
TV wasn't free anymore," adds his wife.

NAB launched a nationwide campaign to
counterattack the gains of cable TV last
July when stations simultaneously carried a
30-second message from Walter Cronkite
who urged viewers to "stand watch" over
free TV (BROADCASTING, July 24).

Part of NAB's efforts in January to in-
crease viewer awareness of the benefits of
over-the-air TV will appear on Capitol Hill.

Commemorative posters will be distributed
to congressmen and staff, and the NAB will
sponsor a free-TV trivia contest on Capitol
Hill. Broadcasters also are encouraged to
lobby members. "January is an excellent
time to invite members of Congress for a
tour of the station," suggests NAB.

Last week NAB mailed a Free TV Month
"action plan" to its members. Included is a
brochure called "Free Television, an
American Institution" and several samples:
a letter broadcasters can send to their con-
gressmen; on-air editorials; an op ed article
for local papers, and a speech as part of a
"community outreach" program.

The speech and brochure speak to the
issue of cable. According to the prepared
speech, "Cable and pay TV services have
begun to siphon vital programing away
from free TV. Instead of more variety, peo-
ple are finding themselves having to pay for
programs they once got for free. If the
migration of free TV programing to basic
and pay cable outlets continues, we may
see this nation divided into information
haves and have nots."

"There is a big difference in the televi-
sion channels you watch," says NAB's
brochure. "Some of them are free...and
some are not. Television broadcasters are
working to make certain you always have a
choice," writes NAB. Stations are encour-

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and suburbs, 202-861-2970).

Right at Home is underwritten by the National Association of Home Builders.

aged to distribute the brochure throughout the community. It also talks about the "accelerating" trend of sports programming moving from free TV to cable.

According to the brochure, in 1991, Madison Square Garden Network, a cable operation, will own all the rights to local Yankee baseball games. In the future, if a station wants to carry the Yankee games,

negotiations must be conducted with the cable owner—the broadcaster's competitor.

"Broadcasters welcome competition but believe it should be on a level playing field. They are bringing these matters to the attention of Congress and the [FCC] to help alleviate the imbalance that now exists," says the brochure. —KM

FCC to open omnibus cable inquiry

With congressionally mandated report due next July, commission expected to launch inquiry this week into rates, ownership concentration, trafficking

FCC Chairman Alfred Sikes promised the Senate Communications Subcommittee last month that the FCC would have a congressionally mandated study on the state of the cable TV marketplace ready for their inspection by next July—three months earlier than the law requires.

To make good on the promise, the FCC has to start promptly on the report. And that is what it is doing. At this Tuesday's (Dec. 12) open meeting, the commission is expected to launch a notice of inquiry to look at how the cable market has evolved since the passage of the Cable Communications Policy Act of 1984 and to see if it is in need of any legislative or regulatory fixes.

Sikes believes some changes are necessary. "Local cable markets aren't open," he said in his congressional testimony. "The 1984 Cable Act lets localities grant monopoly franchises and also sharply limits potential competition between cable and other video transmission facilities."

According to Bill Johnson, deputy chief of the Mass Media Bureau, the inquiry will be broad in scope, covering, among other things, rates, concentration of ownership, franchising and competition or the lack of it.

A principal focus will be the impact of deregulation of cable rates, Johnson said. Under the Cable Act, as of Dec. 29, 1986, municipalities may no longer regulate the rates of cable systems in markets with "effective competition"—that is, as defined by the FCC, markets with three broadcast signals. Since most markets have at least three broadcast stations, most cable systems are not subject to rate regulation.

As part of its study, the FCC is committed to surveying cable systems to find out how high rates have gone since deregulation. Since the General Accounting Office is conducting a similar survey at the request of the House Telecommunications Subcommittee, Johnson said, the FCC and GAO have decided to combine resources and work together. Johnson said he hopes questionnaires will be ready to send to systems sometime this month or next.

At the subcommittee hearing, Sikes also promised to revisit the definition of "effective competition" that determines how many systems are subject to rate regulation, and, according to Johnson, the FCC will do so in a separate rulemaking. By opting for a tougher definition—say, five broadcast signals or another multichannel video provid-

er—the FCC could sharply limit the number of cable systems beyond the reach of municipal rate regulation.

Sikes said he would have the "effective competition" rulemaking wrapped up next summer. That means it will probably have to get under way at either the FCC's January or February meeting, Johnson said.

By moving quickly on the rulemaking, Sikes apparently hopes to obviate the need for Congress to step in and redefine "effective competition." Congress is determined to put some check on cable rates. To that end, Senator John Danforth (R-Mo.) has introduced a bill that would redefine "effective competition" as at least one other video provider.

Other portions of the cable inquiry will be looking at concentration of system ownership and cable operators' ownership of programming services and their effect on the cable market, Johnson said. Responding to concerns from some senators at the subcommittee hearing, he said, the inquiry will also look at whether speculation in cable systems—"franchise flipping"—is forcing up cable rates.

In addition, Johnson said, the inquiry will examine whether wireless cable (MMDS) and home satellite can provide significant competition to cable and whether laws or rules are needed to guarantee them access to cable programming on reasonable terms.

The inquiry will also be seeking comment on municipal cable franchises and how they help or hinder the development of competitive video services, Johnson said. In Sikes's congressional testimony, he suggested that competition could be fostered by requiring municipalities to grant at least two cable franchises and by eliminating the Cable Act's provision that "precludes programming from being distributed to the home through a nonfranchised provider."

The inquiry will raise, but not attempt to resolve, the controversial question of whether the statutory prohibition against telephone companies offering cable services in their telephone-service areas should be lifted. That question is the subject of a separate proceeding that Sikes has promised to conclude early next year. Because the prohibition is embedded in law, the FCC could do no more than make recommendations to Congress.

Sikes believes the crossownership ban should stay in place. However, he maintains that the Cable Act should be amended to allow programmers without municipal cable franchises to provide video services over channels leased from cable operators or telcos. —HAJ

SOLD!

WEJZ-FM, Jacksonville, Florida and KBEZ-FM, Tulsa, Oklahoma, have been sold by ML Media Partners, L.P., Elton H. Rule and I. Martin Pompadur, General Partners, to Renda Broadcasting Corporation, Anthony F. Renda, President for \$11,635,000.

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Changing Hands

WOKR(TV) Rochester, N.Y. □ Sold by WOKR Partners to Falmouth Holdings Inc. Price was not given, but industry source estimates station value to be about \$60 million ("In Brief," Dec. 4). **Seller** is general partnership made up of George Gillett Jr. and Edward Karrels. It is separate from Gillett Holdings Inc. and SCI Holdings Inc., which together own six TV stations, and is headed by Gillett. **Buyer** is newly formed group based in New York and headed by David Johnson, former senior VP, marketing, Fox Broadcasting Co. WOKR is ABC affiliate on ch. 13 with 316 kw visual, 47.9 kw aural and antenna 500 feet above average terrain.

KNRJ(FM) Houston □ Sold by Emmis Broadcasting to Nationwide Communications for \$30 million. **Seller** is headed by Jeff Smulyan and is licensee of KPWR(FM) Los Angeles and KXXX-FM San Francisco; WKQX(FM) Chicago; WENS(FM) Shelbyville, Ind.; WJIB(FM) Boston; WLOL(FM) Minneapolis; KSHE(FM) Crestwood, Mo.; WFAN(AM)-WQHT(FM) New York, and WAVA(FM) Arlington, Va. **Buyer** is headed by Steve Berger and is licensee of KZZP-AM-FM Mesa (Phoenix) and KNST(AM)-KRQQ(FM) Tucson, both Arizona; KWSS(FM) Gilroy (San Jose) and KZAP(FM) Sacramento, both California; WOMX-AM-FM Orlando, Fla.; WPOC(FM) Baltimore; KITN(TV) Minneapolis; KLUC-FM Las Vegas and KLUC(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, Tenn.; WXEX-TV Petersburg (Richmond), Va.; KISW(FM) Seattle, and WBAY-TV Green Bay, Wis. KNRJ is on 96.5 mhz with 100 kw and antenna 1,952 feet above average terrain.

WBAB(AM) Freeport and WBAB-FM Babylon, both New York □ Sold by Noble Broadcast Group to BAB Broadcasting Corp. for \$26 million. **Seller** is headed by John Lynch and is licensee of KBCO-AM-FM Boulder, Colo.; WKCI(FM) Hamden and WAVZ(AM) New Haven, both Connecticut; WKKU(AM) Boston and WSSH-FM Lowell, both Massachusetts; KBZR(AM) Blue Springs, KBEQ(FM) Kansas City and KMJM(FM) St. Louis, all Missouri; WMHE(FM) Toledo, Ohio; KMJQ(FM) Houston; KIXI(AM)-KMGi(FM) Seattle, and XETRA-AM-FM Tijuana, Mexico. **Buyer** is newly formed corporation headed by Eddie Simon, chairman, Tony Michaels, current vice president and general manager of WBAB-AM-FM, is president. WBAB(AM) is fulltimer on 1240 khz with 1 kw. WBAB-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. *Brokers: First Boston Corp. acted as broker for sale and Communications Equity Associates is acting as financial adviser to buyer.*

WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Okla. □ Sold by ML Media Partners to Renda Broadcasting Corp. for \$11,635,000 ("In Brief," Dec. 4). ML Media is headed by Elton Rule and I. Martin Pompadur. It also owns two AM's and four FM's. Renda Broadcasting is headed by Tony Renda and also owns two AM's and three FM's. WEJZ is on 96.1 mhz with 100 kw and antenna 984 feet above average terrain. KBEZ is on 92.9 mhz with 100 kw and antenna 1,318 feet above average terrain. *Broker: Media Venture Partners.*

WJPC(AM) Chicago □ Sold by Johnson Communications Inc. to Winners Information Network-Miami Inc. for \$6 million. **Seller** is headed by John Johnson and has interest in WLOV(AM) Louisville, Ky., and WLNK(FM) Lansing, Ill. **Buyer** is headed by John Douglas, Richard Tambone and Joseph Nuckols. Douglas and M. Fred Brown are officers and directors of Douglas Broadcasting, parent company of KEST(AM) San Francisco, KMAX(FM) Arcadia and KHTN(FM) Placerville, all California. In addition, four officers and shareholders of buyer hold same interests in proposed assignee of WWNN(AM) Pompano Beach, Fla. WJPC(AM) is fulltimer on 950 khz with 1 kw days and 5 kw nights.

WOYE-FM Mayaguez, P.R. □ Sold by Pepino Broadcasters to Prime Time Radio Corp. for \$2.8 million ("In Brief," Dec. 4). **Seller** is headed by Felix Bonnet Alvarez and family and has no other broadcast interests. **Buyer** is headed by Rafael Oller and J.P. McCloskey and has no other broadcast interests. Woye-FM is on 94.1 mhz with antenna 2,967 feet above average terrain. *Broker: Media Venture Partners.*

KQYT-FM Green Valley, Ariz. □ Sold by Southwestern Wireless Communications to Nova Communications LP for \$2 million. **Seller** is headed by Richard Werges and Diane and Robert Greenlee and has no other broadcast interests. **Buyer** is headed by William L. Yde III and Russel W. Craig and has no other broadcast interests. KQYT-FM is on 92.1 mhz with 3 kw and antenna 40 feet above average terrain.

Kavu-TV Victoria, Tex. □ Sold by PMV Inc. to W. Russell Withers Jr. for \$1,076,241. **Seller** is headed by David M. Gaddis and has no other broadcast interests. **Buyer** is licensee of WMIX-AM-FM Mount Vernon, Ill.; KAPE(AM)-KGMO(FM) Cape Girardeau, Mo.; KOKX-AM-FM Keokuk, Iowa; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango, and KREG-TV Glenwood Springs, all Colorado, and WDTV(TV) Weston, W.Va. Kavu-TV is NBC affiliate on channel 25 with 933 kw visual, 93.3 kw aural and antenna 1,020 feet above average terrain.

WHUM-FM Patton-Altoona, Pa. □ Sold by Kennedy Broadcasting Limited to WRG Altoona Limited Partnership for \$450,000. **Seller** is headed by John A. Kennedy Jr. and owns WHUM (AM) Huguesville and is part owner of WHOE(FM) Avis, both Pennsylvania. He also owns two LPTV stations: W09BL Williamsport, Pa., and W69BO Vero Beach, Fla., and has application pending for new FM in Covington, Pa. **Buyer** is headed by W. Randolph Young, Washington-based attorney, John A. Phillips, Denver-based attorney, and Julianna Guy, Anchorage-based attorney. Phillips and Young also have application pending for new FM in Wauseon, Ohio. WHUM-FM is on 94.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Ray H. Rosenblum.*

For other proposed and approved sales see "For the Record," page 82.

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Where Things Stand

Solid box denotes items that have changed since last month.

AM-FM Allocations

■ Much of discussion during Nov. 16 FCC en banc hearing examining ways to improve AM dealt with band expansion to 1705 kHz and possibility of standards being placed on consumer radio receivers and on nonbroadcast electronic sources of RF interference. No immediate plan for action was announced following hearing. Rule change proposals and action on pending rulemakings may come after reply comments on hearing are received by commission on Dec. 18.

Meanwhile, House Telecommunications Subcommittee is expected to look closely at AM improvement legislation. Bill has been introduced by Rep. Matthew Rinaldo (R-N.J.) that deals with expanded band and receiver standards. National Association of Broadcasters endorses bill; Electronic Industries Association opposes it.

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

FCC is also making changes on FM side. At July 13 open meeting, it doubled maximum allowable power of Class A FM stations but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 600 stations were able to increase power as of Dec. 1, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

Cable Regulation

■ Senate Commerce Committee leaders say cable reregulation legislation will be on next year's agenda (BROADCASTING, Nov. 20). At cable oversight hearings in November, Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) said some type of cable bill will move, but it is unclear how far measure will go. Committee's ranking Republican, John Danforth of Missouri, has introduced major reregulation bill that would restore city authority to set cable rates, limit cable system owner-

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ship and force cable programmers to sell their product to noncable distributors.

National Association of Broadcasters and Association of Independent Television Sta-

tions are backing Danforth (BROADCASTING, Nov. 20). NAB's decision to push for cable reregulation comes at time when negotiations with National Cable Television Association over language for must-carry law are at standstill. Cable and broadcasting are in general agreement on law to require cable systems to carry local broadcast signals, but they remain far apart on issue of channel positioning—assignment of cable channels to broadcast signals.

Operating on parallel track, FCC Chairman Alfred Sikes unveiled at Senate Communications Subcommittee hearings series of initiatives aimed at bringing competition to cable or, in the alternative, reregulating it. He also proposed prompt action on inquiry into cable market, saying he would bring it in by July 1990 rather than October as required by law, and on rulemaking to decide which cable systems are subject to "effective competition" and, therefore, not subject to municipal rate regulation.

Sikes is committed to doing all he can to induce telephone companies to compete with cable, short of allowing them to control programming.

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Children's Television

■ Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9). Bill requires broadcasters to air educational and informational programming "specifically designed" for pre-school and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

It is unclear when Senate will take up bill. Congress reconvenes in January but broadcasters are expected to block vote on measure, which has backing of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

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

Comparative Licensing

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

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

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

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

Compulsory License

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

Meanwhile, National Association of Broadcasters has assigned special task force to look at idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Dec. 4, June 19 and 26). It has been suggested that cable operators might turn over 20% of their basic cable revenues as payment for retransmitting those signals. Instead of repealing compulsory license, broadcasters may recommend amending retransmission consent provi-

sions of Communications Act and apply them to cable.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But since then composition of FCC has changed. As result, issue will get fresh review.

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

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

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

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

Using same justification, FCC relaxed policy for waivers of one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

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

Direct Broadcast Satellites

■ Tempo Satellite Inc. remains only applicant without grant to operate high-power direct-to-home television service since FCC issued fifth round of channels last Aug. 2. Limited to only eight orbital positions over U.S., complex compromise package granted 11 DBS channels each to new applicants Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. (USSB) and Dominion Video Satellite (which has since requested additional channels), and 27 channels each to permittees Hughes

Communications Inc. and Advanced Communications Corp., which had each previously been assigned 32 channels.

Having reserved, but not yet granted, 11 pairs of DBS channels for Tempo, commission continues to review Media Access Project argument that antitrust conviction of Tempo parent company, Tele-Communications Inc., disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas.

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

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

Seeking most efficient use of spectrum, FCC adopted policy of allocating orbital slots in pairs—one in East, from which services can reach all 50 states, and one in West, from which only western half of continental U.S. (half-conus) can be reached. Because DBS operators cannot serve whole nation from western slots, commission also asked for comments on alternative uses—regional data, voice or other services—to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

High-Definition TV

■ It appears that testing schedule set for proponents of HDTV and EDTV transmission systems by FCC's advisory committee on advanced television service (ATS) will not be met. Tests are scheduled to begin at Advanced Television Test Center (ATTC) facility in Alexandria, Va., in May 1990 with Faroudja SuperNTSC system. Eight other systems are to be tested in following months, with all tests to be completed by fall 1991. But due to delays in development of needed equipment, tests are not likely to start until late 1990.

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

Additional \$20 million has been allocated by Congress to Defense Advanced Research Projects Agency (DARPA) to fund private-industry projects exploring new methods to display HDTV pictures. Eight research and development proposals have

been chosen to receive portion of \$30 million in grants originally set aside for program in early 1989. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Only one of eight proponents, Projectavision Inc., has been awarded contract.

Home Satellite

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

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

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

General Instrument expects to begin replacing, by late January or early February, its de facto industry standard video signal descrambler Videocipher II with what it claims is more secure Videocipher II Plus equipment. Compatible with VC-II, new Plus unit is key element—along with growing number of criminal and civil actions—in battle against signal theft. Cable programmers' reluctance to support growth of backyard dish market has been attributed to widespread use of altered VC-II's to receive signals without paying subscription fees. However, 1989 has seen programmers expand home satellite sales efforts and express increasing confidence in "anti-piracy" efforts.

Indecency

■ Group of 33 Senators sent letter last month to FCC Chairman Alfred Sikes supporting his crackdown on broadcast indecency.

Since assuming chairmanship, Sikes has initiated action against 12 radio stations. Of those, six have been fined—heaviest amounted to \$10,000—and remaining six have received inquiry letters that could lead to fines.

As Sikes promised, FCC also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing 95 others.

As letter from senators affirms, FCC's prompt action reflects concerns of Congress. At confirmation hearing for Sikes and fellow FCC nominees Sherrie Marshall and Andrew Barrett, members of Senate Commerce Committee made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7).

In response to new law, pushed through Congress last year by Senator Jesse Helms (R-N.C.), FCC unanimously adopted policy that prohibits "indecent" broadcasts 24 hours per day, and has also launched proceeding to build record in support of new law. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington has affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with safe harbor rulemaking. Instead, it will try to justify 24-hour ban.

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

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

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related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

International

■ Several non-U.S. firms, including more than one Japanese company, are bidding to buy RJR Nabisco's 20% of cable's ESPN, in what could be first significant non-U.S. acquisition into U.S. program service.

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 leading TV service company, Carlton Communications, for an estimated \$15 million-\$20 million, and will gain exclusive worldwide distribution rights to Zenith TV product and certain distribution rights to its theatrical film output. Zenith has produced extensively for UK commercial TV, European broadcasters and U.S. cable.

House Telecommunications Subcommittee hearing in November found that 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. Subcommittee Chairman Edward Markey (D-Mass.) said, however, trade advantages for foreign firms in the U.S. may lead legislators to try and equalize opportunities for American businesses here.

European Community's "TV Without Fron-

tiers" was passed by 10 of EC's 12 member states in October, following extended controversy over anti-U.S. program quotas that threatened to kill document. U.S. government has raised objections with EC and in international trade discussions over plan's call for 50% European entertainment program content "where practicable." Regulatory plan, part of EC's plan to remove trade barriers by 1992, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

Capital Cities/ABC has taken minority interest in Spanish TV-film producer Tesauro. Capcities/ABC already owns 25%—through ESPN—of London-based satellite sports service, Screensport, and has taken minority share in Munich TV company Tele-Munchen. Company is known to be negotiating at least two more equity deals on continent, reportedly including one in France.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch this month. Studio expects similar deals in second Scandinavian country within few months and third within year.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question

will not be needed for broadcasting high-definition systems.

During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future.

Mergers and Acquisitions

■ Completed merger of Time and Warner is expected near year-end. Time has already changed name to Time Warner and has completed \$70 per-share cash tender for 100 million Warner shares, giving Time 59.3% ownership of Warner. Remaining Warner shares will be exchanged for two types of preferred stock in Time Warner—subject to Securities and Exchange Commission approval—along with distribution of Warner-held stock of broadcasting group BHC Communications. In September, company merged cable operations of Time and Warner under direction of ATC Chairman Joe Collins.

Board of LIN Broadcasting last Monday recommended shareholders accept revised proposal from McCaw Cellular Communications. Competing suitor, BellSouth, had yet to revise previous agreement to merge cellular operations with those of LIN. McCaw is committed to binding agreement negotiated with LIN until February 28, 1990.

New offer calls for \$154.11-per-share cash tender offer for 21.9 million LIN shares, giving McCaw control when combined with 9.4% of LIN McCaw already owns (LIN has roughly 54 million shares outstanding). Following tender offer, McCaw would sell to LIN \$425 million in McCaw class A stock to LIN, which would distribute stock to remaining LIN shareholders. McCaw would also contribute 5% indirect interest in Los Angeles Cellular Telephone Co. to LIN. McCaw has also kept from previous offer part that commits it to realize private-market value of LIN at some point in future.

As part of recommendation, LIN board has agreed not to spin off TV stations into separate company.

Cable systems owned by Jack Kent Cooke are in process of being sold to six-company consortium that agreed in mid-July to pay roughly \$1.6 billion, sum that includes value of minority tax certificate. Sale of 89,000-sub system to TCA Cable was completed in early October. Most of other systems representing roughly 600,000 subs are expected to close near year-end, with systems in Alaska and Syracuse, N.Y., to close sometime later.

Broadcast industry equipment manufacturers, Chyron Corp. and Midwest Communications Corp., have agreed in principle to merge, with Chyron chairman, Alfred O.P. Leubert, becoming chairman of to-be-formed holding company, and Midwest president and chief executive officer, David K. Barnes, being named president and chief executive officer. Chyron stock would be exchanged one-for-one with shares of holding company, while Midwest exchange ratio

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would be one share for each 2.67 shares of holding company. Currently, Chyron has roughly 11.3 million shares outstanding while Midwest has three million. Each company would designate five directors. Proposed merger requires negotiation of definitive agreement and shareholder approval, which companies expected to receive in March 1990.

Must Carry

■ Prospects of broadcaster-cable agreement on must carry seem slim to none. Broadcaster endorsement of major cable reregulation bill has soured relations between two industries. Furthermore, broadcasters interest in must carry is now overshadowed by initiative to make cable pay for retransmission of local broadcaster signals (BROADCASTING, Dec. 4).

Prior to congressional adjournment, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offered to move must-carry bill (BROADCASTING, Oct. 30). He also suggested freezing stations where they are for year or two, giving FCC time to decide issue. Broadcasters have yet to sign off on Inouye proposal, although cable says it will let FCC settle matter. Inouye also suggested using children's TV bill as vehicle for must carry. Television Operators Caucus also jumped into debate and tried to break logjam with its own channel positioning proposal. But National Cable Television Association President James P. Mooney rejected proposal.

On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and NCTA on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Before most recent events, Fritts and Mooney had been trying to hammer out deal on must-carry language that they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

Network Rules

■ Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks

opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch both later wrote Dingell to sharply attack Wright letter.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while MPAA has formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

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

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

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

Public Broadcasting

■ Under Jan. 31, 1990, deadline to submit plan to Congress assuring most efficient use of national programing dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, 1990, aggregate about \$100 million at PBS under authority of chief programing executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, plan will contract out approximately half of CPB Program Fund (about \$20 million initially) to PBS for support of continuing series), contingent on public TV stations also turning over to PBS management of their Station Program Cooperative (about \$80 million in support of continuing series). Stations, PBS, CPB and minority and independent producers will be repre-

sented on 17-member PBS National Programing Policy Committee overseeing Lawson. Along with exercising new "needs assessment" information-gathering role, CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993. Plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops.

Just before holiday recess, Congress passed bill containing 1992 appropriations of \$251 million for CPB and \$76 million for next-generation public broadcasting satellite.

On Oct. 18, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at \$6 million plus overhead and promotion this fiscal year. CPB board in September reelected Kenneth Towery chairman and elected new vice chairman, Daniel Brenner.

Syndex

■ U.S. Court of Appeals in Washington has upheld FCC's syndicated exclusivity rules. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programing should be resolved by commission. And "on the record before us," panel added, "we should uphold its resolution." Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals.

TV Marti

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

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

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

For the Record

As compiled by BROADCASTING from Nov. 30 through Dec. 6 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

- KQYT-FM Green Valley, AZ (BALH891113HG; 92.1 mhz; 3 kw ant. 40 ft.)—Seeks assignment of license from Southwestern Wireless Communications to Nova Communications LP for \$2,000,000. Seller is headed by Richard Werges and Diane and Robert Greenlee and has no other broadcast interests. Buyer is headed by William L. Yde III and Russel W. Craig and has no other broadcast interests. Filed Nov. 13.
- KBCV(FM) Bentonville, AR (BALH891113HH; 98.3 mhz; 3 kw; ant. 339 ft.)—Seeks assignment of license from Rocky Haven Investment Inc. to KWCK Inc. for \$425,000. Seller is headed by Asa Hutchinson and has no other broadcast interests. Buyer is headed by Levoy Patrick Demaree, who is president and director and 88.35% shareholder of Demaree Media Inc. DMI is licensee of KFAY(AM) Farmington and KKEG-FM Fayetteville, both Arkansas; KXUS(FM) Springfield, MO; KZNG(AM)-KQUS(FM) Hot Springs, AR; WMBH(AM)-KKUZ(FM) Joplin, MO; and KFAY(FM) Huntsville, AR. Demaree is also president, director and sole shareholder of RLPD Inc., licensee of KKID-AM-FM Sallisaw, OK. Demaree is also president, director and 65% shareholder of Class Inc., licensee of KWCK-AM-FM Searcy, AR. Filed Nov. 13.
- KZKZ(AM) Greenwood, AR (BAL891114EA; 1510 khz; 2.50 kw-D)—Seeks assignment of license from KZ Communications Inc. to Greenwood Communications

Broadcasting Inc. for \$43,600. Seller is headed by Billy H. Thomas and Jerry E. Morris, who have interest in KDEZ-FM Jonesboro, AR, and KZKZ-FM Greenwood, AR. Buyer is headed by David Morrison, Robert E. Yoes and Stephen Marino and has no other broadcast interests. Filed Nov. 14.

■ KDOB(TV) Bakersfield, CA (891109; ch. 48; 5000 kw-V; ant. 1,299 ft.)—Seeks assignment of license from Dorothy J. Owens, debtor in possession, to Buck Owens Production Company for \$4,500,000. Seller also has interest in Buck Owens Production Company. Buyer is headed by Alvin E. Owens, seller's brother, and is licensee of KUZZ-AM-FM Bakersfield, CA, and KNIX(AM) Tempe and KNIX-FM Phoenix, both Arizona. Filed Nov. 9.

■ KPJO(FM) Avalon, CA (BAPED891124HI; 88.7 mhz; 0.1 kw; ant. -223 ft.)—Seeks assignment of license from Family Stations Inc. to Community of Avalon, California, for no financial consideration. Seller is headed by Harold Camping and is licensee of WBFR(FM) Birmingham, AL; KPHF(FM) Phoenix; KHAP(FM) Chico, KECR(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRA(FM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCTF(AM) Vernon, CT; WJFR(FM) Jacksonville, WVFR(FM) and WYFR (short-wave) Okeechobee and WFTI-FM St. Petersburg, all Florida; WFRG(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both IA; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MA; WBYF(FM) Bay City and WGRF(FM) Rockford, both Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WBBF(FM) Buffalo, WFRS(FM) Smithtown, WFNY(FM) Syracuse and WFRW(FM) Webster, all New York; WCUE(AM) Cuyahoga Falls, WOTL(FM) Toledo and WYTN(FM) Youngstown, all Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WEFM(FM) Erie and WFRJ(FM) Johnstown, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont and New FM Bridgeport, both Texas; KUFR(FM) Salt Lake City; New AM Buckley, KAR-R(AM) Kirkland and KJVH(FM) Longview, all Washington; and WMWK(FM) Milwaukee. Buyer is nonprofit corp. and has no other broadcast interests. Filed Nov. 24.

■ KOFY(AM) San Mateo and KOFY-FM San Francisco, both California (AM: BAL891108GE; 1050 khz; 1 kw-D; FM: BALH891108GF; 98.9 mhz; 4.3 kw; ant. 442 ft.)—Seeks assignment of license from Pacific FM Inc. to Viacom Broadcasting Inc. for \$19,467,144 ("Changing Hands," Nov. 6). Seller is headed by James Gabbert and also owns KOFY(TV) San Francisco. Buyer is headed by Henry S. Schleiff. Viacom is licensee of WVIT(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; KSLA-TV Shreveport, LA; WLTi(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York;

KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, VA, and KBSG(FM) Tacoma, WA. Filed Nov. 8.

■ KHOW(AM)-KSSY(FM) Denver, CO (AM: BAL891109GK; 630 khz; 5 kw-U; FM: BALH891109GH; 95.7 mhz; 100 kw; ant. 725 ft.) and KJOI(FM) Los Angeles, CA (BALH891109GJ; 98.7 mhz; 75 kw; ant. 1,180 ft.)—Seeks assignment of license from Command Communications Corp. to Viacom Broadcasting for \$100,500,000 (BROADCASTING, Nov. 13). Seller is headed by Carl Brazell and its principal investor is Robert F.X. Sillerman (see WMMR(FM) Philadelphia, below). Buyer is Viacom (see KOFY-AM-FM above). Filed Nov. 9.

■ WJPC(AM) Chicago, IL (BAL891114EB; 950 khz; 1 kw-D, 5 kw-N)—Seeks assignment of license from Johnson Communications Inc. to Winners Information Network-Miami Inc. for \$6,000,000. Seller is headed by John Johnson and has interest in WLOV(AM) Louisville, KY, and WLNK(AM) Lansing, IL. Buyer is headed by John Douglas, Richard Tambone and Joseph Nuckols. Douglas and M. Fred Brown are officers and directors of Douglas Broadcasting, parent company of KEST(AM) San Francisco, KMAX(FM) Arcadia and KHTN(FM) Placerville, all California. In addition, four officers and shareholders of applicant hold same interests and positions in Winners Information Network-Miami Inc., proposed assignee of WWNN(AM) Pompano Beach, FL. Filed Nov. 14.

■ WOXD(FM) Oxford, MS (BALH891108GG; 95.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Lafayette County Broadcasting Corp. to Belle Communications Corp. Purchase price will be filed in amendment with FCC. Seller is headed by Melvin Chrestman Sr. and has no other broadcast interests. Buyer is headed by Diane Bell and has no other broadcast interests. Filed Nov. 8.

■ NEW-TV Billings, MT (BAPCT891113KG; ch. 6; 100 kw; ant. 479 ft.)—Seeks assignment of license from BHC Associates LP to Big Horn Communications Inc. for \$200,000. Seller is owned by Tom Curtis and estate of Dan Coon. Curtis has CP for new FM in Hawaii. Buyer is headed by Thomas Hendrickson. Big Horn Communications Inc. is licensee of KOUS-TV Hardin, KCTZ-TV Bozeman, KYUS-TV Mile City and KMMZ(AM)-KZMQ-FM Greybull, all Montana. Filed Nov. 13.

■ KBWH(FM) Blair, NE (BALH891122GY; 106.3 mhz; 3 kw; ant. 469 ft.)—Seeks assignment of license from LDH Communications Inc. to Sunrise Broadcasting Corp. for no financial consideration. Seller is headed by Jack Harris and has no other broadcast interests. Buyer is headed by Joerg G. Klebe. Sole shareholder of Sunrise, CVC Capital Corporation, currently holds 21% stock interest in assignor. LDH Communications Inc., licensee of KBWH(FM) Blair, NE, and 20% stock interest in Advance Broadcasting Corporation, full licensee of WGNV-AM-FM Newburgh, NY. CVC holds limited partnership interest in each of following licensees: Morgan Broadcasting Limited Partnership, licensee of WFSF(AM)-WNER-FM Ozark, AL, and WCKX Enterprises, licensee of WCKX(FM) London, OH. Filed Nov. 22.

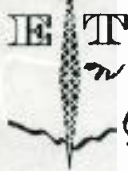
■ KLSK(FM) Santa Fe, NM (BALH891115HR; 104.1 mhz; 100 kw; ant. 1,876.16 ft.)—Seeks assignment of license from Classic Media Inc. to Progressive Broadcasting Inc. for \$1.9 million ("Changing Hands," Nov. 20). Seller is headed by William Sims and also owns KMIK(AM) Santa Fe. Buyer is headed by John Sebastian, radio programmer, and investors Peter Baumann and John DeJoria, investors. Filed Nov. 15.

■ WBVE(FM) Hamilton, OH (BALH891109GI; 96.5 mhz; 19.5 kw; ant. 810 ft.)—Seeks assignment of license from Reams Broadcasting Corp. to Entertainment Communications Inc. (Entercom) for \$5.85 million ("Changing Hands," Nov. 6). Seller is headed by Frazer Reams and also owns WCWA(AM)-WIOT(FM) Toledo. Buyer is headed by Joseph Kield, and also owns KITS(FM) San Francisco; WTKT(FM) Crystal River and WCCR(FM) Safety Harbor, both Florida; KLXK(FM) Minneapolis and WYLL(AM) Richfield, both Minnesota; WEEP(AM)-WDSY(FM) Pittsburgh; KLDE(FM) Houston; KTA-C(AM)-KBRD(FM) Tacoma, WA, and KLTE(FM) Oklahoma City. Filed Nov. 9.

■ WICE(AM) Pawtucket, RI (BAPL891109EF; 550 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Beam Communications Inc. to Roger Williams Broadcasting

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Corp. Beam had purchased station from buyer four years ago but could not foreclose on million dollar price. Seller is headed by Bruce J. Mittman and has no other broadcast interests. Buyer is headed by Donald Hysko and Dennis Hysko and has no other broadcast interests. Filed Nov. 9.

■ WPJM(AM) Greer, SC (BAL891108EB; 800 khz; 250 w-D)—Seeks assignment of license from Greer Broadcasting Inc. to Robert F. Bell for \$125,000. Seller is headed by John Salter Jr. and has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 9.

■ WIJY(FM) Hilton Head, SC (BALH891114GO; 105.5 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Island Communications Inc. to WIJY Inc. for \$2,063,000 ("Closed Circuit," Nov. 27). Seller is headed by William G. Hudley and also owns WTMA(AM) Charleston and CP for WAJY(FM) Aiken, both SC. Buyers are headed by Thomas Cookerly, former president of Allbritton Communications Corp.'s broadcast group and now head of his own consulting firm, and includes David Henderson, CEO of Outlet Communications; Tom Dougherty, senior vice president of Metromedia, and Howard Rayeroff, of counsel to Hogan & Harrison, Washington-based communications law firm. Filed Nov. 14.

■ KAVU-TV Victoria, TX (BALCT891115KH; ch. 25; 933 kw-V; ant. 1,020 ft.)—Seeks assignment of license from PMV Inc. to W. Russell Withers Jr. for \$1,076,241. Seller is headed by David M. Gaddis and has no other broadcast interests. Buyer is licensee of WMIX-AM-FM Mount Vernon, IL; KAPE(AM)-KGM(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango and KREG-TV Glenwood Springs, all Colorado, and WDTV(TV) Weston, WV. Filed Nov. 15.

■ KKVU-AM-FM Tremonton, UT (AM: BAL891109EH; 1470 khz; 5 kw-D; FM: BALH891109EI; 104.9 mhz; 3 kw; ant. 150 ft.)—Seeks assignment of license from Northern Utah Broadcasting Inc. to Kenneth W. Sasso for \$225,000. Seller is headed by Glacus G. Merrill and also owns KIDI(AM) Gooding, ID. Buyer has no other broadcast interests. Filed Nov. 9.

■ KLAY(AM) Lakewood, WA (BAL891109EG; 1180 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Clay Frank Huntington to KDFL Public Radio Associates for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Henry Perozzo and has no other broadcast interests. Filed Nov. 9.

■ WMJA(FM) Spencer, WI (BALH891106HZ; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Hackman Broadcasting to DN Communications Inc. for \$325,000. Seller is headed by Gerald Hackman and Ann Cutts and also has interest in WATW(AM)-WJH(FM) Ashland, WI. Buyer is headed by Patrick J. Delaney and has no other broadcast interests. Filed Nov. 6.

■ WOBG(AM) Clarksburg, WV (BAL891113EA; 1400 khz; 1 kw)—Seeks assignment of license from Jack T. Cloyd and Michael Cloyd to Hilber Corp. for \$100,000. Sellers have no other broadcast interests. Buyer is headed by Robert G. Steinhilber and has no other broadcast interests. Filed Nov. 13.

Actions

■ KMTZ-FM Osceola, AR (BALH891010HI; 98.1 mhz; 50 kw; ant. 107 ft.)—Granted app. of assignment of license from The Dittman Group Inc. to Diamond Broadcasting Inc. for \$6 million ("Changing Hands," Oct. 2). Seller is headed by Bernard Dittman, who also owns WABB-AM-FM Mobile and WAPI-AM-FM Birmingham, both Alabama. Buyer is headed by Daniel R. Lee. Diamond also owns WSBC(AM)-WXRT-FM Chicago and KOMA(AM)-KRXX-FM Oklahoma City. Action Nov. 27.

■ KEAP(AM) Fresno, CA (BAL890822EA; 980 khz; 500 w-D)—Granted app. of assignment of license from HBC Broadcasters Inc. to Americom II for \$330,000. Seller is headed by John Hooker and has no other broadcast interests. Buyer is owned by A. Thomas Quinn, Paul Almond and Richard Nagler and is licensee of KVIS(AM)-KFSO(FM) Visalia, CA. Partners in assignee are also partners in Americom II, California limited partnership which is licensee of KHTX(AM) Truckee and KODS(FM) Carlin Bay, both California. Action Nov. 22.

■ WCAG(AM) Oviedo, FL (BAL891002EG; 1030 khz; 5 kw-D)—Granted app. of assignment of license from Marcelina Colina to Florida Broadcasters for \$6,500. Seller has no other broadcast interests. Buyer is headed by George M. Arroyo and is licensee of WONQ(AM) Orlando, FL. Arroyo is also permittee of WOEQ(AM) Royal Palm Beach, FL. Action Nov. 22.

■ WMGR(AM)-WJAD-FM Bainbridge, GA (BAL890809GH; 930 khz; 5 kw-D, 500 w-N; FM: BALH890809GI; 97.3 mhz; 100 kw; ant. 850 ft.)—Granted app. of assignment of license from Guardian Communications Inc. to Waldron Partners LP for \$3,000,000. Seller

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is headed by Leon A. Dunn Jr. Guardian also owns WRXR-AM-FM Aiken, S.C. Buyer is headed by H. Patrick Swygert, and is also purchasing KVKI-AM-FM Shreveport, LA, and KBFM-FM Edinburg, TX. Swygert, officer, director and sole voting shareholder of Waldron Broadcasting Co., is executive vice president of Temple University of Commonwealth System of Higher Education, licensee of noncommercial educational FM station WRTI Philadelphia and permittee of noncommercial educational FM station WUCP Summerdale, PA. Action Nov. 15.

■ WHSG(TV) Monroe, GA (BAPCT881007KN; ch. 63; 3396 kw; ant.: 2000 ft.).—Granted app. of assignment of license from Monroe Television Inc. to Trinity Broadcasting Network Inc. for \$690,000 ("Changing Hands," Oct. 31, 1988). Seller is headed by Harvey Budd and has no other broadcast interests. Buyer is headed by Paul F. Crouch and is licensee of KPAZ-TV Phoenix; KTBW-TV Santa Ana, CA (Los Angeles); WHFT(TV) Miami; WCLJ(TV) Bloomington and WKOI(TV) Richmond, both Indiana; KNAT(TV) Albuquerque, NM; WBY(TV) Poughkeepsie, NY; WLXI-TV Greensboro, NC; WDLI(TV) Canton, OH; KTBW-TV Oklahoma City; KDTX-TV Dallas; KGHO(AM) Hoquiam, KGHO-FM Hoquiam-Aberdeen and KTBW-TV Tacoma, all Washington. Action Nov. 21.

■ KVN(AM) Coeur D'Alene, ID (BTC890929EG; 1080 khz; 10 kw-D, 1 kw-N).—Granted app. of Hagadone Investment Co. to Burl Todd Hagadone for no financial consideration. Seller is headed by Hagadone family and is also buying KMWC(FM) Hayden, ID. Buyer has no other broadcast interests. Action Nov. 22.

■ WBLM(FM) Lewiston, ME (BALH890921GL; 107.5 mhz; 50 kw; ant. 610 ft.).—Granted app. of assignment of license from Fuller-Jeffrey Broadcasting Corp. to Beacon Broadcasting Corp. for \$250,000 ("Changing Hands," Oct. 9). Seller is subsidiary of Southern Starr Broadcasting Group Inc. Southern Starr is headed by Peter Starr and is licensee of KZLR(FM) Pine Bluff, AR; WPLR(FM) New Haven, CT, and WPMO(AM) Moss Point and WKNN(FM) Pascagoula, both Mississippi. Buyer is headed by Robert and Alford Lessner, who also own WBNR(AM) Beacon, WSPR(FM) Poughkeepsie and WENE(AM)-WMRV(FM) Endicott, all New York. General Broadcasting will be acquiring certain identified assets of WBLM and WHTT(FM) Portland, MA, following exchanges between General Broadcasting and J.J. Taylor Companies Inc. on WHLY(FM) Leesburg, FL, and WHTT(FM) Portland, and between General Broadcasting and Fuller-Jeffrey Broadcasting Corp. on WHTT and WBLM ("Changing Hands," April 3). Beacon will receive offices and programing of WHTT and combine it with WBLM. Action Nov. 21.

■ WBKH(AM) Hattiesburg and WKNZ(FM) Collins, both Mississippi (AM: BAL891002EF; 950 khz; 5 kw-D; FM: BALH891002GW; 101.7 mhz; 3 kw; ant. 300 ft.).—Seeks assignment of license from Covington County Broadcasters to Southern Air Communications Inc. for \$648,010. Seller is headed by Otis D. Wolverton, and has no other broadcast interests. Buyer is headed by Bruce L. Easterling and has no other broadcast interests. Action Nov. 22.

■ WKKY-FM Moss Point, MS (BALH891004HD; 104.9 mhz; 1.30 kw; ant. 62 ft.).—Granted app. of assignment of license from Jackson County Broadcasting Co. to Waldron Partners, LP, for \$1,500,000. Seller is headed by Wayne Dowdy, who also has interest in WAPF(AM)-WXL-TFM McComb and WSUS(AM)-WWMS(FM) Oxford, both Mississippi; KCWD(FM)-KNWA(AM) Harrison and KPFF(FM) Mountain Home, both Arkansas, and WMLT(AM)-WQZY(FM) Dublin, GA. Buyer is headed by H. Patrick Swygert and is also purchasing KVKI-AM-FM Shreveport, LA, KBFM-FM Edinburg and KFAN(FM) Fredericksburg, both Texas, and WMGR(AM)-WJAD-FM Bainbridge, GA. Swygert, officer, director and sole voting shareholder of Waldron Broadcasting Co., is executive vice president of Temple University of Commonwealth System of Higher Education, licensee of noncommercial educational FM station WRTI Philadelphia and permittee of noncommercial educational FM station WUCP Summerdale, PA. Filed Oct. 4. Action Nov. 24.

■ WOR(AM) New York (BAL890420EA; 710 khz; 50 kw-U, DA-1).—Granted app. of assignment of license from S/G Communications to Buckley Broadcasting for \$25.5 million ("In Brief," April 24). Seller is owned by RKO, and will receive \$16.5 million, and \$9 million will be divided among competing applicants. Buyer is headed by Richard D. Buckley Jr., Richard S. Kosen, John J. Tommaney and Martha Buckley Fahnoe. Buckley Broadcasting Corp. of New York is licensee of WSEN(AM)-WSEN-FM Baldwinsville, NY, and has 25% interest in Buckley Broadcasting Corp. of Connecticut, licensee of WDR(AM)-WDRS-FM Hartford, CT, and 22.22% interest Buckley Broadcasting Corp. of California, licensee of KKH-AM-FM San Francisco and KLLY-FM Oildale, all California. Action Nov. 14.

■ WRKS(FM) New York, NY (BALH881212GI; 98.7

mhz; 7.8 kw; ant. 1,220 ft.).—Granted app. of assignment of license from S/C Communications to Summit-New York Broadcasting Corp. for \$50 million (BROADCASTING Dec. 12, 1988). Seller is owned by RKO General, subsidiary of GenCorp. Buyer is owned by trusts for the Gordon Gray family. Summit Communications Group Inc., ultimate parent of assignee, owns WAKR(AM)-WONE(FM) Akron, OH; WAOK(AM)-WVEE(FM) Atlanta, GA; WCAO(AM)-WXYV(FM) Baltimore, MD; KMEZ(AM)-KMEZ(FM) Dallas, TX; WONE(AM)-WTUE(FM) Dayton, OH; KLZ(AM)-KAZY(FM) Denver, CO and KFOR(AM)-KFRX(FM) Lincoln, NE. Action May 14.

■ WOFM-FM Moyoock, NC (BTCH890824HA; 92.1 mhz; 1.7 kw; ant. 420 ft.).—Granted app. of assignment of license from Joseph J. Kennedy, Michael Kromirs, James R. Reese and James F. Hunt to John Broomfield for \$3,075,000. Sellers have no other broadcast interests. Buyer is headed by Broomfield, who is currently vice president of Ragan Henry Broadcast Group Inc. Action Nov. 17.

■ WMMR(FM) Philadelphia (BTCH890726GU; 93.3 mhz; 29 kw; ant. 670 ft.); KTWV(FM) Los Angeles (BTCH890726GV; 94.7 mhz; 58 kw; ant. 2,835 ft.); WNEW(FM) New York (BTCH890726GW; 102.7 mhz; 7.8 kw; ant. 1,220 ft.); KILT-AM-FM Houston (AM: BTC890726HM; 610 khz; 5 kw-U; FM: BTCH890726HN; 100.3 mhz; 100 kw; ant. 1,920 ft.); WLLZ-FM Detroit (BTCH890726HO; 98.7 mhz; 50 kw; ant. 480 ft.); and WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia (AM: BTC890726HR; 730 khz; 5 kw-D; FM: BTCH890726HS; 105.9 mhz; 50 kw; ant. 410 ft.).—Granted app. of assignment of license from Sillerman-Magee Communications Management Corp. to Group W Radio Inc. for \$385 million ("Top of the Week," April 24). Sale also includes WMMR(FM) Philadelphia; KTWV(FM) Los Angeles and WNEW(FM) New York. Seller is headed by Robert F.X. Sillerman. Sillerman and Carl Hirsch are co-chairmen of Legacy Communications. Legacy owns KILT-AM-FM Houston and WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia, and has 79.9% interest in Metropolitan Broadcasting, which owns KTWV-FM Los Angeles, WNEW-FM New York and WMMR(FM) Philadelphia, and 50% of WNEW(AM). Buyer is headed by Burton Stanier. Radio division is headed by Dick Harris. Westinghouse Broadcasting Co. and Sillerman Representative Corp. own 81.9% (VS) and 18.1% (VS) of Group W Radio Acquisition Co., respectively. Following broadcast stations, including Auxilliary Broadcast license, are licensed to following subsidiaries of Westinghouse Broadcasting Co. or subsidiary corporations thereof: Group W Television Inc.: KYW-TV Philadelphia; KDKA-TV Pittsburgh; WJZ-TV Baltimore; WBZ-TV Boston, and KPIX(TV) San Francisco. Group W Radio Inc.: WINS(AM) New York; KDKA(AM) Pittsburgh; KYW(AM) Philadelphia; KODA-FM Houston; KQZY-FM Dallas; KQXT-FM San Antonio, TX; KMEO-AM-FM Phoenix; KFWB(AM) Los Angeles, KJQY-FM San Diego and KFBK(AM)-KAER-FM Sacramento, all California; WBZ(AM) Boston, and WMAQ(AM) Chicago. Action Nov. 22.

■ KDFT(AM) Ferris, TX (BAL890929ED; 540 khz; 250 w-D).—Granted app. of assignment of license from Lois B. Crain to Willis Broadcasting Corporation for \$1,650,000. Seller is also licensee of WAVN(AM) South Haven, MS, and has applications for new FM's in Electra, TX, and Holly Springs, MS. Buyer is headed by L.E. Willis Sr., who has interest in Crusade Broadcasting Corp., licensee of WING(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; Charlotte Christian Radio Inc., licensee of WGSF(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuilt FM, WVRG, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVF(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and Good Faith Broadcasting Inc., licensee of WGTM(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Action Nov. 22.

■ KODA-FM Houston, TX (BTCH891003HZ; 99.1 mhz; 100 kw; ant. 2,049 ft.).—Granted app. of assignment of license from Westinghouse Broadcasting Co. (Group W) to Paul Taft, trustee, for no financial consideration. Seller is licensee of KEZW(AM) Aurora, CO; WJZ-TV Baltimore; WBZ-AM-TV Boston; WMAQ(AM) Chicago; KQZY(FM) Dallas; KOSI(FM) Denver; KFWB(AM) Los Angeles; WINS(AM) New York; KYW-AM-TV Philadelphia; KMEO-AM-FM Phoenix; KDKA-AM-TV Pittsburgh; KFBK(AM)-KAER(FM) Sacramento, CA; KQXT(FM) San Antonio, TX; KJQY(FM) San Diego, and KPIX(TV) San Francisco. Group W radio division is headed by Dick Harris. Paul Taft owns 64.7% of Taft Broadcasting Co. and 54% of Northern New England Television. Taft Broadcasting Co. owns 83.6%, and Northern New England Television owns 16.4%, of WNNE-TV Inc., licensee of WNNE(TV) Hanover, NH-Hartford, VT. Taft Broadcasting is also licensee of four multi-point distribution service (MDS) stations in Texas (Dallas, Fort Worth, Galveston and Houston) and point-to-point microwave stations used in conjunction with MDS stations. Action Nov. 22.

■ WEIR(AM) Weirton, WV and WEIR-FM Cadiz, OH (AM: BAL890926GH; 1430 khz; 1 kw-U; FM: BALH890926GI; 106.3 mhz; 3 kw; ant. 264 ft.).—Granted app. of assignment of license from WEIR Radio Corp. to McGraw Broadcasting Corp. for \$406,200 ("Changing Hands," Oct. 16). Seller is headed by Donald Devorris, who has no other broadcast interests. Buyer is headed by Richard H. McGraw and his wife, Karen. McGraw also owns WELK(FM) Elkins, WV. Action Nov. 17.

■ KOMW-AM-FM Omak, WA (AM: BAL890920EF; 680 khz; 5 kw-D; FM: BALH890920EG; 92.7 mhz; 3 kw; ant. -836 ft.).—Granted app. of assignment of license from North Country Broadcasting Inc. to Andrist Telecommunications Enterprises for \$730,000. Seller is headed by Eric Carpenter, and has interest in KCUL(AM)-KCRK(FM) Colville, WA. Buyer is headed by John Andrist, who has interest in two low-power TV stations in Washington. Action Nov. 22.

■ WCUB(AM) Two Rivers, and WLTU(FM) Manitowoc, both Wisconsin (AM: BTC890908EC; 980 khz; 5 kw-U; FM: BTCH890908EC; 92.1 mhz; 1.69 kw; ant. 500 ft.).—Granted app. of assignment of license from John E. Severson to Lee Davis Jr. for transfer of stock. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 22.

New Stations

Applications AM's

■ Bakersfield, CA (BP891031AH)—Jerry J. Collins, receiver, seeks 1100 khz. Address: 1188 Padre Drive, Salinas, CA 93901. Principal is licensee of following translator stations: K244AU Two Harbors; K244AW Silver Bay; W249AM Duluth and K272BL Ely, all Minnesota. Jerry J. Collins, receiver, is licensee of WDCQ(AM) Pine Island, FL, by court appointment. Filed Oct. 31.

■ Oceano, CA (BP891031AE)—Catherine Kim Callicutt seeks 1120 khz. Address: 3333 Weeping Willow Court, Silver Spring, MD 20906. Principal has no other broadcast interests. Filed Oct. 31.

FM's

■ Port St. Lucie, FL (BPH891018MC)—Port St. Lucie Communications Inc. seeks 101.3 mhz; 6 kw; 328 ft. Address: 3733 University Blvd., Jacksonville, FL 32217. Principal is headed by James L. Clemons, 37% owner of Jetcom Inc., licensee of WJTT(FM) Red Bank, TN. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018ME)—Cityron Corporation seeks 101.3 mhz; 6 kw; 328 ft. Address: 1680 S.W. Bayshore Blvd., Port St. Lucie, FL 34984. Principal is headed by Cynthia S. Schweiger, Ron Howard Landy and Tyrone Terry Silas and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MF)—Port St. Lucie Broadcasting Corp. seeks 101.3 mhz; 6 kw; 328 ft. Address: 2041 S.E. Allamanda Dr., Port St. Lucie, FL 34952. Principal is headed by Patricia Ann Groza, Howard J. Alspach Jr. and Louis F. Varga and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891017MC)—St. Lucie Radio Corp. seeks 101.3 mhz; 5 kw; 328 ft. Address: 1698 Village Green Dr., Port St. Lucie, FL 34952. Principal is headed by Ray L. Sherwood and is owner and operator of WPSL(AM) Port St. Lucie, FL. Filed Oct. 17.

■ Port St. Lucie, FL (BPH891018MD)—Richard M. Carus seeks 101.3 mhz; 6 kw; 328 ft. Address: 15 Delaware Ave., Jericho, NY 11753. Principal has no other broadcast

interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MH)—St. Lucie Progressive Media Inc. seeks 101.3 mhz; 6 kw; 328 ft. Address: 11142 Raley Creek Dr., Jacksonville, FL. Principal is headed by Michele L. Vicari, Paul B. Christensen and Coronet S. Fuller and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MI)—Horton Broadcasting Co. seeks 101.3 mhz; 3 kw; 328 ft. Address: 2866 SE Ginza St., Port St. Lucie, FL 34952. Principal is headed by Helen B. Horton and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MG)—Blue Rainbow Broadcast System Inc. seeks 101.3 mhz; 6 kw; 328 ft. Address: 215 SW 17th Ave., Miami, FL. Principal is headed by Alina M. Gonzalez and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MN)—Evelt Communications Inc. seeks 101.3 mhz; 6 kw; 328 ft. Address: 211 SE Village Dr., Port St. Lucie, FL 34952. Principal is headed by Evelt L. Simmons and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MM)—Treasure Coast Broadcasting Partnership seeks 101.3 mhz; 6 kw; 328 ft. Address: 1324 Rushing Lane, Port St. Lucie, FL 34958. Principal is headed by Jacquelyn S. Bellinger and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MO)—Sue K. Schmidt seeks 101.3 mhz; 2.2 kw; 373 ft. Address: 320 Quail Forest Blvd., Naples, FL 33942. Principal has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MP)—Gantt Communications Inc. seeks 101.3 mhz; 6 kw; 328 ft. Address: P.O. Box 2071, Tallahassee, FL 32316. Principal is headed by Lucius B. Gantt and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MR)—Dean Communications Inc. seeks 101.3 mhz; 5.4 kw; 328 ft. Address: 5240 SW 7th Ave, Ocala, FL 32674. Principal is headed by Gregory D. Morey, Ronald J. Morey, non-voting stockholder of Dean Communications Inc., is sole stockholder, director, and president of Jarad Broadcasting Company, which has license and related authorization from FCC for WDRE-FM Garden City, NY. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MS)—Surfside Broadcasting seeks 101.3 mhz; 6 kw; 328 ft. Address: 7714 Crossover Dr., McLean, VA 22102. Principal is headed by Gregg P. Skall, Robert A. Bednarek and Philip A. Rubin and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891018MQ)—Banks Investment Co. seeks 101.3 mhz; 6 kw; 328 ft. Address: 5 North Third St., Memphis, TN 38114. Principal is headed by Frank J. Banks and has no other broadcast interests. Filed Oct. 18.

■ Port St. Lucie, FL (BPH891016MK)—Port St. Lucie Broadcasting LP seeks 101.3 mhz; 6 kw; 328 ft. Address: 2178 E. Dunbrook St., Port St. Lucie, FL. Principal is headed by Olivia B. Dunnigan, Richard H. Adams Jr. and John J. Rutledge and has no other broadcast interests. Filed Oct. 16.

■ Danville, IL (BPH891012MQ)—Kathleen D. Rollings seeks 94.9 mhz; 6 kw; 328 ft. Address: 410 Hilltop Rd., Champaign, IL 61821. Principal has no other broadcast interests. Filed Oct. 12.

■ Pinckneyville, IL (BPH891013MG)—O.L. Turner seeks 104.3 mhz; 3 kw; 328 ft. Address: 701 Commercial Harrisburg, IL 62946. Principal has no other broadcast interests. Filed Oct. 13.

■ Nashville, IN (BPH891011ML)—Julie J. Carey seeks 95.1 mhz; 1.60 kw; 636 ft. Address: 5367 Pershing Ave., St. Louis, MO 63112. Principal has no other broadcast interests. Filed Oct. 11.

■ Campbellsville, KY (BPH891012NG)—The Eagle Shelby Group seeks 99.9 mhz; 6 kw; 328 ft. Address: 111 Picardy Court, Elizabethtown, KY 42701. Principal is headed by Billy R. and Marilyn L. Evans, owners of WQXE-FM Elizabethtown, KY. Filed Oct. 12.

■ Campbellsville, KY (BPH891012NC)—Patricia Rodgers seeks 99.9 mhz; 3 kw; 328 ft. Address: 173 W. Owl Creek Rd., Campbellsville, KY 42718. Principal is headed by Lenn R. Pruitt and has no other broadcast interests. Filed Oct. 11.

■ Marion, MA (BPED891010MP)—Tabor Academy seeks 88.5 mhz; 0.019 kw; Address: Front St., Marion, MA 02738. Principal is headed by Philip Sanborn and has no other broadcast interests. Filed Oct. 10.

■ Troy, MO (BPH891002MP)—Betty A. Salois seeks 100.7 mhz; 6 kw; ant.: 328 ft. Address: Rte 1, Box 92, Bowling Green, MO 63334. Principal owns 31.5% of Pike County Broadcasting Co., licensee of KPCR-AM-FM Bowling Green, MO. She is also secretary-treasurer and

director of that corporation. Filed Oct. 2.

■ Troy, MO (BPH891006ND)—James C. MaGee seeks 100.7 mhz; 6 kw; ant.: 328 ft. Address: Hwy. 47, W-Tyme, Troy, MO 63379. Principal has no other broadcast interests. Filed Oct. 6.

■ Troy, MO (BPH891006MT)—Lee Brothers Partnership seeks 100.7 mhz; 3 kw; ant.: 328 ft. Address: 1207 Belleau Lake Estates, O'Fallon, MO 63366. Principal is headed by Gary L. Leu and has no other broadcast interests. Filed Oct. 6.

■ Laughlin, NV (BPH890913MJ)—William E. Fitts seeks 93.5 mhz; 100 kw; ant.: 1,889 ft. Address: 15525 Bohlman Rd., Saratoga, CA 95070. Principal has no other broadcast interests. Filed Sept. 13.

■ Laughlin, NV (BPH890913MF)—Laughlin Broadcasting LP seeks 93.5 mhz; 100 kw; ant.: 1,715 ft. Address: 9726 Chamock Ave., Los Angeles 90034. Principal is headed by Shirley Z. Inutan and has no other broadcast interests. Filed Sept. 13.

■ Laughlin, NV (BPH890914OA)—Nevada FM Broadcasters seeks 105.5 mhz; 100 kw; ant.: 1,617 ft. Address: 1856 Wellington Court, Henderson, NV 89014. Principal is headed by Marti J. Kravitz and has no other broadcast interests. Filed Sept. 14.

■ Manchester, NH (BPED891018ML)—Notre Dame College seeks 91.7 mhz. Address: 2321 Elm St., Manchester, NH 03104. Principal is headed by William Bushnell and has no other broadcast interests. Filed Sept. 18.

■ Essex, NY (BPH891012MO)—Bruce M. Lyons seeks 101.3 mhz; 0.86 kw; 849 ft. Address: 214 Liberty St., Schenectady, NY 12305. Principal has following broadcast interests: licensee of WSCM(AM) Cobleskill, New York; 51% shareholder of Radioactive Group Inc., which is licensee of WXXX(FM), Newport, NH, and WSHQ(FM) Cobleskill, and WSHZ(FM) Rotterdam, both New York. Filed Oct. 12.

■ Essex, NY (BPH891012NB)—R.J. Winter Inc. seeks 101.3 mhz; 0.52 kw; 774 ft. Address: 8 Main St., Essex Junction, VT 05452. Principal is headed by Richard Winter and has no other broadcast interests. Filed Oct. 12.

■ Essex, NY (BPH891012NF)—Paul S. Goldman seeks 101.3 mhz; 1.273 kw; 715 ft. Address: 32 Woodbine, Colchester, VT 05446. Principal owns 13.53% of James Broadcasting Corp., licensee of WVMT(AM) Burlington, VT, and WJTN(AM)-WWSE-FM Jamestown, NY. Goldman is vice president and general manager, WVMT(AM). Filed Oct. 12.

■ London, OH (BPH891011MM)—CVC Capital Corp. seeks 106.3 mhz; 3 kw; 328 ft. Address: 131 E. 62nd St., NY 10021. Principal is headed by Joerg G. Klebe and has no other broadcast interests. Filed Sept. 11.

■ Allentown, PA (BPED891019MF)—Lehigh Valley Community Broadcasters seeks 89.3 mhz; ant.: 803 ft. Address: P.O. Box 1456, Allentown, PA 18105. Principal has no other broadcast interests. Filed Oct. 19.

■ Mount Juliet, TN (BPH891012MK)—Mount Juliet Radio Partners seeks 106.7 mhz; 3 kw; ant.: 328 ft. Address: 1119 Blue Springs Rd., Franklin, TN 37064. Principal is headed by Susan G. Hillenmeyer, Margaret Ann Wells, Donna J. Kiley, Joyce D. Brenzel, Wanda D. Cooper and Frances W. Larsen and has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012NH)—Lori N. Walker seeks 106.7 mhz; 3 kw; ant.: 328 ft. Address: 2027 Breckinridge Dr., Mount Juliet, TN 37122. Principal has no other broadcast interests. Filed Oct. 10.

■ Mount Juliet, TN (BPH891012MN)—Edith M. Gelfand seeks 106.7 mhz; 6 kw; ant.: 328 ft. Address: 1109 17th Ave., Nashville 37212. Principal has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012MT)—Q Prime Inc. seeks 106.7 mhz; 6 kw; 328 ft. Address: 212 11th St., Hoboken, NJ 07030. Principal is headed by Clifford N. Brunstein and Peter D. Mensch and has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012NE)—Rita Broadcasting Co. seeks 106.7 mhz; 3 kw; 328 ft. Address: Box 290, Stewart's Ferry Pike, Mt. Juliet, TN. Principal is headed by Yolanda G. Pinhal and has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012MW)—Cumberland Broadcasting Partnership seeks 106.7 mhz; 6 kw; 328 ft. Address: 1819 L. St., NW, Washington, DC 20036. Principal is headed by William S. Cerny, George Chopivsky, Bernard Barczak and Neil Shapiro and has no other broadcast interests. Filed Oct. 12.

■ Amarillo, TX (BPH891011MI)—John A. Gay Jr. seeks 105.7 mhz; 6 kw; Address: 1603 W. 8th, Amarillo, TX 79101. Principal has no other broadcast interests. Filed Oct. 11.

■ Amarillo, TX (BPH891010ME)—John W. Barger seeks 105.7 mhz; 2.2 kw; ant.: 541 ft. Address: 2819 Woodcliffe, #204, San Antonio, TX 78230. Principal has no other broadcast interests. Filed Oct. 10.

■ Bowling Green, VA (BPH891012ML)—Advanced Radio Systems Inc. seeks 96.9 mhz; 6 kw; ant.: 328 ft. Address: 1944 Foxhall Rd., McLean, VA 22101. Principal is headed by James R. Audet and has no other broadcast interests. Filed Oct. 12.

■ Bowling Green, VA (BPH891011MH)—Donna M. Mavritte seeks 96.9 mhz; 3 kw; ant.: 328 ft. Address: 908 Applewood St., Capital Heights, MD 20743. Principal has no other broadcast interests. Filed Oct. 11.

TV

■ Sheridan, WY (BPCT891030KN)—SJL Montana LP seeks ch. 9; 1.78 kw; 954 ft. Address: 3203 3rd Ave., North Billings, MT. Principal has no other broadcast interests. Filed Oct. 30.

Actions

FM's

■ Clarksville, GA (BPH871026ML)—Granted app. of Clara Morris Martin for 102.9 mhz; 3 kw; 328 ft. Address: 320 Summitt St., Box 14, Cornelia, GA 30531. Principal has no other broadcast interests. Action Nov. 22.

■ Lihue, HI (BPED890112MT)—Granted app. of Hawaii Public Radio for 90.1 mhz; 25 kw; 328 ft. Address: 738 Kaheka St., Honolulu, HI 96814. Principal is headed by Clarence A. Eblen and has no other broadcast interests. Action Nov. 27.

■ Chicago, IL (BPED880324MA)—Granted app. of St. Xavier College for 88.3 mhz; 0.26 kw. Address: 3700 W. 103rd St., Chicago, IL 60655. Principal is headed by Joan Bransfield, trustee, and has no other broadcast interests. Action Nov. 22.

■ Salisbury, MD (BPH860507QE)—Granted app. of Connor Broadcasting Corp. for 98.9 mhz; 3 kw; 328 m. Address: 1633 North Division Street, Salisbury, MD 21801. Principal is headed by Parker J. Connor and has no other broadcast interests. Action Nov. 16.

■ Meridian, MS (BPH880505OL)—Returned app. of Ernest Tiger and Harold McBrayer for 102.1 mhz; 3 kw; 354 ft. Address: P.O. Box 844, Meridian, MS 39302. Principals have no other broadcast interests. Action Nov. 22.

■ Wiggins, MS (BPH860918OB)—Granted app. of John F. White for 97.9 mhz; 3 kw; 328 ft. Address: Rt. 2, Box 274, Poplarville, MS. Principal has no other broadcast interests. Action Nov. 15.

■ Omaha, NE (BPED840323CB)—Granted app. of Family Stations Inc. for 88.1 mhz; 1.12 kw; 1275 ft. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is headed by Harold Camping and is licensee of nine AM's, 38 FM's and one TV (for list, see "Ownership" above). Action Nov. 20.

■ Moultonborough, NH (BPH860902MA)—Granted app. of SFB Corp. for 106.9 mhz; 0.074 kw; 6468 ft. Address: P.O. Box 577, Moultonborough, NH 03254. Principal is headed by G. Bradford Tiffany and has no other broadcast interests. Action Nov. 16.

■ Manchester, NH (BPED890516MJ)—Returned app. of Knowledge for Life for 91.7 mhz; 0.10 kw; 885 ft. Address: 134 Hollis Rd., Amherst, NH 03031. Principal is headed by Ronald A. Tannariello and has no other broadcast interests. Action Nov. 22.

■ Old Forge, NY (BPH880713MK)—Dismissed app. of Deborah A. Curley for 99.7 mhz; 0.96 kw; 567 ft. Address: P.O. Box 703, Old Forge, NY 13402. Principal has no other broadcast interests. Action Nov. 14.

■ Marysville, OH (BPH871202OB)—Granted app. of Charles H. Hutchinson and Richard H. Riggs for 105.7 mhz; 3 kw; 328 ft. Address: P.O. Box 1137, Lima, OH 45802. Principal has no other broadcast interests. Action Nov. 16.

■ Tishomingo, OK (BPH890112MC)—Granted app. of Ballard Broadcasting of Oklahoma Inc. for 88.3 mhz. Address: P.O. Box 68, Atoka, OK 74525. Principal is headed by Ladew Ballard and has no other broadcast interests. Action Nov. 22.

■ Cleveland, TX (BPH890112MC)—Returned app. of Stars the Limit Partnership for 97.1 mhz; 100 kw; 984 ft. Address: 2770 Fountain View, New Caney, TX 77357. Principal is headed by Phoebe Jones and has no other broadcast interests. Action Nov. 22.

■ Littlefield, TX (BPH890123MS)—Dismissed app. of Stebbins Broadcasting Co. for 95.5 mhz; 3 kw; 328 ft. Address: Box 192, Littlefield, TX 79339. Principal is headed by Dave Stebbins, general partner and 50% owner of applicant and individual licensee of KZZN(AM) Littlefield, TX. As licensee, Dave C. Stebbins has, in past, had routine applications related to KZZN pending before commission.

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Janet Lee Stebbins, general partner and 50% owner of applicant, serves as sales manager for KZZN Littlefield, TX. Dave C. Stebbins and Janet Lee Stebbins are husband and wife. Should applicant receive grant of construction permit sought herein as result of comparative hearing, Dave C. Stebbins commits to divest himself of KZZN, and Janet Lee Stebbins commits to sever all ties and relationships with KZZN. Action Nov. 24.

■ Exmore, VA (BPH880324MP)—Granted app. of Seashore Broadcasting Co. for 106.1 mhz; 3 kw. Address: 3301 Colley Ave., Norfolk, VA 23508. Principal is headed by John Harris and has no other broadcast interests. Action Nov. 21.

■ Saltville, VA (BPH890214MG)—Granted app. of Mountain Media of Virginia for 106.1 mhz; 3 kw. Address: 2567J Mountain Lodge Circle, Birmingham, AL 35216. Principal is headed by William J. Pennington, Thomas A. Dibacco and Robert L. Germain Jr. Pennington is 24% owner of WCOG(AM)-WZBZ(FM) Ridgeland, SC. He is 50% owner of WPNI, CP for new broadcast station, Kentland, IN. Action Nov. 16.

TV

■ Los Angeles, CA (BPCT881101KG)—Dismissed app. of Citylight Communications Inc. for ch. 11. Address: 200 N. Robertson Blvd., Beverly Hills, CA 90211. Principal is headed by Dennis Hernandez and has no other broadcast interests. Action Nov. 21.

Facilities Changes

Applications

FM's

■ Boston, MA WROR(FM) 98.5 mhz—Oct. 24 application for CP to change ERP: 9.0 kw; change ant.: 1144 ft. H&V.

■ Pittsburgh, PA WRCT(FM) 88.3 mhz—Nov. 8 application for CP to change ERP: 1.50 kw H&V.

■ Dayton, TN WTCX(FM) 104.9 mhz—Oct. 30 application for CP to change ERP: 1.15 kw H&V; ant.: 533 ft. H&V; change TL: 2.7 km SW of intersection of US Hwy. 27 and Blackoak Ridge Rd. on Bean Ridge, TN.

■ Galax, VA WBRF(FM) 98.1 mhz—Oct. 31 application for Mod of CP (BPH8701021A) to change TL: Fisher Peak, 5.2 km NE of Lowgap, NC.

TV

■ Visalia, CA KMPH(TV) ch. 26—Nov. 14 application for Mod of CP (BPCT810227KG) to change ERP: 3214 kw (vis); ant.: 2571 ft.; ant: Andrew/ATW18H8-HTC-26 (DA)(BT); 36 40 02N 118 52 42W.

Actions

AM's

■ Blythe, CA KJMB(AM) 1450 khz—Nov. 20 application (BP891006AE) dismissed for CP to make changes in antenna system.

■ Punta Gorda, FL WQLM(FM) 92.7 mhz—Nov. 24 application (BMPH890921IH) dismissed for Mod of CP (BPH8803161B) to change ant.: 492 ft. H&V; TL: 7.8 km N. of Shell Rd. and Florida 74 intersection, Punta Gorda, FL.

■ Eatonton, GA WKVQ(AM) 1520 khz—Nov. 17 application (BP890929AD) granted for CP to change TL: to Eatonton, GA: 33 19 19N 83 25 03W.

■ Portage, PA WWMJ(AM) 1470 khz—Nov. 20 application (BP890512AC) dismissed for CP to reduce day power to .525 kw and make changes in antenna system.

FM's

■ Honolulu, HI KHHH(FM) 98.5 mhz—Nov. 27 application (BPH8905191A) granted for CP to change ERP: 60 kw H&V; change ant.: 75 ft. H&V; TL: 1188 Bishop St., Honolulu, HI. Amended Sept. 7, 1989, and Oct. 20, 1989, to change ERP: 51 kw H&V; and ant.: 59 ft. H&V.

■ New Haven, IN 107.9 mhz—Nov. 20 application (BMPH8908151D) granted for Mod of CP (BPH870615MC) to change ERP: 2.5 kw H&V; ant.: 357 ft. H&V; TL: 2915 Maples Rd., Fort Wayne, IN.

■ Oakdale, LA KICR(FM) 104.9 mhz—Nov. 20 application (BPH8906071E) granted for CP to change freq: 98.7 mhz; change ant.: 567 ft. H&V; TL: 3.2 km E. of Forest Hills, LA, on Blue Lake Rd.

■ Athol, MA 99.9 mhz—Nov. 17 application (BMPH8909071D) granted for Mod of CP (BPH880107MW) to change ERP: 1.86 kw H&V; ant.: 406 ft. H&V.

■ Sleepy Eye, MN KSEB(FM) 107.3 mhz—Nov. 22 application (BMPH8906061I) granted for Mod of CP

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(BPH870827NA) to change ERP: 1.13 kw H&V; ant.: 528 ft. TL: 7.5 km NW of Sleepy Eye, bearing 315 degrees, Brown County, MN.

■ Haverhill, NH WYKR-FM 101.3 mhz—Nov. 21 application (BMPH890630IF) granted for Mod of CP (BPH870331PC) to change ant.: 39 ft. H&V; TL: on Tewksbury Rd. in Northern Haverhill, NH.

■ South Bristol Twp., NY WZSH(FM) 95.1 mhz—Nov. 16 application (BMPH890613IB) granted for Mod of CP (BPH851220ID) to change 426 ft. H&V.

■ Wilson, NC WAHD-FM 90.5 mhz—Nov. 22 application (BMPED890830IB) granted for Mod of CP (BPED840229CC) to change ERP: 3.80 kw H&V; ant.: 98 ft. H&V; change TL: 2351 Gordon and Pulley Rd., Zebulon, NC; 35 47 48N 78 18 31W.

■ Cleveland Heights, OH WRQC(FM) 92.3 mhz—Nov. 22 application (BMPH890817IC) granted for Mod of CP (BPH871106IZ) to modify directional antenna to reflect measured pattern.

■ Cadiz, OH WEIR-FM 106.3 mhz—Nov. 16 application (BPH890606IF) granted for CP to change ERP: 2.45 kw H&V; change ant.: 350 ft. H&V.

■ Charlottesville, VA WVTU-FM 89.3 mhz—Nov. 22 application (BMPED890818MI) granted for Mod of CP (BPED870722MA) to change ERP: 0.197 kw H&V; ant.: 1692 ft. H&V; TL: State Hwy 622 at the Appalachian Trail, 7 km E. of Waynesboro, Albemarle, VA; change DA.

Actions

■ Salinas, CA. Dismissed with prejudice application of B.F.J. Timm for new FM station at Salinas. (MM docket 87-338, by MO&O [FCC 89R-73] adopted Nov. 16 by Review Board.)

■ Mount Vernon, IN. Granted application of Posey County Broadcasting Corp. for new FM station on channel 294A (106.7 mhz) at Mt. Vernon; denied competing application of Southern Indiana Broadcasting. (MM docket 88-84, by Decision [FCC 89R-74] adopted Nov. 17 by Review Board.)

■ Georgetown, KY. Granted renewal, subject to EEO reporting conditions, for licenses of Maycourt Company for WBBE(AM)-WMGB-FM Georgetown, but notified licensee of apparent liability for \$18,000 forfeiture for failure to comply with Commission's EEO requirements. (By Letter [FCC 89-286] adopted Sept. 29 by Commission.)

■ Irondequoit, NY. Denied petition by Emmy Hahn LP for reconsideration of earlier order denying reconsideration of order returning its applications for CP for new FM station on Channel 294A (106.9 mhz) at Irondequoit. (By MO&O [FCC 89-288] adopted Oct. 13 by Commission.)

■ Northumberland, PA. Granted application of William Phillip Zurick for new FM station at Northumberland and denied competing application of Rebecca L. Boedker. (MM docket 88-304, by Initial Decision [FCC 89D-53] issued Nov. 21 by Acting Chief ALJ Tierney.)

■ Philadelphia, PA. Granted Group W Acquisition Company permanent waiver of one-to-a-market rule to permit ownership of WMMR(FM) and KYW-TV, both in Philadelphia. (By Letter [FCC 89-324] adopted Nov. 20 by Commission.)

Allocations

■ Moulton, AL. Effective January 11, 1990, amended FM table by allotting channel 276A (103.1 mhz) to Moulton as its first FM service. Filing window opens Jan. 12, closes Feb. 12, 1990. (MM docket 88-450 by R&O [DA 89-1457] adopted Nov. 8 by chief, Allocations Branch, Mass Media Bureau.)

■ Vacaville and Middletown, CA. Effective Jan. 12, amended FM table to substitute channel 237B1 (95.3 mhz) for channel 237A at Vacaville and modify KUIC(FM)'s license accordingly. (MM docket 88-491, by R&O [DA 89-1489] adopted Nov. 13 by chief, Allocations Branch, Mass Media Bureau.)

■ Clermont and Cocoa, FL. Effective January 12, amended TV table of allotments and modified license of WRES(TV) Cocoa to specify operation on channel 68 in lieu of channel 18 and modified license of WKCF(TV) Clermont to specify operation on channel 18—in lieu of channel 68. (MM docket 89-68, by R&O [DA 89-1509] adopted Nov. 20 by chief, Allocations Branch.)

Call Letters

Applications

Existing AM's

KXAM(AM) KZZP Embee Broadcasting Inc., Mesa, AZ
 WTIN(AM) WGNB Global Broadcasting Inc., Indian Rocks Beach, FL
 WCNT(AM) WAME Broadcast Equities Inc., Charlotte, NC
 WDR(AM) WVOI Floyd Anderson, Toledo, OH

Existing FM's

WBLM(FM) WTHH Fuller-Jeffrey Broadcasting Corp., Portland, ME
 WTHH(FM) WBLM Beacon Broadcasting Corp., Lewiston, ME
 KKNT(FM) KJIL Broadcast Equities Inc., Bethany, OK
 WRKK(FM) WYRS S&P Broadcasting LP II, Jersey Shore, PA

Grants

New FM's

KTTZ(FM) Desert West Air Ranchers Corp., Ajo, AZ
 KRGF(FM) Q Prime Inc., Greenfield, CA
 KRAC(FM) Morgan Hill Broadcasting, Morgan Hill, CA
 WEOA(FM) Heart of Citrus Inc., Beverly Hills, FL
 WJED(FM) Shady Grove Baptist Church, Dogwood Lakes Estate, FL
 WHFE(FM) Lakeland Broadcasters Inc., Lakeland, GA
 WHAY(FM) Tim Lavender, Whitley City, KY
 KRBG(FM) Owensville Communications Co., Bunkie, LA
 WHAA(FM) Tanist Broadcasting Corp., Madison, ME
 KRAQ(FM) Jackson Broadcasting Co., Jackson, MN
 KRAA(FM) Tri-County Broadcasting, Perryville, MO
 KRGS(FM) Mountain River Broadcasting Inc., W. Yellowstone, MT
 KRBO(FM) Patmor Broadcasting Group, Las Vegas, NV
 KLUK(FM) Jackie Ray Reeves, Laughlin, NV
 KRBJ(FM) Taos County Radio, Taos, NM
 WCFE-FM N.E. NY County Inc., Plattsburgh, NY
 WPMR(FM) Tiab Communications Corp., Tobyhanna, PA
 KRAX(FM) Tom-Tom Communications Inc., Rapid City, SD
 KRBH(FM) Radio Media Inc., Hondo, TX
 KTPB(FM) Kilgore Junior College, Kilgore, TX
 WHFD(FM) William Carlton Link, Lawrenceville, VA
 KRAO(FM) Dakota Communications LP., Colfax, WA
 WHFI(FM) Monroe County Board of Education, Lindsie, WV
 KRGA(FM) Tommy P. and Linda S. Woolsey, Kemmerer, WY

New TV's

KZJG(TV) Longmont Channel 25 Inc., Longmont, CO
 KRBU(TV) Family Broadcasting Co., Cedar Rapids, IA
 WEVW(TV) Ralph D. Albertazzie, Martinsburg, WV
 KRBO(TV) K2 Radio, Calif LP, Sheridan, WY

Existing AM's

WYSY(AM) WMRO Midwest Broadcasting of Chicago Inc., Aurora, IL
 WPDJ(AM) WCER A.C.M.E. Inc., Fort Wayne, IN
 KMJI(AM) KRMD AmCom of Louisiana Inc., Shreveport, LA
 WKZN(AM) WJBQ Great Portland Wireless Talking Machine Co., Gorham, ME

WSNQ(AM) WMJZ Classic Radio Inc., Gaylord, MI
 WXL(AM) WMTX Contemporary Communications Corp., Biloxi, MS
 WKNN(AM) WPMO Southern Starr of Mississippi Inc., Pascagoula, MS
 WRKT(AM) WFXO Rambaldo Communications Inc., Northeast, PA
 WOJY(AM) WMGZ National Communications Systems Inc., Sharon, PA
 KTEO(AM) KOJO KTEO Media West Inc., San Angelo, TX
 WBSK(AM) WRAP Three Chiefs Inc., Portsmouth, VA

Existing FM's

WNPT-FM WBAN Linden Radio Joint Venture, Linden, AL
 KKUR(FM) KMYX Eric/Chandler Communications of Ventura Inc., Encing, CA
 KLRS(FM) KLRS-FM Fuller-Jeffrey Broadcasting Corp. of Santa Cruz, CA
 KYAY(FM) KATD Royal Broadcasting Inc. of California, Los Gatos, CA
 KFRG(FM) KQLH Keymarket of California Inc., San Bernardino, CA
 WNFB(FM) WQPD Arso Radio Corp., Lake City, FL
 WQXJ(FM) WLFA Richard J. Turner Jr., Clayton, GA
 WSTR-FM WQXI-FM Jefferson-Pilot Communications Co., Smyrna, GA
 KMJC-FM KLIO Arrow Communications Inc., Clinton, IA
 WMXD(FM) WVAE Fritz Broadcasting Inc., Detroit, MI
 WMSH(FM) WSTR-FM Forum Communications Inc., Sturgis, MI
 WXL(AM) WXL(AM) Contemporary Communications Corp., Gulfport, MS
 WKNN-FM WKNN Southern Starr of Mississippi Inc., Pascagoula, MS
 WBT-FM WBCY Jefferson-Pilot Communications Co., Charlotte, NC
 WGQR(FM) WSAD WCTN Inc., Elizabethtown, NC
 WXVK(FM) WZTX Ohio Valley Broadcasting Inc., Coal Grove, OH
 WBZW(FM) WLMA Holmes Radio Corp., Loudonville, OH
 WLCY(FM) WNQQ Longo Media Group Inc., Blairsville, PA
 WFRA-FM WVEN Northwestern Pennsylvania Broadcasting Co., Franklin, PA
 WRKT-FM WRKT Rambaldo Communications Inc., Northeast, PA
 WOJY-FM WMGZ-FM National Communications Systems Inc., Sharpsville, PA
 WHLP-FM WCQT William A. Potts, Centerville, TN

Existing TV's

WKAY(TV) WZDH Community Action Communications Inc., Kannapolis, NC
 WEMT(TV) WETO East Tennessee Broadcasting Corp., Greeneville, TN

Call sign applications or assignments deleted or rescinded by commission

New FM's

KOUC(FM) R&D Partners, Opelousas, LA
 KBCK(FM) KCGL Radio Property Ventures, Centerville, UT
 WMEY(FM) Carmel Communications LP, Seymour, TN

New TV

WGBZ(TV) Gator Broadcasting LP, Gainesville, FL

Call letter request withdrawn at applicant's request

Existing TV

WCCS-TV WMCF-TV League of Prayer Inc., Montgomery, AL

Classified Advertising

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Aggressive general managers needed for Sunbelt properties with rapidly growing group. Must be able to lead developing sales staff through highly competitive turn-around situations while controlling expenses and managing budgets. Resume, salary requirements to Box N-3. EOE.

General manager: WBKR-FM/WOMI-AM Owensboro, KY/Evansville, IN, independently owned, seeks a general manager with a record of strong people skills, steady achievement, and at least 5 years GM experience. We offer excellent compensation with potential for equity. Send letter of introduction and resume to Sue Trautwein, Box 1480, Owensboro, KY 42302. EOE.

General sales manager for KRNT/KRNQ, Des Moines. We are seeking an aggressive, assertive trainer, leader and motivator. Please send your resume to Gary Voss, KRNT/KRNQ, 1416 Locust St., Des Moines, IA 50309. EOE.

General manager: Group operator in a North Central state is seeking a person with established success in small market FM stations as a general manager. Broad hands-on understanding of radio station operations, a sales background and excellent people skills necessary. Send resume and salary history to Box N-18. EOE.

Sales manager. Experienced manager needed to lead, motivate and train. Join a growing company and live in beautiful Central Virginia. Equity position will be considered. Send resume to George Douglas, WGOL/WLLL, PO Box 11529, Lynchburg, VA 24506. EOE.

General sales manager: Fast-growing radio group with a station on the beach and one hour from LA is looking for an experienced general sales manager to take a soon-to-be #1 format to #1 in sales. Please call Terry Finn at 805-653-5111. EOE.

General sales manager for new FM station acquisition in San Antonio, Texas. Dynamic new group seeks strong motivator, aggressive leader who is success driven. Fantastic opportunity to build your own sales team. Experienced winners only. Excellent compensation package. Send resume and letter stating your sales management philosophies to Jack E. Hogan, General Manager, Waldron Broadcasting, Inc., 9321 Warriors Creek Dr., San Antonio, TX 78230. An equal opportunity employer.

GM of a prime California AM/FM in a growing mountain community - leading to ownership. Are you ready for this? Reply Box N-25. EOE.

Sales managers: Great opportunity with aggressive, growing broadcast group in the Mid-Atlantic areas. Compensation includes salary, incentives, equity participation tied to performance. Resume: Tschuddy Communications Corp., 15 Campbell St., Luray, VA 22835. EOE.

General manager: Double digit CHR in Midwest market of 500k. We offer a great staff, a marvelous facility and an excellent quality of life environment. If this interests you and you are a motivator, leader, organizer and you are bright, disciplined, goal oriented and an outright winner, we need to hear from you. We promise complete confidentiality and the opportunity to join a great group. This is the perfect opportunity for a general manager or sales manager on the way up. Please respond to: Steve Winters, Broadcast Services, 1650 Tysons Blvd., Suite 790, McLean, VA 22102. EOE.

General manager/general sales manager. Combo in small scenic Big 10 college town needs energetic, bottom line manager to train/lead sales staff, direct programming/promotional efforts, become active member of community. Great facility, staff and competitive salary to one with proven successful skills in general/sales management, expense control, creating revenue. If you have sound attitudes, want to give up the high blood pressure of large/medium markets and still maintain the drive to succeed, send resume and salary requirements to Box N-28. EOE.

GM: Christian Talk & Information, Houston. Sales leadership required. Nationwide chain. Contact Dick Marsh, Pres., Marsh Broadcasting Corp., 1124 East Alosta Ave., Glendora, CA 91740, 818-914-7717. EOE.

HELP WANTED SALES

WBAZ, 101.7FM, Eastern Long Island Class A doubling power. Will add three sales persons on Long Island and open sales office along Connecticut shore between New Haven and New London. Wants smart, tenacious, and creative retail sales developers, who can sell quality product to decision makers. Send resume to: General Manager, WBAZ, Box 1200, Southold, NY 11971. EOE.

Hudson Valley: #1 station has list available. Rare opportunity. Experience necessary. Don't hesitate, immediate availability. WCZX-FM, Poughkeepsie, NY 914-454-7400. Robert DeFelice, GSM. EOE. M/F.

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Account executive for established station about to double power, reaching market of 100,000. Highly competitive area requires proven performer. Award-winning New England small market Combo. EOE/AA. Box N-16.

Account executive: WSNi/WPGR, strong AC in 4th largest market. Minimum 2 years of radio sales experience and successful track record with new business a must. Earning potential 30-60K first year. Resumes & references only to: Meg DeLone, GSM, One Bala Plaza, Bala Cynwyd, PA 19004. EOE.

Wanted: Account executive. Radio sales experience preferred. Sales experience required. Box N-21. EOE.

We need sales reps! We are a rapidly growing company that provides sales promotions to radio stations. If you are experienced in radio sales or management, are a closer, like to travel and earn excellent income, send resume to American Promotions, Inc., PO Box 210529, Nashville, TN 37221. EOE.

Local sales street fighter: Write your own ticket as sales manager of eastern North Carolina Combo. Winners only! Rick, 919-447-0101. EOE.

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Air personality: Successful commercial 50,000 watt FM Christian Light Contemporary music station with high ratings needs 1st class veteran for morning drive. This experienced professional must be warm and friendly with excellent one-on-one communication skills. Knowledge of Christian music, proven success in competitive format and leadership ability are needed. Must also have PR skills. Position offers competitive salary, excellent benefits, friendly work environment and career potential. Send tape/resume: Doug Smith, WFRN/WCMR, Box 307, Elkhardt, IN 46515. EOE.

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Chief engineer needed for two adjacent and high level southeast Missouri radio stations. State of the art equipment. Two full time 1 Kw AM's and one full Class C FM. One to two years experience in broadcast engineering preferred. Competitive starting salary and benefits. Call Tom Bair, 314-756-6476 or send resume to: PO Box 461, Farmington, MO 63640. EOE.

Chief engineer for group owned Class C FM and 10,000 watt/710 Mhz AM Combo. Must possess SBE or FCC General certification. Send resume and salary history to Bob Russell, KGNC/KMLT, PO Box 351, Amarillo, TX 79189. EOE.

Radio engineer for University 30,000 watt Public Radio facility. Full benefit package. Modern equipment in a new building. Experience in RF and studio maintenance. FCC General Class or SBE certificate preferred. Review of applications will begin on December 15, 1989 and continue until the position is filled. Send resume and 3 letters of reference to General Manager, WMUB, Miami University, Oxford, OH 45056. Miami University is an Affirmative Action/Equal Opportunity employer.

HELP WANTED NEWS

News director/newsperson. Minimum 1 year experience. T&R: GM, PO Box 8205, Rapid City, SD 57709. EOE. Minorities/females encouraged.

News producer/reporters: Gather, produce, and present news reports; research topics; create information segments and news features. One position will anchor Saturday programming. On-air fundraising participation required. Bachelor's degree plus two years' experience. Salary: \$18,000 yearly. Receipt deadline: January 15. Target starting date: February 19. For complete job description and application requirements, contact: Denise Suerth, WILL-AM-FM, 810 South Wright St., Room 228, Urbana, IL 61801. 217-333-0850. EOE/AA.

Radio producer/news: For NPR station at the University of Missouri. Bachelor's degree in Broadcast Journalism or related area. Good supervisory skills. Ability to develop ideas for news stories and features and produce features for NPR. This person will anchor Morning Edition. Salary in mid-teens plus excellent benefits. Please send resume, cover letter and audition tape to: Personnel Services, 130 Heinkel Bldg., UM, 201 South 7th St., Columbia, MO 65211. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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. Must be good communicator. Some travel required. Send resume with salary history to ENTERCOM, 100 Presidential Blvd., Suite 10, Bala Cynwyd, PA 19004. Equal Opportunity employer.

Traffic manager. Two years experience with computer traffic system. Great station, #1 in market. WCZX-FM, 319 Mill St., Poughkeepsie, NY 12601. 914-454-7400. EOE. M/F. Immediate.

Production manager: Chicago Suburban AM/FM looking for creative individual who is a self starter and team player. Successful candidate must have proven track record. Call Ed Morris, 815-726-4761. EOE.

Radio producer/reporter for aggressive news department. Three years experience required. Competitive salary and liberal benefits. Send resume and cassette to: Jim Johnston, News Director, WAER, Office of Human Resources, Skytop Office Bldg., Syracuse, NY 13244. Deadline: December 22nd. EOE/AA.

SITUATIONS WANTED MANAGEMENT

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.

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.

Former station owner with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA. 93922.

Experienced, successful, general manager seeks career advancement. Strong in sales and sales training; programming; marketing; understands bottom line; motivates his team by example. GM position only, small to medium market. Prefer Mid-west. 218-326-8391, Jack.

Station owners: You have the radio station but need someone with strong sales ability and "people" talent to run it. I have the experience and a strong broadcast and sales background and I am looking for an equity position in an operation such as yours. Can we talk? Write Box N-17.

SITUATIONS WANTED ANNOUNCERS

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

Talk Show host. 7 years on air Hands-on production, news reporting, anchoring, announcing, and Talk Show experience. 904-854-1718.

SITUATIONS WANTED NEWS

Attractive Black female, selected for NAB's Minority in Broadcast Career Training Program. seeks FT reporter position. BA. Newsroom experience. Relocate immediately. Miss. Williams, 213-257-0572.

Would you take a chance on a guy who's been in the newspaper business 8 years and wants to start over again in broadcasting without any experience at it professionally? I'd be a unique personality to sportscasting: I'm a journalist and a non-jerk who knows what he's talking about. I can write, and I can rescue the art of interviewing. Have demo tape and solid references. Steve. 301-486-7440.

Sportscaster. Strong PBP. Versatile with production knowledge. News, host experience. Hard worker. Recent college grad with degree Jay, 312-764-5369.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Multi-formatted programing specialist. Top management credentials. 5 years #1 ARB stations. Prefer East Coast, especially Florida. Call Bill James, 804-232-5197

If your News/Talk needs visability, sense of community motivated staff, this PD/ND can deliver. Audience-conscious, promotion-minded, with journalistic integrity. For a product people will talk about. 805-298-9471, afternoons, evenings.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Deserve a better job? Here it is! Hundreds of jobs each week - guaranteed. All positions - Nationwide. Special six-week introductory offer \$20. Reply today. The job you've wanted may be in next week's edition! Classified Communication, PO Box 4065-B, Campbellsville, KY 42719-4065.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager, Chicago. Minimum three years experience selling independent television and successful national sales rep experience. Looking for highly motivated self-starter. EOE, M/F. Resumes only to: General Manager, WGBO-TV, 875 N. Michigan, Ave., #3141, Chicago, IL 60611. No phone calls please. A Combined Broadcasting station

KXAN-TV has a national sales manager position open. Candidate must be willing to travel extensively, and have at least three (3) years of local and/or national sales experience with BA/BS in Business, Economics, Advertising or related fields. Existing LSM or NSM preferred. Also, excellent skills in research, sales, promotions and presentations are mandatory. Cover letter & resume to: Lyle Banks, General Sales Manager, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls, please. Position closes 12/29/89. EOE.

WDSI Fox 61, part of a small Southeastern independent television group, is planning a major technical up-grade for the spring of 1990: New transmitter, tower and antenna and a complete new studio package. We need a creative, dynamic, experienced individual to lead our young local sales staff into the 90s. This is an exceptional opportunity for the right person. Send resume to Ray Hansen, GSM, 2401 E. Main St., Chattanooga, TN 37404. FAX: 615-697-0650. No phone calls, please. EOE.

Local sales manager. KITN-TV is looking for an experienced and successful local sales manager for the #1 sports station and Fox affiliate. Candidate must be able to lead sales team in developing and implementing sports & promotional sales opportunities. Minimum 2 years TV sales management experience. Send resume to Marty Sokoler, General Sales Manager, KITN-TV, 7325 Aspen Lane No., Minneapolis, MN 55428. EOE.

General sales manager: KGSW-TV, New Mexico's #1 Fox affiliate/Independent, has an opportunity for a creative, people motivator with strong communication skills. Position requires supervision of local, regional and national sales effort and staff. Excellent opportunity for a positive leader with strong management and market research skills. KGSW-TV is group owned by The Providence Journal Company and located in a great place to live. Good salary, incentive package and benefits. Replies will be completely confidential. Submit resume/salary history with cover letter outlining experience to Erick Steffens, General Manager, KGSW-TV, PO Box 25200, Albuquerque, NM 87125. EOE. M/F.

HELP WANTED SALES

KMPH Fox 26, one of the leading Independent television stations, has an immediate opening for a marketing research director. Applicants must possess research knowledge related to the media, have abilities to assemble marketing/sales presentations, be skilled in PageMaker and Excel and analysis of ARB and NSI ratings books and related services. Salary commensurate upon experience. Send resume to: Lise Markham, General Marketing Manager, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until January 12, 1990. An EOE, M/F/H.

KMPH Fox 26, one of the leading Independent television stations, is now accepting applications for the position of retail marketing manager. Applicants must have prior television, broadcast or rep experience. Position requires heavy emphasis on retail marketing/sales, co-op/vendor/promotion programs, and new business development. Prior retail experience a plus. Salary, commission and company benefits offered. Send resume to: Lise Markham, General Marketing Manager, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until January 12, 1990. An EOE. M/F/H.

National sales manager: KSCH-TV, Sacramento. NSM experience preferred. Indy and station experience a must. Resume to: John Mansker, GSM, KSCH-TV Channel 58, PO Box 2258, Rancho Cordova, CA 95741. EOE. No calls, please.

WLIG-TV, Long Island, NY seeks experienced sales pro to develop and maintain regional accounts. Successful prior media sales required. Outstanding growth opportunity with excellent benefits. Resume to Marv Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

KTVY-TV has a job opening for a local sales manager. Requirements include local sales television experience (3 years minimum), a BA in Marketing or Advertising or equivalent experience. A proven sales management record is beneficial. Competitive salary and benefits package. Send resume to: General Manager, KTVY, PO Box 14068, Oklahoma City, OK 73113. EOE.

Account executive: Excellent career opportunity for an experienced sales professional. Minimum 3 years experience handling regional and local agencies necessary. Strong development skills a must. Send resumes to: GSM, KYTV, 999 W. Sunshine, Springfield, MO 65807. EOE.

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.

Maintenance engineer: Top 50 CBS affiliate seeks individual with 3 to 5 years of TV maintenance experience and strong electronic background. Experience should include Beta SP and Type C 1" tape equipment. Some SNG experience preferred. Send resume to: Marvin Born, WBNS-TV, PO Box 1010, Columbus, OH 43216. EOE.

KTVY-TV has an opening for an experienced chief engineer with expertise in all phases of engineering. Must work well with personnel as well as the technical areas of a top 40 television station. Competitive salary and benefits package. Send resume to General Manager, KTVY, PO Box 14068, Oklahoma City, OK 73113. EOE.

Maintenance engineer with three to five years experience in repair of one inch tape, Betacam, Grass Valley and related studio equipment. RF experience a plus. Prefer Associates degree. Send salary requirements and resume to Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. EOE.

Maintenance technician sought for growing Los Angeles post-production facility. We are looking for qualified technicians for an anticipated expansion of the engineering department. If you are a craftsman, not a repairperson; if television maintenance is a career, not a job; if your hours are flexible, not restrained; then we want your resume! Experience with multiple formats of tape, production switchers, effects units, graphics units, editing systems, and/or digital processing desired. Send your resume and references to: Chief Engineer, Varitel Video, Suite 675, 3575 Cahuenga Blvd. West, Los Angeles, CA 90068. Varitel is an equal opportunity employer.

Broadcast maintenance engineer: WIII TV64, Cincinnati, Ohio is looking for a strong broadcast maintenance engineer with supervisory skills. RF experience a plus. Those without strong broadcast maintenance background need not apply. Send resume to: Greg Buzzell, WIII TV64, 5177 Fishwick Dr., Cincinnati, Oh 45216. No phone calls, please. EOE.

Computer editor/director: 3-5 years experience as commercial production director. 1 yr. experience with computer editing, preferably Ampex touch screen editor. Familiarity with Ampex ADO, AVC switcher, Chyron Scribe, and all formats of videotape including broadcast Beta. Send resume to Jerry Hart, Production Manager, KOCO-TV, Box 14555, Oklahoma City, OK 73113. EOE.

Transmitter maintenance technician. Must possess FCC Commercial Radio Operators license with minimum eight years television transmitter and RF experience. Must be able to operate and maintain a comprehensive transmitter plant including VHF transmitters, microwave systems, audio and video processing equipment, and physical facilities. Letter and resume (no calls) to Irwin Ross, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

HELP WANTED NEWS

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, WVRV-TV, PO Box 769, Charlottesville, VA 22902. EOE/AA.

Reporter: KTBC-TV, Austin, Texas. "Bootcamp for the big leagues", is looking for a state capitol reporter. Ours is heading for Dallas. We need someone with strong journalistic skills, the heart of a champion, a gargantuan work ethic and a sense of humor. Good vibes and good karma are musts. Negative mental attitudes and mad-about-the-future types need not apply. Send non-returnable 3/4" tapes and resume to: Tim G. Gardner, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE. M/F. Don't call us. We'll call you.

Anchor/reporter: Mississippi's number one television station has an immediate opening for a TV news anchor/reporter. Minimum 3 years TV anchor experience. Send resume to News Director, WLBT-TV-3, Inc., 715 S. Jefferson St., Jackson, MS 39202. EOE.

Executive producer: Sunbelt TV station looking for a strong producer with news director aspirations. Responsibilities include producing the 6 PM newscast, copy-editing, and helping to direct a highly motivated staff. Must be a strong writer who loves "rock n' roll" newscasts. If you are a hands-on manager, send resume and salary requirements with a cover letter to Box N-4. EOE.

Washington-based national television news organization seeks news manager, producer, associate producer and writer candidates for openings in early 1990. Strong writing skills a must. Satellite experience very desirable. Send resume with salary req. and ref. to Box N-14. EOE. M/F.

News director: Texas NBC affiliate in top 75 market seeking experienced news director with proven management skills. Must be FIERCELY competitive and have demonstrated STRONG leadership abilities. Resumes only. Position closes 12/22/89. Box N-19. EOE.

Weathercaster: Southeastern US. For weekends, plus weekday environmental reporting. EOE. Reply with resume: Box N-22. No tapes.

WJKA-TV, Wilmington, NC has openings for news, sports, and weather directors and reporters/photographers. Salary requirements and resume tape to: PO Box 2626, Wilmington, NC 28402. No calls accepted. Only experienced need apply. Tapes will not be returned. EOE. M/F.

News promotions writer/producer: Looking for individual with strong writing, editing, and production skills. Must be creative with an aggressive attitude and the ability to work under deadlines. Minimum one to two years broadcast experience. Bachelor's degree preferred. Send resumes, tapes, and salary history to: Ronnie Minton, Marketing Manager, WTVN-NewsChannel 9, 410 West Sixth St., Chattanooga, TN 37402. EOE.

Midwest NBC affiliate has opening for an experienced, personable weathercaster with commanding on-air presence. Great opportunity for someone currently in number two slot in larger market. Three casts a day plus some related reporting. Number one in market. Live truck, computerized newsroom. Kavours graphics/weather system. Kavours background and AMS seal helpful, but not required. Tapes, resumes to John Baumgartner, News Director, WTVU-TV, Box 470, Rockford, IL 61105. EOE.

Bureau chief: WFRV/WJMN Upper Michigan news bureau. 1 year or more experience as a TV news reporter or equivalent required. Send non-returnable tape, resume and references to Gerald Jensen, WFRV-TV, 1181 E. Mason St., Green Bay, WI 54307-9055. We are an equal opportunity employer.

One of the Southeast's top news organizations are accepting applications for anticipated openings next year. We're looking for: **REPORTERS:** Hard news experience, investigative background helpful. Excellent writing and production skills and solid live experience required. **PRODUCERS:** Ability to lead and motivate newscast staff. Writing and organizational skills and knowledge of contemporary TV production techniques required. **PHOTOGRAPHERS:** The demonstrated ability to "tell" the story in pictures, not just shoot "cover video". Heavy breaking news experience and live work. Series and feature background helpful. We do more news than any other station in the market. We have the tools to do the job right, including SNG, Beta and NEWSTAR. You'll also work in a brand new facility. We're looking for talented, motivated news professionals who understand that one of the secrets to success is a commitment to the community. Send resumes, non-returnable tapes and references to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE. Absolutely no phone calls, please.

Reporter/photographer for WTOG-TV. Experienced journalist able to enterprise stories and creatively package them. College degree and two years experience. Salary negotiable. Resumes only: Larry Lyle, WTOG-TV, 516 Abercorn St., Savannah, GA 31401. EOE.

General assignment reporter in Denver. Candidates must have at least two years reporting experience and demonstrated ability to cover a wide range of news stories. A degree in Journalism or Mass Communications is required. Applicants must be able to demonstrate considerable experience with state-of-the-art production techniques, excellent writing skills and the ability to generate stories on their own. Send tapes to Steve Grund, News Director, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. EOE.

KTXL, Sacramento is building its resume files for several key positions. If you're an experienced assignment editor, reporter/anchor or sports reporter/anchor and you're interested in a move to California, send resume and non-returnable tape to Bob Cook, News Director, KTXL Fox40, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls, please. Please indicate source from which you are applying. EOE

Reporter: Top-rated news operation is looking for a reporter who can handle hard news and features. Need someone who can dig for a story. Also, fill in weather and/or anchoring. Send non-returnable tape/resume to Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE

Assistant sports director: Need someone to anchor, report, and shoot sports for top-rated sports department. Heavy into local sports. Send non-returnable tape/resume to Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE.

Photographer: Need someone who has the basics and can tell a story with video and natural sound, for top-rated news department. Send non-returnable tape/resume to Steve Kenrick, Chief Photographer, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE

To applicants for WCIV's reporter position before 3/21/89, your resume tape was destroyed by Hurricane Hugo. Position still open for reporter with at least two years on-air experience. Experience with live reporting a must. Send non-returnable tape and resume to: Deborah Tibbetts, WCIV-TV, PO Box 22165, Charleston, SC 29413. EOE.

International television news agency located in Rockefeller Center is looking for a sports coordinator to handle coverage for our service. The successful candidate will be responsible for the editorial and operational aspects for North American sports including arranging television access to sporting events, logging, scripting and editing for international news feeds. Knowledge of satellite coordination helpful. Some travel involved. Attractive benefits package. Interested candidates should send their resume including salary history to: L. Schain, Personnel Manager, Visnews International, 630 Fifth Ave., New York, NY 10111. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Major San Diego production company has opening for experienced editor. Three years minimum experience editing on either CMX or ACE editorial systems required. Our multi-format suites are also equipped with two channel ADO and Chyron Scribe. Compensation equal to your experience. Come live in America's most desirable city. Send resume and salary history to Box M-55. EOE. No apes

Program director: Raleigh's Fox affiliate is seeking a ratings winner to manage programming and related operations. Candidates must be experienced in programming success with strong management, organizational and research skills. Send your resume and salary history to Linda Cochran, GM, WFLA-TV, 1205 Front St., Raleigh, NC 27609. WFLA is a TVX Broadcast Group station and an OE.

Director of on-air promotion. Top 50 south Florida affiliate with state-of-the-art equipment offers excellent opportunity for a creative promotion pro. Strong writing/producing/directing/editing skills a must! Please, no beginners. Send resume and salary requirements in strict confidence to Box N-12. EOE. No tapes.

Promotions director: Hawaii's fastest growing station seeks enthusiastic team player for managing and creating exciting promotions, contests, sales campaigns, including radio and print. Media buying experience and excellent writing skills. Fax resume/salary history: Mark Holmes, 808-842-4534. KFVE/Channel 5, 315 Sand Island Rd., Honolulu, HI 96819-2295. EOE.

Production director: Network affiliate in top 50 NE market seeks director with one year experience. Must be able to switch news cut-ins, direct commercials, promos, PSA's. Location shooting and editing a plus. Box N-23. EOE. No tapes yet.

KTVY-TV has a position available for a program director. Working knowledge of purchasing and negotiating products and heavy promotion and production experience is required. Excellent people skills a necessity. Competitive salary and benefits package. Send resume to: General Manager, KTVY, PO Box 14068, Oklahoma City, OK 73113. EOE.

Advanced producer director: You want it when? If high volume, high quality, and quick turn-around, should be on your business card, WE SHOULD TALK! We need an experienced producer/director to join our SC ETV team. You'll be responsible for producing a wide variety of television programs from "pre" to post production. Must have a good working knowledge of the equipment and aesthetics of production. Bachelor's degree and four years experience in a professional television production setting or equivalent combination of education, training and experience. Salary range \$22,999 - \$34,499 depending on experience. Please send request for application to SCETV, Personnel Department, 2712 Millwood Ave., Columbia, SC 29250. EOE.

Master control/videotape operator: KLTU-TV, Tyler, Texas, top rated East Texas ABC affiliate has immediate opening. Duties include on-air switching, audio operation during news, satellite recording for DB, news and commercial videotape playback. Send resume to Bob Lovelady, VP/Operations Mgr., KLTU, PO Box 957, Tyler, TX 75710. No phone calls. EOE.

Executive promotion producer: If the manacles on your creativity are starting to chafe, this position could set you free. Aggressive affiliate needs a video whiz with unique ideas and the ability to produce them on tape. Responsible for quality and look of on-air promotion and station image. Previous experience in promotion/commercial production a must. If you're intrigued, intrigue me. Send tape and resume to Cil Frazier, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. WVEC Television, Inc. is an equal opportunity employer.

Art director needed. TV affiliate in Austin, Texas seeks an art director to create and oversee all aspects of station image graphics including print, on-air, set design and specialty items. Undergraduate degree in Commercial Art or Design preferable. Minimum two (2) years experience in print layout and design. Knowledge of computer graphics preferable. Send resume to Box N-26. EOE, M/F. No tapes.

Promotion producer: WALA, the NBC affiliate in Mobile/Pensacola, is looking for a creative producer/writer to work in our promotion department. Must have two years television experience and the drive to succeed. Send resumes, references, tapes and salary history to Tom Rosenbaum, Station Manager, WALA-TV, Box 1548, Mobile, AL 36633. EOE, M/F

Production manager: Leading public access TV station with 2 studios and mobile unit seeks hands-on professional to manage staff and resources, assist community producers, produce/direct specials. Minimum 5 years production experience, 3 years management experience. Detail experience with equipment and IBM PC software. Salary up to \$30K. Channel 10, Box 2456, Fairfax, VA 22031. EOE.

KTVN-TV, Reno, network affiliate has an opening for a creative services director. Individual must be able to manage and motivate rapidly expanding department. Responsible for all commercial, news and promotion production, plus obtaining outside commercial production. Must have at least three years of experience in commercial, news and promotion production. Must possess working knowledge of state-of-the-art production equipment and be able to train others. Send salary requirement, along with good verifiable references to Al Richards, PO Box 7220, Reno, NV 89510. Applications accepted thru 12/19/89. KTVN-TV is an equal opportunity employer.

Cameraperson/editor: Skilled technician with creative flair to work in the Annapolis, MD area. Need ability to interpret and execute production requirements. Send resume, salary requirements & list of equipment you know how to operate to Mobile Video Services, Ltd., 2139 Wisconsin Ave., NW, Washington, DC 20007. EOE

Production/satellite coordinator: VISNEWS, an International television news agency seeks an experienced individual to handle booking of video productions, domestic and International satellite feeds for clients, job costing and billing. Excellent follow through and communication skills essential. Two to three years experience required. Interested candidates should send their resume including salary history to L. Schain, Personnel Manager, Visnews International, 630 Fifth Ave., New York, NY 10111. EOE, M/F.

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 seats. 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.

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.

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.

General assignment reporter. 9 years hard news experience, including live. Story breaker. Top references. Want medium/major market in Southwest. Box N-24.

Dynamic, experienced reporter, ready to put your station on the map. Regina Terrell, 404-236-4616 or 404-426-5605.

RTNDA award winning reporter, 6 and 11 anchor/producer. Can shoot and edit. Television and radio experience. Call Annette, 607—757-0508.

Minority female anchor. Network experience. Superb writing skills. Known to take station to number one. Call 803—873-1402.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Behind this blind ad is a fantastic network photographer/editor. Award winning work. Available for some freelance assignments. Don't tell my boss! Write PO Box 17803. Atlantic, GA 30316.

Salesmen: I need freelance voiceover work. Commission terms available if you can help me secure a contract. Demo tape available. 804—977-5333.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no-one has the time to help? We do. Writing, production, delivery. References available. 607—272-3718.

Career videos. Let our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. 312-272-2917.

Primo People: Hosts, interviewers, entertainment critics and reporters—we need you. Send 3/4 tape and resume to Steve Porricelli, or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Blit Slatter 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.

Promotion executives/producers. Positions available now, nationwide. All market sizes. Send non-returnable tape (1/2 inch preferred), print samples and resume to Promotion Recruiters, 11 Rectory Lane, Scarsdale, NY 10583.

CABLE

HELP WANTED NEWS

Reporter wanted for local cable news operation. Experienced required. Salary high teens. Great benefits. No calls. Rush 3/4" resume tape and qualifications to News Dept., Box 7065, Gaithersburg, MD 20898. EOE.

Blind Box Responses

BOX letter and number
as shown in the ad
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036
(No tapes accepted)

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalism. The Radio, Television, and Film Department at The University of Southern Mississippi seeks applicants for the position of instructor or assistant professor to teach courses and supervise lab activities in broadcast journalism. Applicants should be well qualified to teach in at least two of the following areas: Broadcast news writing, radio reporting, and television reporting. Ability to teach basic radio and television production courses is desirable. A Master's degree is required; PhD is preferred; professional broadcast news experience is highly desirable. Send letter, resume, and three current letters of recommendation by January 19, 1990, to Dr. David H. Goff, Chair, RTF Dept., The University of Southern Mississippi, Box 5141, Southern Station, Hattiesburg, MS 39406-5141. EOE/AA.

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: Public relations and broadcast journalism. Funding for two new positions is subject to administrative approval. First, we seek a candidate, preferably with PhD who can teach graduate research and theory courses. Experience and teaching interest in media management a plus. Second, we seek someone with a 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 any 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.

University of Maryland, Department of Radio, Television, and Film. Assistant professor (tenure track) effective August 1990. Seeking applications from individuals with strong interests in broadcasting, both radio and television production and creative use of audio in film. The successful candidate will have a record of appropriate professional and/or creative activity plus experience in teaching relevant courses. In addition, she/he will also be expected to provide evidence of a continuing scholarly interest in the study of electronic media. Letters of application should be accompanied by a curriculum vitae and a list of three people willing to supply references including addresses and telephone numbers. Applications should be sent to Prof. Thomas J. Aylward, Chair, Search Committee, Department of Radio/Television/Film, University of Maryland, College Park, MD 20742-1225. The deadline for applications is January 15, 1990. The University of Maryland is an equal opportunity/Affirmative Action employer. Applications from qualified minorities and women are encouraged.

The American University School of Communication in Washington, DC, seeks graduate assistants to assist in teaching and other professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An EEO/AA University.

Graduate assistants to study for MA or PhD in Mass Communication. Start Fall 1990. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques, or do research. Persons with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Graduate Record Examination required. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. EOE/AA.

Butler University, Jordan College of Fine Arts. Assistant professor of Radio/Television. Nine-month tenure track position. Teach beginning and advanced courses in Radio and TV production, performance, writing or ENG. Additional teaching possibilities in international broadcasting, programming or management. Master's degree required. PhD preferred. Proven effectiveness as a teacher and scholar with evidence of strong research/creative activities and/or professional broadcast experience. Butler University is an independent, non-sectarian university with a total student population of 4,000, located on a 280-acre campus in a residential section of one of America's most lively and liveable cities. Accreditations include NCATE and NCACSS. Jordan College of Fine Arts is the school of performing and communication arts with undergraduate and Master's programs. The University operates a 48,000 watt FM National Public Radio affiliate serving Indianapolis and central Indiana. Send letter of application, vita/resume and three references by February 1, 1990 to: Dr. Kenneth Creech, Chair, Department of Radio/Television, Jordan College of Fine Arts, Butler University, 4600 Sunset Ave., Indianapolis, IN 46208. EOE/AA.

Los Angeles University seeks assistant professor, tenure track, to teach beginning, intermediate and graduate courses in radio/TV/film management, mass media law and regulation, broadcast/cable operations and programming, elementary research methods and computer applications for Radio/TV/film. Conducting research and creative activities. Terminal degree (PhD or MFA) required. Teaching experience at university or college level desirable. Professional experience in media management needed. Computer literacy desirable. \$30,270-\$41,840 per academic year. Nominations to Dr. Emory Johnson, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline March 1, 1990. An Equal Opportunity/Affirmative Action, Title IX, Section 504 employer.

Los Angeles University seeks assistant professor, tenure track, to teach beginning and intermediate screenwriting and television production. Conduct research and creative activities. Terminal degree (PhD or MFA) required. Teaching at university or college level desired. Professional experience in screenwriting and television production desired. \$30,270 - \$41,840 per academic year. Nominations to Dr. Michael J. Stanton, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline March 1, 1990. An Equal Opportunity/Affirmative Action, Title IX, Section 504 employer.

Los Angeles University seeks assistant professor, tenure track, to teach beginning and intermediate courses in film production. Promotion will require conducting of research and creative activities. Terminal degree (PhD or MFA) required at the time of appointment. Teaching at university or college level desired. Professional experience in film production needed. \$30,270-\$41,840 per academic year. Nominations to Frederick Kuretski, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline: March 1, 1990. An Equal Opportunity/Affirmative Action, Title IX, Section 504 employer.

Marquette University: Two positions beginning Fall 1990. Teaching assignments in two or more of the following: New technology, telecommunication, International comparative systems, broadcast history, corporate media, mass media effects, interactive technologies, broadcast production, film. Doctorate and strong research record (or potential) required. Teaching/professional experience preferred. Position 1: Preference given to candidates with qualifications and interest in chairing the department. Appointment as assistant or associate professor. Position 2: Assistant professor. Send application, curriculum vitae, three letters of recommendation, official transcript to Gregory Porter, Chair, Search Committee, Department of Broadcast and Electronic Communication, Marquette University, Milwaukee, WI 53233. Marquette University is an Affirmative Action/equal opportunity employer. Review process begins January 22, 1990.

Graduate fellowships. Experienced radio professionals wanted to serve as Flanagan Fellows while studying for MA or PhD in Mass Communication. Stipend plus fee waiver. Start Fall 1990. Responsible position with WRUF-AM/FM commercial stations while obtaining advanced education. 3.0 undergraduate grade point average is required. Graduate Record Examination required. Contact Mr. James Geason, Director, WRUF-AM/FM, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. EOE/AA.

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Broadcast associate: Professional sought to develop radio/television media program for World Wildlife Fund and The Conservation Foundation. Over five years experience at a national television network required as booker or producer. Forward resume to WWF, Personnel - Dept. 1B, 1250 24th St., NW, Washington, DC 20037. EOE.

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Andrew channel 30 UHF antenna: ATW24G-3 HSS-30 skull pattern 0.75 degrees beam tilt sidemount. Antenna was in operation less than 6 months. \$50,000.00. Installation and testing available for additional charge. 800-635-5608.

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**National Public Radio
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EOE/AA**

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QVC Network
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West Chester, PA 19380
FAX 215-344-3150



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Request for Proposals

L.A. area University Seeks LPTV Business Partner

California State University, Northridge holds a CP for a LPTV station that will serve the affluent, 300,000+ L.A. suburb of the western San Fernando Valley.

The University is seeking to identify a potential business partner with the expertise and financial resources to initiate the development and manage the operation of a *commercially-oriented* station that will operate under the auspices of the University's mission. While CSUN will maintain overall policy responsibility, the operating partner will direct day-to-day staffing, programming, engineering, marketing, and sales operations of the station; and *share station revenues*.

The successful proposal will demonstrate the applicant's financial capacity to enter into such a partnership, qualifications to operate an LPTV station with consideration to FCC guidelines and prudent business practices, knowledge of the process and requirements of originating a new station, creative programming ability, and demonstrated success with related broadcast marketing and advertising sales. Proposals that provide the opportunity for student and faculty involvement in the station's operation will be given more favorable consideration.

CSUN will host an information meeting for prospective partners on Monday morning, January 8, 1990. *Interested parties should submit their written proposal to the address below no later than Wednesday, February 1, 1990.*

For an information packet, contact:

Spero Bowman
California State University, Northridge
School of Communication and
Professional Studies, Admin 504
18111 Nordhoff St.
Northridge, CA 91330 (818) 885-3003

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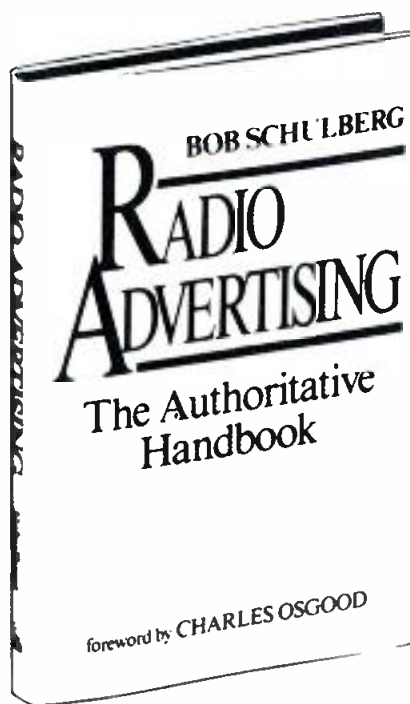
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Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Richard Spinner, president and general manager, WPVI-TV Philadelphia, named senior VP and managing director, European operations. Capcities/ABC Video Enterprises, Munich. **Alan Nesbitt**, president and general manager, WTVD(TV) Durham, N.C., succeeds Spinner at co-owned WPVI-TV.



Nesbitt



Rosser

I.W. Baker, VP and general manager, KDFW-TV Dallas, leaves station after 37 years. Baker will become VP of parent company, Times Mirror Broadcasting. **Jeff Rosser**, VP and general manager, Times Mirror's WVTM-TV Birmingham, Ala., succeeds Baker. Rosser's successor has not been named.

Management changes at Jones International and its subsidiaries, Jones Spacelink and Jones Intercable, Englewood, Colo.: **Gregory Liptak**, president, Jones Intercable, group VP, Jones Spacelink, and executive managing director, Jones International, named president, Jones Spacelink, succeeding Glenn Jones. Liptak will retain his duties as executive managing director. **James B. O'Brien**, group VP, operations, Jones Intercable, Englewood, named president, Jones Intercable, succeeding Liptak. **Glenn R. Jones**, will retain his positions as chairman and CEO of both companies, and as chairman, president, and CEO, Jones International Ltd. Appointments of general managers, Chicago-area systems, Jones Intercable: **Mike Lovett**, regional operations manager, Centel Cable Television, Chicago; **William "Rusty" Robertson**, operations manager, Carmel, Ind.; **Wayne Vestal**, general manager, Waupaca, Wis. **Patricia McCann**, general manager, Naperville, Ill., adds Sandwich, Plano and Aurora, Ill., systems.

Cablevision Systems Corp., Woodbury, N.Y., has created office of the chairman, occupied by **Charles F. Dolan**, chairman and CEO, and **John Tatta**, president; **Marc A. Lustgarten**, president and CEO, Rainbow Program Holdings, company's programming subsidiary, to vice chairman for development; **James A. Kofalt**, president of cable operations, to executive VP and COO; **Sharon L. Patrick**, partner in charge of worldwide media and entertainment, McKinsey & Co., New York-based man-

agement consulting firm, to president, Rainbow Program Holdings.

Steven Santamaria, general manager, United Cabletelevision, Ocean City, Md., named general manager, Newport News Cablevision, Newport News, Va.

Stephen Burch, area VP, Comcast Cablevision of Maryland, Baltimore, joins Dimension Cable Services, Phoenix, as VP and general manager.

Thomas McKinley, senior VP, operations, Noble Broadcasting, San Diego, adds duties of general manager, KBZR(AM)-KBEQ-FM Kansas City, Mo.

John S. Batson, assistant vice chancellor, office of lifelong learning and public service, University of New Orleans, named general manager, noncommercial WWO(FM) there.

William L. Snyder, president and general manager, KHON-TV Honolulu, resigns. He will serve as consultant to station for one year. **Michael A. Rosenberg**, VP and station manager, KHON-TV, succeeds Snyder.

Ken Beedle, sales manager, WRGT-TV Dayton, Ohio, joins co-owned WTAT-TV Charleston, S.C., as general manager.

Mark Torres-Gil, assistant general manager, KMEX-TV Los Angeles, joins KSMS-TV Mon-

terey, Calif., as general manager.

Joe Weidensall, director of sports, Univision, New York, named VP.

Judy Faile, business manager, WXAL(AM)-WZMJ(FM) Demopolis, Ala., named general manager, succeeding James Spann (see "News and Public Affairs").

Sales and Marketing

Carole L. Edwards, consultant and owner, Competitive Media & Research, San Francisco, joins Vitt Media, Los Angeles, as VP.

Appointments at CBS Radio Representatives: **Tom Skaja**, account executive, WLTE(FM) Minneapolis, to sales manager there; **Errol Gould**, sales planning manager, National Black Network, New York, to manager, research there; **Karen Comatas-Miller**, office administrator, New York, to account executive, Philadelphia.

Kenneth J. Winkelman, senior account supervisor, out-of-home media department, DMB&B, St. Louis, named VP.

Appointments at Katz: **Bill Hall**, director of programming, KTZZ-TV Seattle, to same capacity, Katz Continental Television, New

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York; **Don Adams**, account executive, WBAY-TV Green Bay, Wis., to sales executive, Katz American Television, Chicago; **Gail McHale**, New York sales manager, Shadow Traffic, Rutherford, N.J., to account executive, Katz's Republic Radio, New York.

Appointments of VP's, DDB Needham, New York: **David Nathanson**, creative director; **Neal Gomberg**, creative director; **Christopher Abelt**, account supervisor; **Helene Wanamaker**, account supervisor.

Kelly Reeves, national sales coordinator, KVIL-AM-FM Highland Park, Tex. (Dallas), joins Durpetti & Associates there as sales associate.

Sue Weiss, sales consultant and sales trainer, WWWB(FM) High Point, N.C., named general sales manager.



Sanders

Scott Sanders, general sales manager at KTXH(TV) Houston, joins KTVU(TV) Oakland, Calif. (San Francisco), as national sales manager.

Appointments in sales department of WPEN(AM)-WMGK(FM) Philadelphia: **Robin Federman**, account representative, XTEC

Office Systems, Philadelphia, to retail sales executive; **Jeff Brown**, music director, assistant program director, account executive and fill-in air personality, WIP(AM) Philadelphia, to account executive, WPEN; **Bill Ahlfield**, national sales manager, WUSL(FM) Philadelphia, to account executive, WPEN.

Tim Warner, local sales manager, WISH-TV Indianapolis, named national sales manager.

Sam Leiter, vendor marketing specialist, WJW(AM)-WJOI(FM) Detroit, joins WPBF(TV) Tequesta, Fla. (West Palm Beach), as regional sales manager.

Joe Ram, corporate director of food marketing, Edens Broadcasting, Tampa, Fla., joins WTSP-TV St. Petersburg, Fla. (Tampa), as manager, new business development. **Ken Lucas**, account executive, WTVT(TV) Tampa, joins WTSP-TV in same capacity.

Jodi Hynes, staff writer, *Herald Journal Newspaper*, Syracuse, N.Y., joins noncommercial WSKG(TV) Binghamton, N.Y., as sales coordinator.

James Hoffman, sales development manager, *Skiing* magazine, New York, joins SportsChannel America, Woodbury, N.Y., as account executive, advertising sales. **Mark Lazarus**, network buyer, Backer Spielvogel Bates, New York, joins SportsChannel America as account executive, advertising sales.

Programing

Peter Stamelman, television packaging agent, Major Clients Agency, Los Angeles, joins Showtime Networks, Universal City,

Standing behind CNN



Ted Turner and other Turner Broadcasting System executives met with Bristol-Myers Company executives last week, in New York, to commemorate the 10th anniversary of

their advertising agreement. In 1979 Bristol-Myers agreed to spend \$25 million over the next 10 years to advertise its products in conjunction with CNN medical specials.

This agreement was CNN's first major advertising commitment. Turner (1) shakes hands with Marvin Koslow, senior VP of marketing, Bristol-Myers Squibb Co.

Calif., as VP, comedy series.

Melissa Goldsmith, VP, program development, BBDO Worldwide, New York, joins Hanna-Barbera Productions Inc., Hollywood, as senior VP, television.



Goldsmith



Loughery

Don Loughery, senior VP, business affairs, production, post-production, administration, finance and direct distribution marketing, NBC Productions, Burbank, Calif., joins Group W Productions, Los Angeles, as senior VP. **Debra K. Zeyen**, manager, program development and syndication sales, Group W Television Sales, New York, named VP, Group W television stations.

Michael Hanel, current comedy programs associate, Columbia Pictures Television, Los Angeles, named manager, current programs, comedy. **Joe W. Stevens**, VP, corporate audit, Columbia Pictures Entertainment, Los Angeles, named senior VP and controller, television.

Rich Hylen, director of international busi-

ness development, Turner Program Services, and managing director, Turner Programmes Far East Ltd., Hong Kong, named director of international marketing, CNN, San Francisco.

Maria Crenna, program and development executive, GTG Entertainment, Culver City, Calif., joins Paramount Pictures Corp., Hollywood, as director, development, network television division. **Jim Van Messel**, senior producer, *Entertainment Tonight*, Paramount Pictures Corp., Hollywood, to executive producer.

Appointments at Viacom, New York: **Edward N. Schor**, VP and counsel, communications, to senior VP, general counsel, communications; **Nancy Rosenfeld**, VP and counsel, corporate, to VP, deputy general counsel, corporate; **Ruth Gruhin**, manager of business affairs, Jim Henson Productions, New York, to VP, litigation management, Viacom networks group.

Gary Knell, senior VP and general counsel, WNET(TV) Newark, N.J. (New York), joins Children's Television Workshop, New York, as director of legal affairs and secretary of corporation.

Gary John Jonke, member, game show unit, Barry & Enright Productions, Century City, Calif., named director, game show development.

Dennis J. Considine, VP, creative affairs, Interplanetary Productions, Los Angeles, joins Lionel Chetwynd Productions there as senior VP.

Tim Hawkins, director, finance and business

affairs, Primetime Entertainment, New York-based producer, packager and distributor of international television programming, named VP, finance and business affairs. **Maria Nation**, independent story analyst and writer, New York, joins Primetime Entertainment Productions, newly formed division of PTE there, as director of program development.

Steve Corman, producer, KNSD(TV) San Diego, joins SportsChannel Chicago as executive producer. **Paul Kosuth**, production manager, Midwest Teleproductions, Richfield, Ohio, joins SportsChannel Ohio, Cleveland, as producer-director. **George Pryor**, producer-director, WO8BV, low-power television station, Columbus, Ohio, joins SportsChannel Ohio as program manager.

Beth Fouhy, associate producer, *Crossfire*, CNN, Washington, named futures editor. **Duncan Campbell**, associate producer, *USA Today on TV*, Rosslyn, Va., succeeds Fouhy.

Deborah L. Hackenberry, Northeast marketing manager, Television Bureau of Advertising, New York, joins Multimedia Entertainment there as director of research assistant.

News and Public Affairs

Appointments at CNN Business News: **Deborah Marchini**, correspondent, Washington, to co-anchor, *Business Morning* and *Business Day*; **Todd Benjamin**, correspondent, New York, to same capacity, Tokyo; **Cynthia Rodgers**, correspondent, Chicago, to same capacity, Washington; **Dan Gifford**, correspondent, noncommercial KUHT(TV) Houston, to same capacity, New York.

Karen Burnes, principal correspondent, *West 57th*, CBS News, New York, joins ABC News there as correspondent.

Tony Capra, news photographer, Conus Communications, Washington, named assignment editor.

Leticia Castillo, news assignment editor, KTTV(TV) Los Angeles, joins KVEA(TV) Corona, Calif. (Los Angeles), in same capacity. **Jesus Javier**, news director, KWEX-TV San Antonio, Tex., joins KVEA as associate producer.

Cathy Gleason, 11 p.m. producer, WLNE(TV) New Bedford, Mass. (Providence, R.I.), named 6 p.m. producer.

Ed Joyce, news and program manager, non-commercial KNHC(FM) Seattle, joins non-commercial KRFA-FM Moscow, Idaho, as reporter-producer.

Neil Williamson, sports director and morning drive sports anchor, WQXI-FM Smyrna, Ga., joins WALR-FM Atlanta as sports director.

Lori Salva, recent graduate of masters program, Point Park College, Pittsburgh, joins WBCO(AM)-WQEL(FM) Bucyrus, Ohio, as general assignment reporter.

James Spann, president, Southstar Communications Corp., licensee of WXAL(AM)-WZMJ(FM) Demopolis, and general manager, WXAL-WZMJ, joins WBRC-TV Birmingham, Ala., as weather anchor. He will remain

Governor's honor. The North Carolina Association of Broadcasters, Raleigh, will be presented with an award on Dec. 11 by Governor James G. Martin for its participation in the Governor's Highway Safety Program. The award is being given for a series of public service announcements with the theme "Drink and Drive And It Could Sober You Up For the Rest of Your Life," which the NCAB distributed to its member stations.

president of Southstar.

Technology



Demuth

Bob Demuth, technical consultant and engineer, Westwood One, Los Angeles, named director of technical operations.

Jay Carlson, regional operations manager, Centel Cable Television, Chicago, joins Jones Intercable there as fund engineering manager.

Janice Willis, manager, studio/field scheduling, operations and technical services, NBC, Burbank, named director, production

and broadcast operations planning, operations and technical services.

Rick J. Anderson, chief engineer, WPCQ(TV) Charlotte, N.C., joins WDBJ(TV) Roanoke, Va., in same capacity.

Paul Dempsey, director of engineering, Telaction, Schaumburg, Ill., joins Pioneer Communications of America, Upper Saddle River, N.J., as manager of sales-engineering, cable television division.

David Horner, artist, WMAR-TV Baltimore, named art director.

Tim R. Waltman, engineer, WLBT(TV) Jackson, Miss., joins Broadcast Equipment Sales there as service manager.

Promotion and PR



Schwartz

Gil Schwartz, director of communications, Group W Television, New York, named VP, communications.

Peter Danielsen, manager, national promotion, MTV, New York, joins The Comedy Channel, HBO there, as director of programing promotion.

Tom Epstein, VP of public affairs, Disney Channel, Burbank, Calif., joins Playboy

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Entertainment Group, Los Angeles, as VP, marketing communications.

Julie Fields, manager, advertising and promotion, syndication, Columbia Pictures Television, Los Angeles, named director, advertising and promotion, syndication.

Laurence Bloustein, senior VP, public relations, MTM Enterprises, Los Angeles, joins Harpo Productions, Chicago, as senior VP, public relations, advertising and marketing.

Henry R. James, media relations coordinator, Tennessee Valley Authority, Knoxville, joins Continental Cablevision, Boston, as director of corporate communications.

Joseph L. Streich, senior writer-producer, on-air promotion, Rainbow Program Enterprises, Woodbury, N.Y., joins WWOR-TV Secaucus, N.J. (New York), as writer-producer, creative services department. **John Sharkey**, freelance writer, producer and director, New York, joins WWOR-TV as writer-producer, creative services department.

Allied Fields

Julius Duscha, director of The Washington Journalism Center since 1968, announces his retirement. **Don Cambell**, director, Paul Miller Washington Reporting Fellowship Program, Gannett Foundation, succeeds Duscha.

Alan J. Petronio, business manager, Association of Independent Television Stations, Washington, named VP, finance.

Thomas S. Murphy, chairman and CEO, Capcities/ABC, New York, named 1990 Gold Medal recipient by International Radio & Television Society there. The Gold Medal is given "for outstanding achieve-

ment in the electronic communications field."

Alan W. Pessin, former Beijing bureau chief, Voice of America, has been named Communicator of Year by National Association of Government Communicators, Washington. Pessin was expelled from China following crackdown on pro-democracy demonstrators.

Anne P. Jones, former FCC commissioner and currently partner, Sutherland, Asbill & Brennan, Washington-based law firm, elected to board of C-COR Electronics, State College, Pa. She succeeds Jack Wilkinson, who recently retired from board. C-COR designs and manufactures electronic equipment used in cable TV systems.

Deaths



Gay

Connie B. Gay, 75, former country music promoter and station owner, died of cancer Dec. 3 at Fairfax Hospital, Fairfax, Va. In November 1946, Gay joined WARL(AM) Arlington, Va., as farm broadcaster and air personality. He convinced station to let him start half-hour country music show, *Town & Country Time*. Show was success and expanded to three hours, and WARL changed its format to country. He registered *Town & Country* with patent office as his trademark and then moved into country music promotion. He began buying stations in 1955 with purchase of WTRC(AM) Ashland, Ky. Other stations he owned were WFTC(AM) Kinston, N.C.; KITE(AM) San Antonio, Tex.; WYFE(AM) New Orleans; WQMR(AM)-WGAY(FM) (which later became WWRC(AM)-WGAY-FM)

Washington, and WVQM(FM) Huntington, W.Va. He eventually sold stations. He helped organize Country Music Association in 1958 and served as its first president. Survivors include his first wife, Hazel, two children by his first marriage, daughter, Judy, and son, Jan, his second wife, Katherine, and two daughters by his second marriage, Cecelia and Caroline. His son is assistant division chief, FCC audio services division.

Frances Bavier, 86, veteran television actress who played Aunt Bee Taylor on *Andy Griffith Show*, died Dec. 6 at her home in Siler City, N.C. She had heart problems. Bavier was cast member of long-running CBS series from its inception in 1960 until



Above: Bavier with Andy Griffith (l) and guest Denver Pyle (r)

it went off air in 1968. She won Emmy for best supporting actress in 1967 and continued as Aunt Bee on *Mayberry RFD* from 1968 to 1970. She also appeared on several other television shows, including *It's a Great Life*, NBC series that aired from 1954 to 1956, on which she played Widow Morgan, and *The Eve Arden Show*, CBS series on which she played Nora, Eve Arden's mother, from 1957 to 1958.



Cerny

William Cerny, 42, president, Commonwealth Broadcasting Company Inc., Washington-based group owners, drowned Dec. 4 while vacationing in Jamaica. Commonwealth owns WVPO(AM)-WSBG(FM) Stoudsburg, Pa., and WWON(AM)-WWKX(FM) Woonsocket, R.I., of which he was also president. He was director of Pennsylvania Broadcasters Association and member of Illinois Broadcasters Association. He is survived by his wife, Greta.

Edward T. Lamy Jr., 60, program director, WAFB(TV) Baton Rouge, died of cancer Nov. 29 at his home there. He began his broadcasting career in 1944 in radio. He joined WAFB's production staff in 1953 and had been program director for 26 years. He is survived by his wife, Jimmy, seven daughters and two sons.

Leamon Burnette Poole, 62, former corporate director of engineering, Capitol Broadcasting Co., Raleigh, N.C., died of cancer Nov. 12 at Rex Hospital there. Poole joined CBC in 1959 as television engineer. He was then named chief engineer of CBC's WRAL-TV Raleigh. He retired in 1988. He is survived by his wife, Barbara, daughter, Donna, and sons, Mark and James.

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Ruth Otte's voyage of Discovery

When Ruth Otte talks, it is best to know shorthand. The president and chief operating officer of The Discovery Channel cable service has a knack for packing a lot of information into a small space, talking fast and enthusiastically. One of those people who seem to get continual satisfaction from their work, she is fiercely intent on making sure that those in her employ do likewise.

Discussing that goal and the "promise of Discovery" in her Landover, Md., office, Otte talks a lot about commitment and relationships built on trust. They are recurring themes in her discussion, something necessary for success—whether for the working atmosphere of The Discovery Channel or in negotiations with programing partners. Embedded in that philosophy is a desire to see others succeed. Having "only a few people at the top know what to do is an antiquated model," she says.

Furthermore, Otte says that "the very hierarchical, rigid [work] places are going to be in trouble and are already realizing that. The velocity of change is unprecedented," she says, "because the whole world's connected with communications in a way it's never been before." What happens in East Germany, for example, affects Discovery, she says. "Now we can be available there. We can buy programs there."

An attractive woman with striking blue eyes, Otte looks younger than her 40 years. (She is, however, old enough to remember starting in business "when it was still 'Hey, honey' and 'Get me some coffee.'") Born in Melrose, Minn., a farming community of about 1,500 people, Otte, the oldest of five daughters, lived there until she was 16. Her father died when she was 12, and four years later, upon her mother's remarriage, the family moved to Ohio, where, after two years, a baby brother was born.

After finishing high school in Cleveland, Otte attended Bowling Green State University in western Ohio, majoring in Spanish and history. She spent her junior year in Spain and graduated with a degree in education in 1971. After teaching for a year, Otte returned to Madrid with "\$50 to my name," plans to teach English and a Latin American fiancé—an architectural student she had met during her junior year abroad.

Although her aspirations to teach and her engagement fell through, a whole new world opened up—business. "I grew up in an era when women went to college to find a man, become a teacher or a nurse, and get married. I was pretty sure that I didn't want to do that," she says, "but I never once considered business."

However, using her bilingual skills, she landed a job at ITT's financial and internal auditing department in Madrid. At her boss's urging, she attended the University of Madrid for extra business training. "I



RUTH LOUISE OTTE—president, chief operating officer, The Discovery Channel, Landover, Md.; b. June 28, 1949, Melrose, Minn.; BS, Bowling Green State University, Bowling Green, Ohio, 1971; MBA, Georgia State University, Atlanta, 1978; senior coordinator, finance and internal auditing, ITT, Madrid, 1971-74; research assistant, Eaton Corp., Cleveland, 1974-75; research assistant, Fuqua Industries Inc., Atlanta, 1975-76; senior research analyst, Coca-Cola Co., Atlanta, 1976-80; regional marketing manager, Warner-Amex, Atlanta, 1980-81; director of marketing, Warner-Amex, Atlanta, 1981-82; regional director, MTV Networks, Atlanta, 1982-85; vice president, marketing, MTV, VH-1, MTV Networks, New York, 1985-86; present position since October 1986.

started my business career really by accident that way," she says.

Returning to the U.S. in 1974, Otte began pursuing an MBA in marketing and finance, first at Cleveland State, then at Georgia State University. She also worked at the Eaton Corp., Fuqua Industries Inc. and then the Coca-Cola Co., concentrating at each on planning and marketing research.

Otte joined Warner-Amex in 1980 after a former colleague sold her on the promises of cable, including a predicted "80 channels of TV," and more opportunities "in a brand new business where performance is what's going to matter—not your sex, not your race, not your ethnic background."

Joining the burgeoning cable business at Warner-Amex (co-creator of MTV Networks) was a move, she said, that "changed my life." It was also a place to hone her management skills and to further study "why it seemed like every human being I met wanted to know that what they did mattered. And yet, there was so much resignation."

During her six years there, she held various marketing positions, the last as vice president, marketing, MTV and VH-1, in

New York. From there she moved on to Discovery.

That move, says Otte, was an "enormous opportunity." During the summer before her arrival there in 1986, four of the nation's largest cable MSO's had signed on as partners and major affiliates of the then year-old Discovery Channel. When Otte arrived that fall, the service had 27 people. Three years later, it employs 150. "We were losing a lot of money then," she says. "Now we're profitable and the ninth largest [cable] network."

Even though Otte is less hands-on than in the early days, she still handles the daily operations of the channel—"in all aspects," says John Hendricks, Discovery chairman and chief executive officer. Hendricks concentrates on longer range strategy and the startup of new ventures.

Says Hendricks: Otte is "keenly intelligent," with "an unmatched energy and a fairly contagious passion for her job" that includes "a passion for internal communication and staff training. She is a very dedicated manager."

Added to Discovery's growing list of accomplishments is its growing programing roster. This past fall the 18-hour network for the first time stripped its daytime and early fringe programing across the board. In the last year, Discovery also has increased its original shows and co-productions, choosing projects with (more and more frequently) international partners. These projects, she says, show "the promise of what we are."

Although she has never married, Otte says she wants to. "To a large degree, I've given up certain things for what I've done. I've always been one to work a lot of hours and was really committed to excelling at everything I did."

She's relaxed a lot now, however, finding time for reading and playing tennis. Additionally, she says she has "finally got to the point where I'm starting to get it—[how] femininity and power are not incompatible...I don't think now that they are mutually exclusive."

Asked if she would change anything, Otte laughs. "We learn the lessons we learn, the way we learn them," she says. "I suppose if I could have choreographed it, I would have gotten concerned about marriage and children a little earlier than I did...but that's really about it."

As for the future of Discovery, in addition to offering programing on the environment, science and other cultures, "with higher and higher standards on what the programs illuminate and how beautifully they're shot," its "biggest challenge," she says, is to "be very relevant to people's lives," to "offer people opportunities to learn, but be entertained, and to give them a context for the world.... I think the education business is going to be a good business to be in."

First proposed new program of 1990-91 syndication season to be declared "firm go" is Buena Vista Television's game strip *Challengers*, being produced by Dick Clark Productions. Last Friday, Buena Vista Television President Bob Jacquemin reported program was picked up by WLS-TV Chicago for 3 p.m., time slot every syndicator with new strip had sought to clear. Program has been cleared in 30 markets, including 15 of top 50. Jacquemin said all deals, with exception of New York (WCBS-TV) and Miami (WCIX-TV) are for early fringe or prime time access. New York and Miami agreements are multi-tiered deals, with time slot to be decided later.

USA Network picked up pre-syndication rights to another major film package last week. Fox Syndication sold it 26 of its most recent films, including "Die Hard," "Big" and "Working Girl." Sources said USA paid close to what it agreed to pay Buena Vista Television for a package of Touchstone films, or about \$2.1 million per title.

GTG Entertainment, which is in the midst of major changes (see page 39) with the Jan. 7, 1990, demise of *USA Today On TV*, has slated another half-hour production for fall 1990 syndication, talk show *Just Between Us*, hosted by actress Diahann Carroll and her daughter Suzanne Kay. Pilot was just completed in Los Angeles, and salesmen began pitching stations cash-plus-barter offering (5½ minutes local, one minute national). Targeted for early fringe, *Just Between Us* "will address issues facing the women of the 1990's," according to GTG. In past several weeks, GTG has launched two other cash-barter efforts for 1990-91 season, *Celebrity Update* and *Love Thy Neighbor*.

Worldvision Enterprises, unit of Spelling Entertainment, has locked two acquisition deals with up-and-coming motion picture producers **New Line Cinema** and **Miramax** for multi-picture syndicated packaging for possible 1990-91 distribution.

SCI Television has received tentative approval from majority of creditors to restructure over \$1.1 billion in debt. Proposed restructuring, which would reduce interest and lease cash payments to level exceeded by company's 1989 cash flow, also requires SCI's principal owners, Gillett Holdings and Kohlberg, Kravis Roberts & Co., to give up over \$400 million in claims on company. Proposal is still subject to formal creditor approval and judicial proceedings. Plan would defer any cash payments, either interest or principal, to bondholders until 1995, and principal repayments to SCI TV's banks would be deferred for another 18 to 24 months.

Blair Television last week added seven new stations to lineup, giving station rep firm, it said, net gain for 1989 of 13 stations and \$50 million in billings. Stations added—previous rep firm is shown in parentheses—are: KGET(TV) Bakersfield (Seltel), KDLH-TV Duluth, Minn. (MMT), and KJAC-TV Beaumont-Port Arthur, Tex. (MMT). Four stations owned by News Press Gazette were also added: KOLD-TV Tucson, Ariz. (HRP), and three former Petry-represented stations: WSAV-TV Savannah, Ga., and WHLT(TV) Hattiesburg and WTJV(TV) Jackson, both Mississippi. Ken Donellon, vice president, advertising and communications, said Blair may still have several additional sign-up announcements before year-end.

Board of LIN Broadcasting last week recommended shareholders accept revised proposal from **McCaw Cellular Communications**. New offer calls for \$154.11-per-share cash tender offer for 21.9 million LIN shares, giving McCaw control when combined with 9.4% of LIN McCaw already owns (LIN has roughly 54 million shares outstanding). Following tender, McCaw would sell to LIN \$425 million in McCaw class A stock, which would be distributed to remaining LIN shareholders. McCaw would also contribute 5% indirect interest in Los Angeles Cellular Telephone Co. to LIN. McCaw would be committed to realize private-market value of LIN at some point in future. Assuming acceptance of McCaw offer, LIN

ABC sues Treasury over Pan Am Games ban

ABC last week filed suit seeking to force the U.S. Treasury Department to let the network pay a rights fee to Cuba. Without such permission, the network would presumably be unable to broadcast the 1991 Pan American Games, for whose television rights ABC offered \$8.7 million. The suit, filed in Federal Court for the Southern District of New York, said it is believed that 75% of that sum would go to Cuba, with the remainder going to the games' organizer, the Pan American Sports Organization.

The Treasury Department denied ABC's request under its authority to administer the Trading With the Enemy Act, whose purpose includes restricting the transfer of currency to designated countries. According to Joel Lulla, ABC in-house counsel, Treasury has told the network that the rights fee payment for the games would be the largest sum paid to Cuba since it was embargoed by the U.S. in 1963. He added that barter or other forms of payment would be prohibited by Treasury regulations that concern "all transactions involving 'dealings in, including, without limitation, transfers, withdrawals or exportations of, any property' in which Cuba or any of its nations has any interest."

ABC's suit said that an amendment to the Trading With the Enemy Act passed by Congress in 1988 restricted the President's ability to "regulate the importation or exportation of publications, films or other informational materials." The suit claims that attempts by the department to create exceptions to the amendment are unconstitutional. One such exception the Treasury department maintains restricts "the importation of all

'intangible items such as telecommunications transmissions.'" Lulla said: "Sports is included in informational material, and therefore the Treasury Department's distinction between intangible and tangible doesn't really make sense."

Another exception maintained by Treasury restricts "the importation of all informational materials that are not 'fully created and in existence at the date of the transaction' and all 'enhancements or alterations' to informational materials.'" The suit said that despite that latter exception, Treasury permits trade in magazines which are not "fully created" at the time of subscription.

If Treasury deemed the sports coverage to be a news event, it could have granted the network a "general license." Lulla said that "with international sporting events, the line between sports and news is hard to find." The suit claims the government did not "articulate or set forth any standards governing the defendant's decision whether to grant or deny such licenses," thereby infringing on the network's First and Fifth Amendment rights. The suit noted that Congress itself is subsidizing a team that will participate in the 1991 games.

ABC began talking with Treasury in June, and Lulla said action needs to be taken by March or April if the network is to have sufficient time to prepare for a broadcast. The ABC in-house counsel said he hopes the matter would be argued before a judge by early February. Within 20 days of its filing, ABC can ask for a summary judgment. The government has 60 days to respond to the suit.

-GF

would not proceed with previously announced spinoff of TV stations into separate company. Competing suitor, Bell-South, which previously agreed to merge cellular operations with those of LIN, had as of last Friday (Dec. 8) to counter revised McCaw offer, which is binding on McCaw until Feb. 28, 1990. LIN shareholder meeting is scheduled for Jan. 12.

Fox has rearranged its Saturday and Sunday night schedules to bring *The Simpsons*, first prime time animated series in more than 20 years, to its Sunday lineup. Show will occupy 8:30-9 p.m. slot, following *America's Most Wanted* and leading in to *Married...With Children*. *Totally Hidden Video*, currently in 8:30-9 slot, is moving to same slot on Saturday night. Hour-long *The Reporters*, currently in 8:30-9:30 slot moves to 9-10 p.m. *Beyond Tomorrow* (9:30-10 p.m.) has been canceled. Saturday night changes will take effect Jan. 13 and Sunday night switches take effect Jan. 14.

Two Cox Broadcasting radio stations paid total \$16,000 in "fundamentally unfair" indecency fines to FCC only "to avoid expense and time that a lawsuit would require," said Michael Faherty, executive VP, radio. Commission ignored ratings and listener comment as evidence of standards in WIOD(AM) Miami and KFI(AM) Los Angeles communities and "needs to review the definition of community standards," he said. "Absence of concrete, practical guidance [in FCC's] vague national community standard...imposes a chill" on radio. FCC also fined Chicago station last week (see page 71).

WBZN-AM-FM Racine, Wis. (Milwaukee) was sold by group owner Adams Communications to Ragan Henry for \$3.5 million and tax certificate. Seller is headed by Steve Adams and owns seven AM's, eight FM's and 10 TV's. Buyer currently owns five AM's and 10 FM's. WBZN(AM) is fulltimer on 1460 khz with 500 w day and 65 w night. WBZN-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Capstone Communications Inc. Also, **look for Henry to announce sale of wwin-am-fm Baltimore** to Washington broadcaster Cathy Hughes, owner of WOL(AM)-WMMJ(FM) there, for \$6.9 million.

Qintex Entertainment Inc. announced that Jonathan Lloyd will become president of restructured company, replacing David Evans, who will resign post effective Jan. 1, 1990. Theodore MacKinney has also been tapped to fill Lloyd's senior VP-CFO-treasurer position in attempt to help firm (which filed for Chapter 11 bankruptcy in October) refinance reported \$30 million-\$35 million loss for fiscal year ending July 31. Lloyd's top priority is to "recapitalize" Qintex by finding "credible investment firms" to help sagging production and syndication operation meet obligations to creditors. Since filing, Qintex laid off 31 employees and eliminated its syndicated sales force, trimming Los Angeles-based operation to 50 employees. Lloyd says QEI is continuing to pursue "production opportunities" while under Chapter 11 protection. *Tuff Trax* and *Rollergames* are still being distributed for weekend late fringe, but Lloyd said it wants to make sub-distribution agreements with outside party to syndicate both for 1990-92 season. Same holds true for former Evans and Qintex Australia CEO Christopher Skase's pet project, *The Time Is Now*, weekly hour show on world environmental issues.

Just-released fall 1989 RADAR report shows national radio usage remains virtually unchanged from fall 1988 levels. Overall FM share is 77% (versus 76% in 1988). On projected basis, report finds 96% of population (193 million people)

listens to radio in course of week; 79% of population (157 million) are reached by stations associated with networks measured by RADAR (ABC, CBS, National Black Network, Sheridan Broadcasting, Unistar and Westwood One). In average quarter hour during week, 24 million people are in radio audience.

ABC World News Tonight with Peter Jennings is extending and increasing its ratings lead over CBS Evening News with Dan Rather. During week 11, WNT had 11.5/21, compared to *Evening News's* 10.3/18. *NBC Nightly News with Tom Brokaw* scored 10.2/19. ABC's lead was its largest since it carried 1984 summer Olympics. ABC News has now won ratings race outright seven of last nine weeks—and tied CBS other two. For year, ABC has finished first 27 times, including six ties. To add little perspective, CBS won evening news race for every fiscal quarter from 1968 to 1985. In 1967, when ABC joined CBS and NBC in running 30-minute newscast, NBC won first half of year, while CBS won second half. NBC didn't win again until it took fourth quarter of 1986. Following year, CBS and NBC again split, two quarters apiece, with NBC taking second and third and CBS getting first and fourth. ABC's first quarterly win came in second quarter of 1988, when ABC tallied 9.4/20 over CBS's 9.2/20, according to ABC and CBS records.

National Telecommunications and Information Administration last week opened first comprehensive review in its 11-year history of how radio spectrum is used and distributed. "Spectrum is an issue that is finally having its day," said NTIA head Janice Obuchowski. Sixty-five page inquiry raises questions about adequacy of FCC's and NTIA's current methods of spectrum management and invites comments on alternative market-based approaches. First round of comments is due Feb. 23, 1990.

MAC III Productions, which was founded in Los Angeles two years ago, is trying to become leading U.S. production supplier and program acquisitions house for parent company, Scottish Television. Jeremy Fox, MAC III president and COO, has two new unidentified pilot projects being planned for CBS Station Groups Division, pilot project for Fox Broadcasting Co., titled *Are You Kidding* (to be presented to Fox executives this week), and is co-producing talk show *Private Affairs* with syndicator Multimedia Entertainment for current three-week test on KCRA-TV Sacramento, in hopes of eventual fall 1990 syndication. In addition, 35-episode commitment been made to produce children's game show, *Krypton Factor*, for syndicator G2 Entertainment.

Martin Marietta was scheduled to launch Dec. 8 its first commercial Titan booster carrying JCSAT 2, second satellite in Japan Communications Satellite Co.'s \$300 million, two-bird system, 30% owned by U.S.-based Hughes Aircraft, which built both spacecrafts. Japanese companies C. Itoh and Mitsui are other owners of JCSAT, Japan's first commercial satellite company. Identical satellites (JCSAT 1 was successfully launched last March) will carry total of 64 Ku-band transponders, 37 of which have already been contracted for video, data and telephone services to private Japanese companies.

Fred Silverman, former chairman of NBC, and currently president of Fred Silverman Co., Los Angeles-based television program production company, is recovering from mild heart attack suffered Dec. 1 during business trip in Chicago. He was hospitalized at Northwestern Memorial Hospital and is expected to be back in Los Angeles this week, but according to his staff, he won't be back to work right away.

Editorials

The Hedlund years

It is said that the times often produce the leader right for them. That has certainly been the case with the Association of Independent Television Stations, whose birth was attended and its early years nurtured by Herman Land, whose middle and growth years were in the charge of Preston Padden and whose maturing is the challenge for James Hedlund. The first two performed brilliantly in their assignments, each handing over a stronger, more powerful and more influential organization to his successor. We have no doubt Jim Hedlund will do as well, and may stick around even longer.

To begin with, he comes to the presidency with impressive credentials, having labored not only in the executive branch and on Capitol Hill but also in the vineyard of INTV's chief antagonist, the National Cable Television Association. He brings the training of an economist and the experience of having been intimately involved with the association's agenda for seven years. Perhaps as importantly as anything else, he comes remarkably without baggage from earlier acrimonies that have divided INTV and cable.

The last of those attributes says a lot about Hedlund the man, as opposed to the trade association lobbyist—he manages to engage the opposition without turning it into an enemy. That asset will serve the broadcasting industry well when it looks around for champions with credibility in the other camp.

As for Preston Padden, this page, for one, is delighted that he will remain close to the fray from a new eminence, with Fox Broadcasting. That innovative, ebullient company is an apt match for so rare a bird, who enlivened not only the debate but invigorated Washington telepolitics for a four-year term he made seem brief. We wish him and them well. The broadcasting industry will continue to profit from both.

Return to sender

The franking privilege has been abused (at least as far as the Fifth Estate's interest is concerned) in the form of a glowing epistle from 30-plus senators praising Al Sikes and his FCC for its swift action on indecency, the most recent stroke of that broadsword being a \$6,000 fine on WLUP(AM) Chicago (see story, page 71).

That record so far is six stations fined—the heaviest amounting to \$10,000—and six with letters of inquiry hanging over them that could lead to fines. Broadcasters are understandably less sanguine about those numbers.

The senators' letter, parts of which were read at an open commission meeting two weeks ago (BROADCASTING, Dec. 4), only serves to illustrate why their approval should persuade no one of the rightness of Sikes's campaign.

The signatories to the letter expressed their support of the FCC's "efforts to enforce in a constitutional manner the legal restrictions on the broadcast of indecent material." That appraisal must be taken with a cellar of salt, coming as it does from a legislature whose collective credentials as constitutional scholars were revoked for passing a law that banned entirely speech clearly protected by the First Amendment.

In what seemed an act of self-rebuttal, the same senators went on in the letter to state flatly: "The FCC cannot and should not attempt to prohibit the broadcast of material that is merely offensive or to act as the Nation's censor." And yet that is exactly what the senators are advocating when they encourage

the FCC to advance its own morality—or that of a particularly vocal lobby—as the law of the land. When the FCC does so, it becomes a censor, chilling speech, threatening broadcasters' livelihoods and dis-serving the public whose service is the province of both broadcasters and legislators. (The senators' inconsistency appeared to be contagious. Commissioner Andrew Barrett, who said he fully supports the FCC's anti-indecency efforts, also said that "the responsibility is not ours to be the parents of America's children.")

Proponents of censorship often defend their position in the self-righteous, albeit misguided, belief that they are protecting children. They are wrong. They are protecting their own moral sensibilities, and worse, trying to impose them on everyone else.

Amicus curiae

The story of ABC's lawsuit seeking permission to go about its business of covering the Pan Am games in Cuba (see story, "In Brief") details yet another example of the compromised position in which the Fifth Estate has been put vis a vis other communications media.

In brief, the Treasury Department will not allow ABC to pay the \$8.7 million it has offered for the right to cover the games (three-quarters of which would go to the host country, Cuba) because it considers that transaction a violation of the "Trading with the Enemy Act." ABC counters that a 1988 congressional amendment to the act makes provisions for the import and export of "publications, films or other informational materials."

By our reckoning, the coverage of sports events is clearly an exportation of informational material, and thus should be covered by an amendment that gives special dispensation to the print media and films. The Treasury Department, however, taking a page from those who use the absence of microphones in Capitol Hill artwork as justification for selectively applying the First Amendment, has decided that the 1988 amendment to the act should not cover "the importation of intangible items such as telecommunications transmissions." The exclusion is arbitrary, discriminatory and would be more ludicrous were it less familiar to the Fifth Estate.

We hold with ABC that the Treasury Department's argument for the ban is without merit. We hope the court does likewise.



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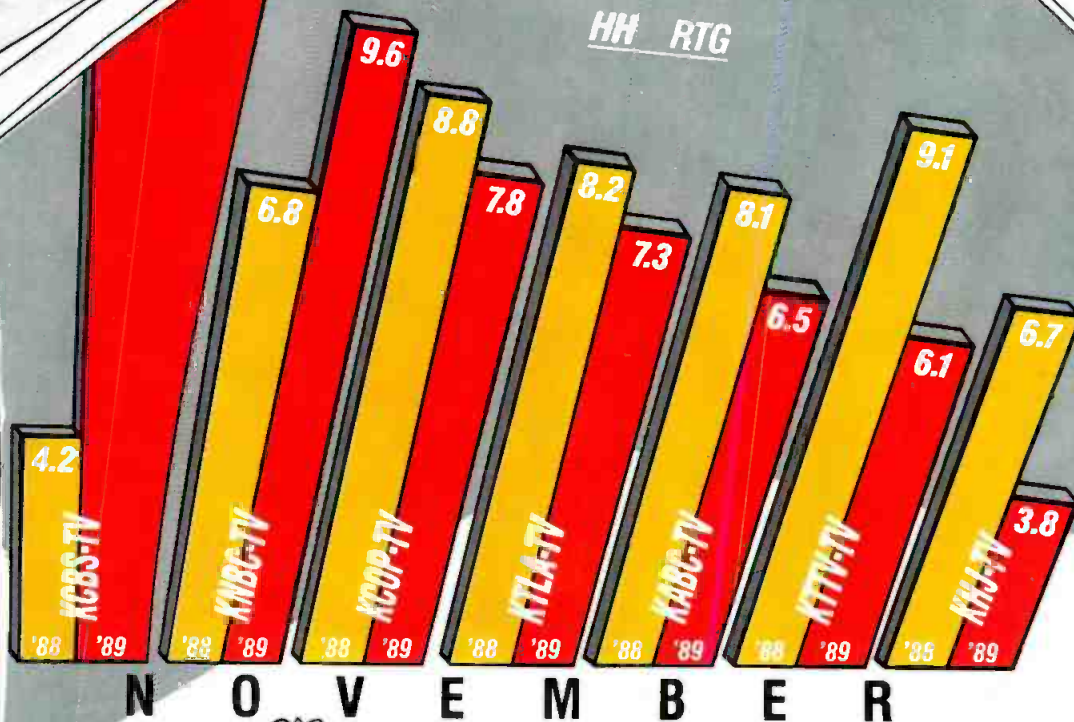
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