

RADIO TELEVISION CABLE SATELLITE

Seasons Greetings from Hollywood's Winter Wonderland.

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59th Year 1980

59th Year 1989

INDUSTRY ASTIR

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S seeks its
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Congratulations

Richard H. Harris, Chairman of Group W Radio, Inc.,
Robert F.X. Sillerman and Carl E. Hirsch, Co-Chairmen
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KQXT-FM

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Americom is pleased to have represented
Group W Radio, Inc. in this transaction.

AMERICOM



Radio's New Breed of Professional Brokerage and Financing Specialists

Turner buy... Although details are still sketchy, it appears Turner Broadcasting System will buy MGM/UA's film library, consisting of almost 1,000 titles. **PAGE 43.**

News from Anaheim... As cable executives descended on Anaheim, Calif., for annual Western Cable Show, most pressing issue



L-r: John Malone, John McLaughlin, Ron Howard and Ted Turner appeared to be proposed reregulation of cable. **PAGE 43.** Other issues were also discussed, including predictions from opening session panelists that networks' combined share of TV audience will almost certainly fall below 50% in next decade. **PAGE 44.** Prospects of cable deregulation bill get different odds from House and Senate counsels. **PAGE 45.**



Trey Smith chairman of California Cable Television Association and VP, operations, Times Mirror Cable

Panelists list economic good news and bad facing cable's future. **PAGE 46.** SportsChannel takes Oakland A's and San Francisco Giants away from Pacific Sports Network. **PAGE 47.**

Sagansky signed... Officials at CBS and Tri-Star Pictures confirm that agreement has been reached enabling Tri-Star President Jeff Sagansky to assume head post at CBS Entertainment. **PAGE 50.**

50/ **DEALER REPRISAL**

Some auto dealers pull ads from several ABC affiliates, following story on network's 20/20.

52/ **NAME OF THE GAME**

Many syndicators will bring their game shows to NATPE '90, competing for station interest, time period positioning and viewer response.

56/ **NEW C-W SITCOM FOR NBC**

NBC will add third situation comedy from producers Marcy Carsey and Tom Werner to its schedule.

68/ **PEOPLEMETER REVIEW**

Broadcast television networks unveil study of peplemeters that says current system works, but could use improvement.

74/ **REMATCH IN HDTV**

It appears Leonard-Duran boxing match could be pivotal event that leads to widespread commercial use of high-definition television.

82/ **CUBAN DELEGATION**

Group of broadcasters, Representative Al Swift and some congressional staffers are traveling to Havana to discuss Cuban interference to American AM stations.

84/ **NEW TV FRONTIER**

BROADCASTING speaks with two principals of New Zealand's just-expanded TV broadcasting industry.

88/ **U.S. RADIO VOICE**

Time has come, according to audience research officer of Voice of America, for U.S. to combine VOA and Radio Free Europe/Radio Liberty.

97/ **AD-VANTAGE**

PaineWebber conference presents bullish ad forecasts for media next year.

119/ **SPREADING THE NEWS**

Malcolm S. (Steve) Forbes Jr., president and COO of Forbes Inc., and deputy editor in chief of *Forbes* magazine, has for past seven years, also headed Board for International Broadcasting, supervising Radio Free Europe and Radio Liberty.

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WASHINGTON

High hurdles

Jim Hedlund, new president of Association of Independent Television Stations, is not altogether sanguine about chances of cable reregulation bill becoming law next year. Hedlund told BROADCASTING in interview: "I would not be surprised if major cable legislation did not pass in 1990. Only because with all the problems that Congress is going to face with the federal deficit, something of a major nature like this may not be able to be done in the shortened cycle of an election year. We are certainly going to try and see that done, but I would not gauge our efforts a failure if the momentum pushed us over into 1991."

Into breach

Senator Al Gore's (D-Tenn.) ongoing campaign to rein in cable industry resumes early next year not only on Capitol Hill but at Federal Trade Commission as well. In January, Gore will renew his request for agency to open formal inquiry into alleged anticompetitive practices of cable industry. Gore has been providing information to FTC for some time and is hopeful that agency's new chairman, Janet Steiger, will be more receptive to his

request than her predecessor, Daniel Oliver.

Coming to America

Voice of America programming has never been disseminated in U.S., but C-SPAN has plans to change that, sometime after start of new year. For some 40 years, VOA programming and other materials produced by U.S. Information Agency has been barred from circulation in U.S. by provision of Smith-Mundt Act; Congress's concern was that president not be allowed to use USIA to propagandize U.S. But decision handed down last month by U.S. district court in Iowa has led lawyers, including those working for USIA, to conclude that, while ban is constitutional as it applies to government agencies, First Amendment would protect anyone picking up USIA materials, including VOA signals, and distributing them domestically. Case had been brought several years ago by Michael Gartner, now president of NBC News, in his role as editor of *The Des Moines Daily Register and Tribune*, in effort to have ban declared unconstitutional.

NEW YORK

Ad vantage

Controversy over broadcast networks' commercial load,

particularly that of NBC, has quieted but is still being monitored by advertising agencies. Just-available study shows that prime time commercials/billboards per hour on NBC jumped from 6 minutes 51 seconds during one week in late 1987 to 7 minutes 40 seconds during similar week in 1988. By comparison, that on CBS increased only 3 seconds, to 6 minutes 54 seconds, while that on ABC actually declined 17 seconds, to six minutes 41 seconds. Combined with network promotion spots and local commercials and credit "overages," average NBC nonprogramming material was 11 minutes and 25 seconds, full minute and a half over network's own guidelines. Study also noted that NBC did not air any prime time public service announcements during week, compared to seven by CBS and three by ABC. Study's sponsors, American Association of Advertising Agencies and Association of National Advertisers, said they decided not to distribute results widely because presentation was not completed until last week.

Games afoot

Eight broadcasters from Mexico, Venezuela and Puerto Rico will visit New York this Tuesday and Wednesday (Dec. 19 and 20) to begin

negotiations with Major League Baseball, NBC Sports Production Inc., and London-based Pascoe Nally Inc., co-venture partners in international distribution of MLB. Popularity of game in those nations, all of which host winter leagues for U.S. players and all of which have produced big league stars, is high. By January, according MLB broadcasting director Bryan Burns, winning bidders will have locked up schedules chosen from all games to be played in 1990.

Co-venture expects benefits beyond additional rights fees and player recruiting south of border. Taking page from marketers of hit movies such as *Batman* and *Star Wars*, MLB and its partners have retained international rights to league promotional items.

On hold

Genesis Entertainment has pushed back plans for premiere of late-night show originally announced for 1990-91 season. "We don't think we can get it together in time, and we want to do it right," said Phil Oldham, executive vice president, domestic sales. Still in development stage, program will emphasize comedy. "We did a lot of research on the late-night marketplace, and found



Capital Christmas

President and Mrs. Bush joined various stars in singing the finale at NBC's eighth annual Christmas in Washington, holiday special taped Dec. 10 at the National Building Museum. The show's sponsors donated \$40,000 to Children's Hospital National Medical Center, Washington, and guests brought gifts for the patients. The show will be broadcast Dec. 18 at 10 p.m. Singing (front row, l to r): singers Michael W. Smith and Olivia Newton-John; Barbara Bush; singers Vic Damone and Diahann Carroll; President Bush, and flutist James Galway.

Look And
You'll Find It
In The Biggest
Syndication
Sitcom Hits.

It's In
Barney Miller.



And It's In Head Of The Class.



Look at 12 years of off-network comedies, and you'll find that the hits all have one ingredient in common.

It's the perfect network audience, with the right demographic mix.

Long-running syndication hits like "M*A*S*H" and "Barney Miller" had network demos that perfectly match the demos that

watch sitcoms five days a week. And, that's the essential ingredient for syndication success.

It's something that you won't find in most expensive sitcoms available for stripping. Scary, but it's not there.

But, relax. Because Warner Bros. sitcoms for '90-'91 all have it. And the numbers prove it.

For a secure programming

investment, look into our line-up for '90-'91. "ALF," "Head of the Class," "The Hogan Family," and "Perfect Strangers." Network hits with the audience track record that will keep them hits for you, five days a week, for many years to come.

Funny Shows. Serious Business.



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ALF
Alien Productions



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Eustes/Elias Productions



THE HOGAN FAMILY
Miller/Boyett Productions



PERFECT STRANGERS
Miller/Boyett Productions

what people want is to laugh," Oldham said.

Last week Genesis also decided to renew *The Byron Allen Show*, weekly, late-night talk/entertainment program that premiered in 1989-90 season.

Cartoon call

In effort to beef up animation programming, sources say, Nickelodeon has put out call for new animated characters with potential to be developed into long-term franchises. Nickelodeon would acquire rights to characters, and develop shows for them with outside producers. Word is kids cable network is looking to build four programs. Budget of about \$250,000 per episode has been earmarked for new shows, sources said. At deadline, Nickelodeon executives could not be reached for comment.

Sunny side

Cable music network VH-1's first foray into programming alliance with radio was "very encouraging." Company spokesperson cited "synergy" created during four-week, experimental *The VH-1 Eggman* "interactive radio-TV show" (BROADCASTING, Nov. 20), in which videos of morning radio personalities were carried on VH-1 show. Continued interest from stations involved has prompted VH-1 to continue developing program ideas for future implementation.

LOS ANGELES

ABC halls are alive

Julie Andrews, whose television activities to date have been limited to specials—most recently reunion with Carol Burnett that aired on ABC last week—is currently in negotiations with ABC for development of half-hour series for fall 1990. Project will be produced by Andrews' Greengage Productions in association with Blake Edwards Television Company.

Network, not a network

Insiders at Fox

Broadcasting now believe it will be at least year before its "network" reaches critical mass that would trigger imposition of FCC's network rules, including financial interest/syndication and prime time access. Fox will in any event seek to avoid regulation, arguing rules were meant to encourage competition against big three, not retard it. Specific strategy has yet to be decided.

Facing accusers

It may be like Daniel walking into lion's den. John Orr, general manager of WGRG, controversial cable program service in Rochester, N.Y., that is programed like independent TV station with syndicated and off-network fare, will appear on panel at Association of Independent Television Stations convention on Jan. 3. Establishment of WGRG did not sit well with independent stations. Session is called "TV Rights: Whose Market is it Anyway?" and also features USA Network's Kay Koplovitz, Major League Baseball's Bryan Burns and Columbia Pictures' Barry Thurston.

ANAHEIM

Fee payback

Cable-side executives and lobbyists, furious with

broadcasters (or at least with National Association of Broadcasters) for signing on to cable regulation that doesn't directly affect broadcaster-cable relationship, increasingly mention spectrum fees on radio and television stations as appropriate legislative quid pro quo. Broadcasters, they point out, pay nothing for spectrum, while cable has paid percentage of its revenue as franchise fees from beginning.

CUBA

Turnabout

Radio Marti is performing unusual service for its listeners in Cuba, providing information based on Soviet weekly, *Moscow News*. Novosti publication, designed for external consumption, appears in English and Spanish as well as Russian, and had been available in Cuba. But Castro government, which is unsympathetic to changes under way in Soviet Union and other Communist countries, has now banned it, possibly because of its increasingly outspoken and pro-glasnost tone. So Radio Marti staffer reviews publication, writes script based on articles, and announcers discuss text, in weekly show entitled "Novedades" ("Novelties"). It's unlikely that kind of service was

envisioned when Radio Marti went on air in 1985 to bring Cuba news free of Communist slant.

TULSA

Blackout box score

Early returns on extent of syndex-related blackouts come from database United Video has set up to monitor need for programing changes. UV, which distributes WGN-TV Chicago to some 25 million cable homes, said it has recorded nearly 10,000 blackout notices from cable operators for syndex, which takes effect Jan. 1. Figures encompass regional and distant stations, but do not include network nonduplication blackouts.

SAN FRANCISCO

Public protest

Not all elements of public TV community are happy about new life for noncommercial KQEC-TV San Francisco as all-news broadcast channel and ad-supported cable service (see page 100). Public TV independent producers—whose lobbying efforts on Capitol Hill won new program fund earmarked for independent productions—are planning demonstration at KQED in January to protest "further commercialization of public TV," said one producer.

Year and half ago, following extended periods during which KQED Inc.'s second station in San Francisco, KQEC, remained dark, FCC yanked license, saying it "would no longer accept financial difficulties as justification for continued nonoperation." KQED appealed, kept control and last week resolved to pursue co-venture with NBC affiliate there.

HOLLAND

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.

Closing time

Philadelphia-based group owner Ragan Henry missed three closings last week, causing some concern among sellers and brokers in industry. Deals set to close that have not were WAKR(AM)-WONE-FM Akron, Ohio, for \$13 million from Summit Broadcasting, brokered by H.B. LaRue Media Brokers; WRXJ(AM)-WCRJ-FM Jacksonville, Fla., for \$8.6 million from Hoker Broadcasting, brokered by Media Venture Partners, and WLOE(AM)-WWMY(FM) Eden, N.C., from WWMY-FM Broadcasting Inc. for \$3.5 million, brokered by Richard A. Foreman Associates. One industry source said reason for lack of closings was that Henry has been unable to close with his lenders, Continental Bank and Chrysler Capital. One broker said that if Henry's deals do not close or are delayed there could be some long-term effects on industry. Broadcast lenders, source said, may become more hesitant to lend to broadcasters if Henry, who has been on buying spree all year, has trouble closing. Also, some smaller brokers who have worked on Henry's deals could be hurt by losing large commissions. And huge chunk of broadcast properties will be back out on market, possibly at lower prices. Hoker Broadcasting, through its broker, has said that it will give Henry time to close deal. At press time, other sellers could not be reached for reaction. Some brokers feel that Henry may be getting ahead of himself by continuing to buy more stations before earlier purchases have closed. Henry told brokers that deals in question will close next week. He did not return calls.

STATIONS ARE GOING WILD!

Including 7 of the Top 15

KCOP – Los Angeles

KDFW – Dallas

KARE – Minneapolis

WRC – Washington, D.C.

WSB – Atlanta

KTVI – St. Louis

WTSP – Tampa

THANKS FOR THE EARLY CLEARANCE!



The list of stations that are fully committed to THE JOKER'S WILD is growing! And that's why THE JOKER'S WILD is fully committed for Fall 1990 production with FULL NATIONAL SPONSORSHIP by THE PROCTER & GAMBLE COMPANY! Isn't it time **your** station went 'WILD'?

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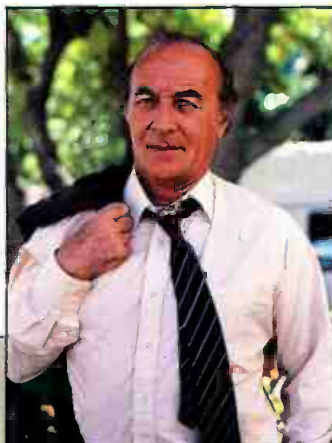
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BY THE NUMBERS 1

The pairing of NBC's *True Blue* and *Mancuso, FBI*, which stars Robert Loggia (shown at right), seems to have helped the network's Friday night lineup. *True Blue* pulled in an 11.2 rating/19 share with its premiere in Week 12 from 9 to 10 p.m., better numbers than those garnered by the timeslot's predecessor, *Hardball*. That show went off the air for retooling after six weeks with a season to date average of 10.1/18. *Hardball*'s best rating in the Friday timeslot was a 10.4/18, while a Thursday night broadcast at 10



during Week Two brought in a 15.3/17, which represented a drop in ratings from a 90-minute debut in Week One on Thursday starting at 9:30 that scored a 17.8/30. *Mancuso*'s season average is currently at 10.3/19. The Week 12 installment pulled in an 11.0/20 to rank 51st for the week, the show's best numbers in the timeslot. (*Mancuso* also had an airing in NBC's *L.A. Law* timeslot on Thursday, during Week Five, when the show averaged a 13/22.) *True Blue* aired in Week 11 as an

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	24.3/39	N	<i>Cosby Show</i>
2	24.2/38	N	<i>Cheers</i>
3	▲ 23.5/36	A	<i>Roseanne</i>
4	23.0/37	N	<i>Different World</i>
5	20.4/33	N	<i>Dear John</i>
6	19.9/35	N	<i>Golden Girls</i>
7	▲ 19.5/31	C	<i>60 Minutes</i>
8	▼ 18.9/28	C	<i>Murder, She Wrote</i>
9	▼ 18.8/32	N	<i>L.A. Law</i>
10	▲ 18.7/33	N	<i>Empty Nest</i>
11	▼ 18.5/29	A	<i>Wonder Years</i>
12	▲ 17.5/28	A	<i>Who's the Boss?</i>
13	▲ 17.4/27	A	<i>Coach</i>
14	▲ 16.3/25	N	<i>In the Heat of the Night</i>
15	▲ 16.1/28	A	<i>Full House</i>
16	▼ 15.8/25	N	<i>Unsolved Mysteries</i>
17	▲ 15.7/24	C	<i>Designing Women</i>
18	▲ 15.3/29	N	<i>Hunter</i>
18	▼ 15.3/27	A	<i>Monday Night Football</i>
20	15.1/24	C	<i>Newhart</i>
20	▲ 15.1/27	A	<i>20/20</i>
22	▲ 15.0/23	N	<i>Hogan Family</i>
23	▼ 14.9/24	N	<i>NBC Monday Movie</i>
24	▼ 14.8/23	N	<i>Matlock</i>
25	▲ 14.3/25	A	<i>Family Matters</i>
25	▲ 14.3/21	C	<i>Murphy Brown</i>
27	▼ 14.1/22	N	<i>Night Court</i>
28	▲ 14.0/24	C	<i>Knots Landing</i>
29	13.9/22	A	<i>ABC Sunday Movie</i>
29	▼ 13.9/25	N	<i>Amen</i>
29	▼ 13.9/22	A	<i>Growing Pains</i>

Rank/rating □ Network □ Show

32	13.8/24	N	<i>Midnight Caller</i>
33	▼ 13.6/21	N	<i>ALF</i>
34	▲ 13.4/22	C	<i>CBS Sunday Movie</i>
34	▼ 13.4/21	A	<i>Head of the Class</i>
36	▲ 13.2/22	A	<i>Perfect Strangers</i>
37	▲ 12.8/21	A	<i>Just the Ten of Us</i>
38	▼ 12.7/20	A	<i>Doogie Howser, M.D.</i>
39	▼ 12.5/22	A	<i>thirtysomething</i>
40	▲ 12.4/21	C	<i>Dallas</i>
41	▼ 12.1/19	C	<i>Jake and the Fatman</i>
41	▼ 12.1/19	C	<i>Major Dad</i>
43	▲ 11.8/21	A	<i>China Beach</i>
44	▲ 11.7/21	C	<i>Doctor, Doctor</i>
44	▲ 11.7/19	N	<i>My Two Dads, Wed.</i>
46	▲ 11.4/17	F	<i>Married...With Children</i>
47	▼ 11.3/18	N	<i>NBC Sunday Movie</i>
47	11.3/20	N	<i>227</i>
49	11.2/19	N	<i>True Blue</i>
50	▲ 11.1/17	F	<i>Totally Hidden Video</i>
51	11.0/20	N	<i>Mancuso, FBI</i>
51	▲ 11.0/20	C	<i>Wiseguy</i>
53	▼ 10.3/17	A	<i>MacGyver</i>
54	▼ 10.1/16	A	<i>Anything but Love</i>
54	▼ 10.1/16	C	<i>Rescue: 911</i>
56	▼ 9.9/15	N	<i>Ann Jillian</i>
56	▲ 9.9/18	C	<i>Falcon Crest</i>
56	▼ 9.9/16	N	<i>Magical World of Disney</i>
56	9.9/15	C	<i>Night Before Christmas</i>
60	▲ 9.8/15	F	<i>America's Most Wanted</i>

Week 12 □ Dec. 4—Dec. 10

Rank/rating □ Network □ Show

60	▼ 9.8/18	N	<i>Quantum Leap</i>
60	▼ 9.8/15	N	<i>Sister Kate</i>
63	▼ 9.4/16	N	<i>Baywatch</i>
64	9.2/15	C	<i>Bugs Bunny Christmas</i>
64	▲ 9.2/14	C	<i>Famous Teddy Z</i>
64	▲ 9.2/15	A	<i>Life Goes On</i>
67	▲ 9.0/14	C	<i>48 Hours</i>
68	▼ 8.9/16	C	<i>Paradise</i>
69	▼ 8.7/14	C	<i>CBS Tuesday Movie</i>
70	▲ 8.4/13	A	<i>Free Spirit</i>
70	▼ 8.4/14	A	<i>Mission: Impossible</i>
72	▼ 8.2/13	A	<i>Young Riders</i>
73	▲ 7.4/11	A	<i>Homeroom</i>
74	▲ 7.3/13	F	<i>Cops</i>
74	▲ 7.3/13	C	<i>Tour of Duty</i>
76	▼ 7.2/13	A	<i>ABC Mystery Movie</i>
76	▲ 7.2/11	F	<i>Open House</i>
78	▼ 7.0/13	C	<i>Sat. Night with Connie Chung</i>
78	▼ 7.0/12	C	<i>Snoops</i>
80	▼ 6.9/11	C	<i>Top of the Hill</i>
81	▼ 6.7/12	A	<i>Mr. Belvedere</i>
82	▲ 6.6/12	A	<i>Living Dolls</i>
83	▼ 6.2/10	F	<i>21 Jump Street</i>
84	5.4/9	A	<i>Koppel Report</i>
85	▼ 5.3/8	F	<i>Alien Nation</i>
85	5.3/9	F	<i>Booker</i>
87	▼ 4.8/8	F	<i>Reporters</i>
87	4.8/8	F	<i>Tracey Ullman Show</i>
89	▼ 3.1/6	F	<i>Beyond Tomorrow</i>
89	3.1/5	F	<i>Garry Shandling's Show</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

Source: Nielsen and Broadcasting's own research.

■ —Premiere broadcast

FREEZE FRAMES: Top-ranked shows in Arbitron's 14 metered markets for Week 12

Ranked first in seven cities: Boston, Chicago, Cleveland, Dallas, Denver, Houston, Philadelphia—*Roseanne* ABC

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

Ranked first in one city: New York—*Golden Girls* NBC

Ranked first in one city: San Francisco—*Cheers* NBC

From Week 11, ABC's *Roseanne* added Boston, Chicago and Denver, and dropped Miami. NBC's *Cosby Show* picked up Miami but lost New York to *Golden Girls*.

Source: Arbitron Ratings.

"Mayday, Mayday, we're out of control..."

Jerry Schemmel was on Flight 232 as it cartwheeled into a cornfield in Iowa and exploded...he escaped not only with his life, but saved one year-old Sabrina Michaelson.

Real life heroes don't leap over tall buildings or fly through the air. They face danger, disaster, even death itself and do more than survive... they triumph!

WITNESS TO SURVIVAL

is a new half-hour weekly series featuring ordinary people overcoming extraordinary circumstances. Through the use of actual footage and reenactment, viewers will travel along on their heart-breaking journeys and share in their heart-warming survival.

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Source: NSS Ranking, September '86 - November '89

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een the #1 talk
secutive weeks!*



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

NBC Sunday movie and grabbed a 14/22.

The big three networks delivered a low 34.45 million households during Week 12, when they averaged a combined 37.4/61.7. With the holiday season, TV viewing tends to slump until about Week 15 or 16. NBC won the week with a 14.2/23.6 over ABC's 11.9/19.6 and CBS's 11.3/18.5. In the evening news race, ABC continues to chalk up consecutive wins. The current finish gave ABC an 11.2/21 win over CBS's 10.2/19 and NBC's 9.9/18.

For the third time this season, NBC won Monday night, this time with a 14.7/23.3 over ABC's 14.1/22.6. NBC also won Wednesday, Thursday and Saturday. ABC picked up Tuesday and Friday, while CBS held on to Sunday.

MarketScope

The Standard & Poor's moved up 1.09%, or 4.36, to close at 403.07, but the advance-decline ratio for the Stock Index was low, standing at 46-63 with 19 stocks unchanged. The ratio had been doing better over the last several weeks, with advances outpacing declines as of Dec. 6, 57-42, and running even the week ended Nov. 29 at 53 advances and 53 declines. The ratio dropped to 34-70 as of Nov. 21 after having pushed up to 68-45 at the close of trading on Nov. 15. In the same period of time, the S&P has moved up 3.84%, with the last three sessions each posting gains. The S&P last broke through the 400 level on the Stock Index in late September and early October, when, on Oct. 4, the index closed at 407.4. Over the last 12 months, the S&P has traded at a high of 410.49 and a low of 316.24 and is up 25.47% since the beginning of the year. Capacities/ABC (symbol CCB) picked up 8¼ to close at 546¼. Multimedia (MMEDC) lost 6½ to close at 84.

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	Ratio	Closing	Closing	Net	Percent	P/E	Ratio
Wed	Wed	Change	Change	Ratio	(000,000)	Wed	Wed	Change	Change	Ratio	(000,000)
Dec 13	Dec 6					Dec 13	Dec 6				

BROADCASTING

N (CCB) Capital Cities/ABC	546	1/4	538		8 1/4	01.53	22	9,831
N (CBS) CBS	196	7/8	198	1/4	- 1 3/8	-00.69	17	4,651
A (CCU) Clear Channel	12	1/8	12	1/4	- 1/8	-01.02	121	47
A (HTG) Heritage Media	3		3	1/8	- 1/8	-04.00	-2	108
O (JCOR) Jacor Commun.	5	1/2	5	1/2		00.00	-4	54
O (LINB) LIN	120		123	3/8	- 3 3/8	-02.73	67	6,159
O (OBCC) Olympia Broadcast		1/2		5/8	- 1/8	-20.00		1
O (OSBN) Osborn Commun.	10	1/8	10	5/8	- 1/2	-04.70	6	68
O (OCOMA) Outlet Commun.	24		24	5/8	- 5/8	-02.53	29	157
A (PR) 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 (SCLP) Scripps Howard	72	1/2	67		5 1/2	08.21	37	748
O (SUNNC) SunGroup Inc.	1	7/8	1	3/4	1/8	07.14	-2	4
O (TLMD) Telemundo	5	1/2	5	1/2		00.00	-2	125
O (TVXGC) TVX Broadcast	4	1/8	4	1/4	- 1/8	-02.94		30
O (UTVI) United Television	35	1/4	34	1/2	3/4	02.17	50	385

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	37	3/4	36	1/2	1 1/4	03.42	50	748
N (AFL) American Family	16	7/8	17	3/4	- 7/8	-04.92	15	1,369
O (ACCMA) Assoc. Commun.	35		36		- 1	-02.77	-85	651
N (CCN) Chris-Craft	36	1/8	35		1 1/8	03.21	53	860
O (DUCO) Durham Corp.	32	1/4	33		- 3/4	-02.27	28	272
N (GCI) Gannett Co.	41	7/8	41	7/8		00.00	17	6,756
O (GACC) Great Amer. Comm.	9	3/8	9	1/4	1/8	01.35	-2	294
N (JP) Jefferson-Pilot	45		44	1/4	3/4	01.69	15	1,692
N (KRI) Knight-Ridder	54	3/4	52	1/4	2 1/2	04.78	13	2,816
N (LEE) Lee Enterprises	31	5/8	31	3/4	- 1/8	-00.39	18	771
N (LC) Liberty	40		37	1/8	2 7/8	07.74	22	338
N (MHP) McGraw-Hill	57	3/4	61	1/2	- 3 3/4	-06.09	14	2,806
A (MEGA) Media General	32	1/8	32	7/8	3/4	-02.28	803	827
N (MDP) Meredith Corp.	31	5/8	32	1/4	- 5/8	-01.93	18	590
O (MMEDC) Multimedia	84		90	1/2	- 6 1/2	-07.18	31	949
A (NYTA) New York Times	26	1/4	26	7/8	- 5/8	-02.32	13	2,061

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.

Each day we provide over 571 hours of contract service to our broadcast and cable clients. But the true test of our system—and our people—comes with the unusual. The unexpected. When seconds count. When there is no second chance.

Group W Satellite Communications Operations & Engineering Group should be your first choice as a provider of satellite transmission services. We have facilities and capabilities to meet your needs ranging from scheduled program distribution to breaking news coverage.

Our proprietary links to two New York City Hubs extend our service from the heart of Manhattan across the United States.

When you call for service—day or night, weekday, weekend or holiday—you'll be talking directly with qualified video technicians who can confirm your request on the spot. Our traffic and transmission technicians take total responsibility for the service you order. They schedule your service, set up terrestrial links and loops, and personally perform audio and video analysis on each signal through our facility. Their minimum standard of performance is absolute perfection in technical quality and customer service.

To discuss our services in detail, call Lou Di Mauro, at 203/965-6355.

To order service, call the traffic desk at 203/965-6371.

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Operations & Engineering Group
250 Harbor Drive, P.O. Box 10210
Stamford, CT 06904 FAX 203/965-6315



GROUP W
SATELLITE
COMMUNICATIONS
Operations & Engineering Group



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.



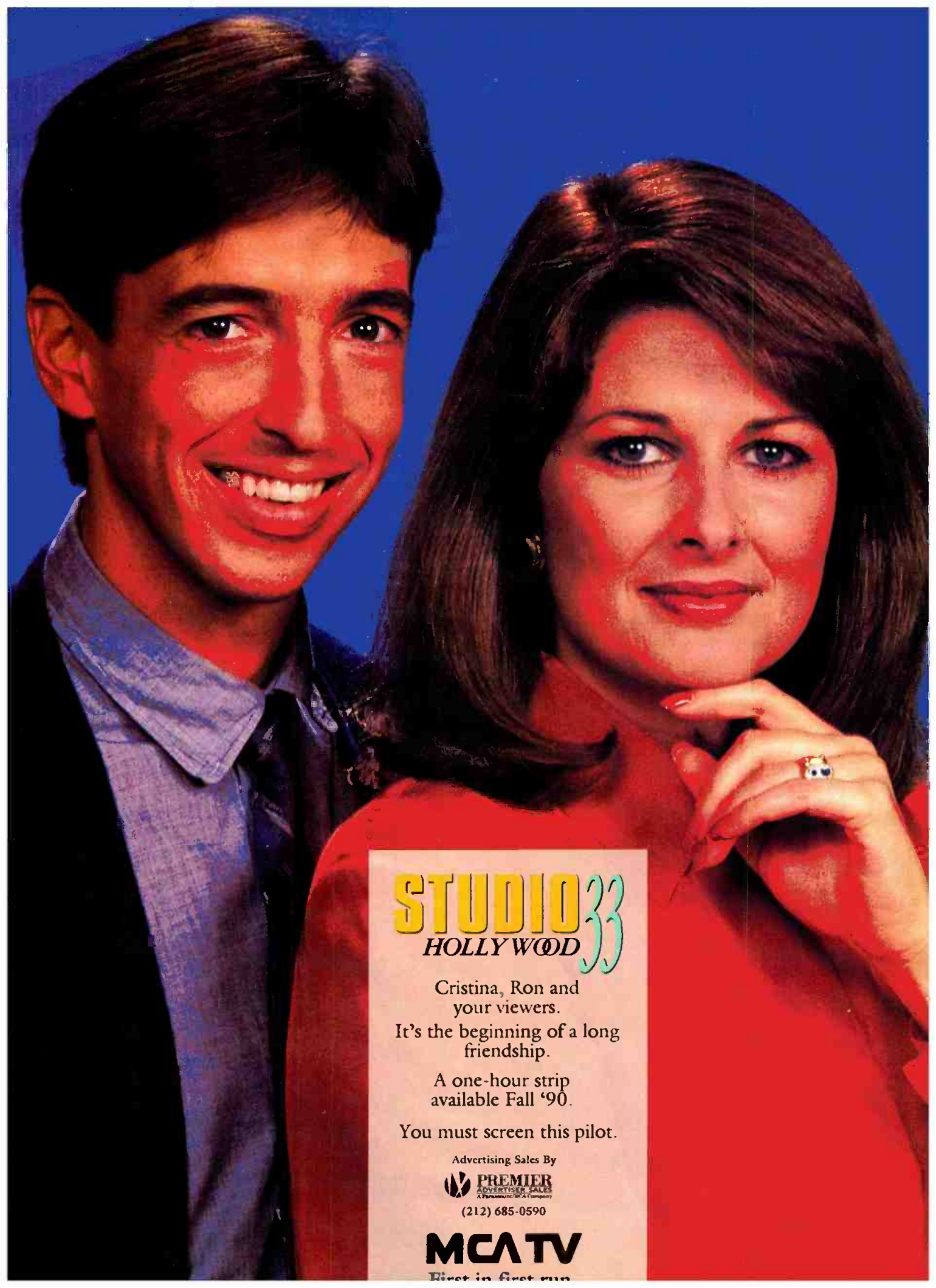
"Ron is quite candid," Ferrare says. "He makes no pretense, and he is witty."



"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."

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





STUDIO 33 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

STOCK INDEX 2

[illegible]

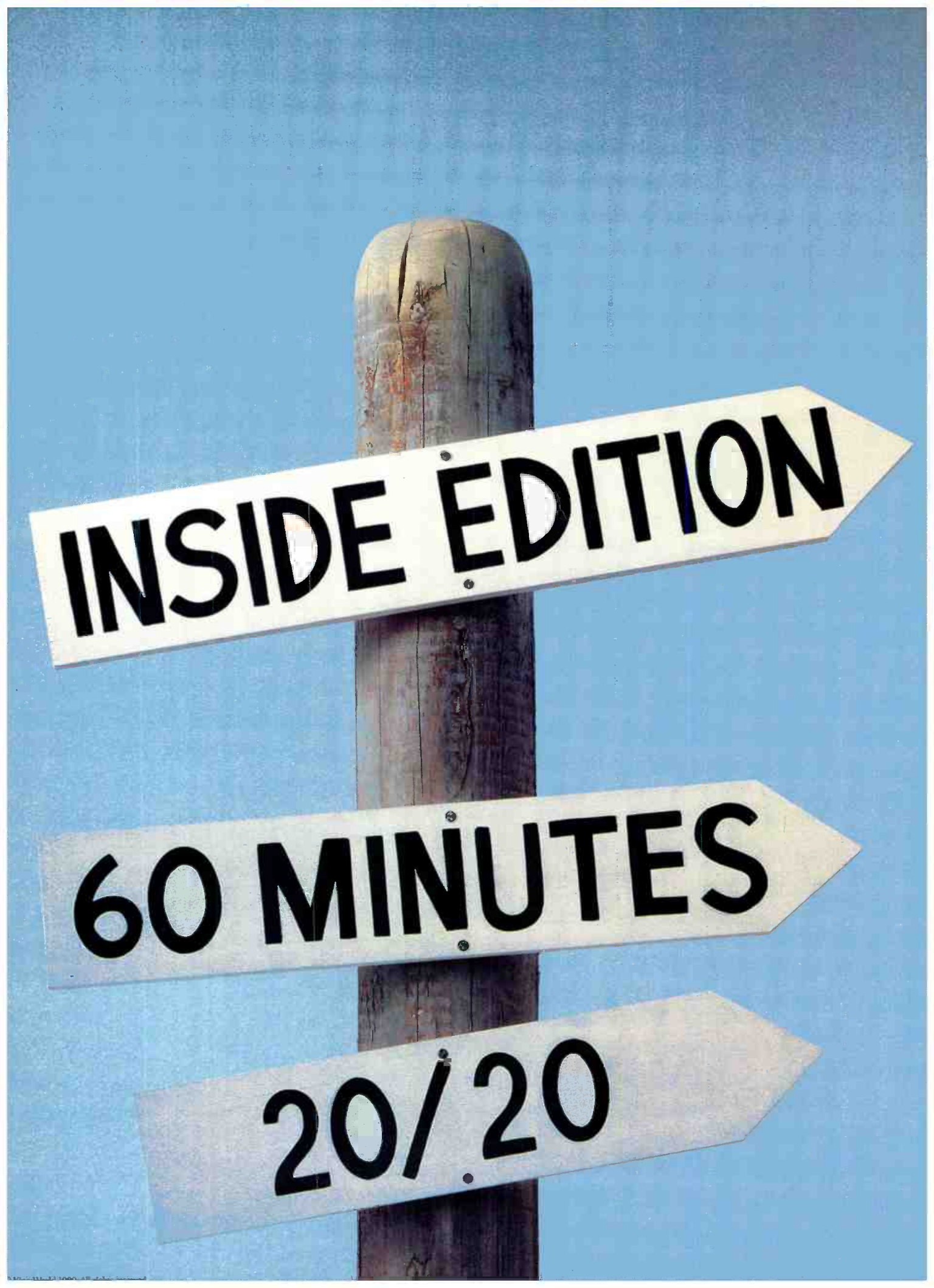
60 MINUTES

20/20

A CURRENT AFFAIR

HARD COPY

Last year we had a
big decision to make.

A vertical wooden post with a rounded top is set against a clear blue sky. Three white, arrow-shaped signs are attached to the post, pointing to the right. The signs are stacked vertically and contain the text 'INSIDE EDITION', '60 MINUTES', and '20/20' in bold, black, sans-serif capital letters.

INSIDE EDITION

60 MINUTES

20/20

We took the high road.

Inside Edition could have taken short cuts. The exploitive, the sensational, the lowest common denominator. Instead, we packed our gear and headed out to bring you important stories like the opening of the Berlin Wall, the drug barons of Bogota and the tragedy of the San Francisco quake.

Since September, Inside Edition has reported from over 225 cities worldwide.

Our investigative reporters go where the stories are. Go with them, on the road to higher ratings. Contact your King World representative today.



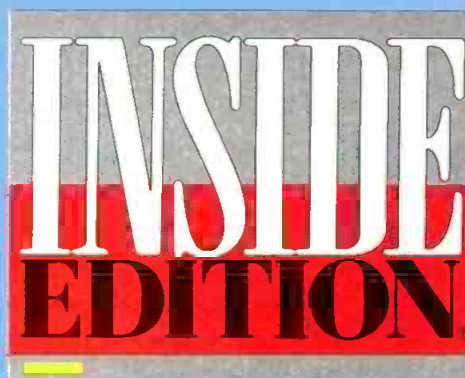
Berlin



San Francisco



Bogota



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The Clean Air Act of the 90's.

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ENTERTAINMENT SALES
A KING WORLD COMPANY

■ indicates new listing or changed item.

This week

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.

Also in December

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. 3-7—"The Best of Kraft Television,"** screenings at *Museum of Broadcast Communications*, Chicago. Information: (312) 987-1500.

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 Jozie 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 Eyeshade 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. 10-14—"Chicago on Television/Television on Chicago,"** screenings at *Museum of Broadcast Communications*, Chicago. Information: (312) 987-1500.

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.

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

Major Meetings

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.

BOW.

WOW!

**Thanks to all 159
stations for making my
new debut a success.**

NEW YORK/NEW JERSEY WWOR • LOS ANGELES KCAL •
CHICAGO WPWR • PHILADELPHIA WPHL • SAN FRANCISCO/
OAKLAND KTVU • BOSTON WSBK • WASHINGTON, D.C. WDCA
• DETROIT WKBD • DALLAS/FT. WORTH KTVT • CLEVELAND/
AKRON WUAB • HOUSTON KHTV • ATLANTA WSB • TAMPA/ST.
PETE/SARASOTA WFTS • MINNEAPOLIS/ST. PAUL KITN • SE-
ATTLE/TACOMA, BELLINGHAM KSTW • MIAMI/FT. LAUDERDALE
WBFS • PITTSBURGH WPXI • ST. LOUIS KPLR • DENVER KDVR
• PHOENIX KPHO • SACRAMENTO/STOCKTON/MODESTO KRBK
• BALTIMORE WNUV • HARTFORD/NEW HAVEN WVIT • SAN
DIEGO KUSI • ORLANDO/DAYTONA BEACH WFTV • INDIANAPO-
LIS/LAFAYETTE WRTV • PORTLAND, OR KPDJ • MILWAUKEE
WVTV • CINCINNATI WCPO • KANSAS CITY KZKC • CHARLOTTE
WJZY • NASHVILLE WZTV • RALEIGH/DURHAM WKFT • COLUM-
BUS, OH WBNS • GREENVILLE/SPARTANBURG WLOS • NEW OR-
LEANS WNOL • GRAND RAPIDS/KALAMAZOO/B.C. WXMI • MEM-
PHIS WPTT • BUFFALO, NY WNYB • OKLAHOMA CITY KTVY •
SALT LAKE CITY KUTV • SAN ANTONIO KENS • NORFOLK/
PORTSMOUTH WTVZ • PROVIDENCE/NEW BEDFORD WJAR •
HARRISBURG/LANCASTER/YORK WPMT • WILKES BARRE/SCRAN-
TON WOLF • BIRMINGHAM/ANNISTON WTTO • LOUISVILLE
WDRB • GREENSBORO/H. POINT/W. SALEM WNRW • W. PALM
BEACH/FT. PIERCE WPTV • ALBUQUERQUE/SANTA FE KOAT •
DAYTON WRGT • CHARLESTON/HUNTINGTON WVAH • ALBANY/
SCHENECTADY WXXA • JACKSONVILLE WNFT • TULSA KJRH
• LITTLE ROCK/PINE BLUFF KLRT • MOBILE/PENSACOLA WPMI
• FLINT/SAGINAW/BAY CITY WSMH • SHREVEPORT KMSS •
RICHMOND/PETERSBURG WRLH • FRESNO/VISALIA KFSN •
KNOXVILLE WKCH • TOLEDO WUPW • GREEN BAY/APPLETON
WGBA • SYRACUSE WSYT • ROCHESTER, NY WUHF • DES
MOINES/AMES KDSM • ROANOKE/LYNCHBURG WVFT • HON-
OLULU KFVE • OMAHA KTVE • AUSTIN KBVO • CHAMPAIGN/
SPRINGFIELD WAND • LEXINGTON WDKY • PADUCAH/CAPE
GIRARDEAU KBSI • SPOKANE KAYU • PORTLAND/AUBURN,
ME WPXT • CEDAR RAPIDS/WATERLOO KDUB • SPRINGFIELD,
MO KOLR • DAVENPORT/ROCK ISLAND KWQC • TUCSON
(NOGALES) KDTU • CHATTANOOGA WDSI • JACKSON, MS
WDBD • SOUTH BEND/ELKHART WSJV • JOHNSTOWN/ALTOONA
WWCP • COLUMBIA, SC WOLO • HUNTSVILLE, AL WZDX •
TRI-CITIES WETO • MADISON WKOW • LAS VEGAS KVVU •
EVANSVILLE WFIE • BATON ROUGE WVLA • WACO/TEMPLE
KWKT • FT. MYERS/NAPLES WEVU • COLORADO SPRINGS/
PUEBLO KXRM • EL PASO KDBC • FT. WAYNE WFFT • LANSING
WSYM • GREENVILLE/N. BERN WASH WCTI • MONTGOMERY
WCOV • SAVANNAH WTGS • SIOUX FALLS, MITCHELL KTNW •
CHARLESTON, SC WTAT • FARGO/VALLEY CITY KTHI •
MONTEREY/SALINAS KCBA • PEORIA/BLOOMINGTON WYZZ •
SANTA BARBARA/SAN MAR/SAN L KCOY • LAFAYETTE, LA
KADN • COLUMBUS, GA WXTX • FORT SMITH K46BZ • TAL-
LAHASSEE/THOMASVILLE WTXL • EUGENE KVAL • MONROE/
EL DORADO KNOE • AMARILLO KCIT • CORPUS CHRISTI KZTV
• MACON WGXA • YAKIMA KCYU • TRAVERSE CITY/CADILLAC
WGTU • TERRE HAUTE WTOG • SIOUX CITY KCAU • BAK-
ERSFIELD KERO • LA CROSSE/EAU CLAIRE WLAX • BING-
HAMTON WMGC • WICHITA FALLS/LAWTON KJTL • ROCKFORD
WTVO • BOISE KTVB • CHICO-REDDING KRCR • ERIE WETG •
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KTKA • LUBBOCK KJTV • MEDFORD/KLAMATH FALLS KDRV •
COLUMBIA/JEFFERSON CITY KMIZ • BANGOR WVII • ANCHOR-
AGE KIMO • DOTHAN WDHN • IDAHO FALLS/POCATELLO
KIDK • UTICA/ROME WTUV • GAINESVILLE WQJB • LAKE
CHARLES KVNP • WATERTOWN/CARTHAGE WFYF • EL CEN-
TRO/YUMA KYEL • GRAND JUNCTION/MONTROSE KREX •
EUREKA KREQ • BOWLING GREEN WGRB • CASPER/RIVERTON
KGWC • SAN ANGELO KIDY • OTTUMWA/KIRKSVILLE KOIA •
LIMA WTLW • CHEYENNE/STERLING KWGN • LAREDO KVTY •
TWIN FALLS K3BAS • FAIRBANKS KTVF • BRUNSWICK WBSG •
CANTON WOAC • CEDAR CITY, UT KCCZ • MT VERNON, IL WCEE
• ROME, GA WAWA



The New LASSIE

Advertising Sales By



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MCA TV

First in first run.

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Sponsored in part by Ralston Purina Co.

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. 24—"Congress 1990," seminar sponsored by *Federal Communications Bar Association*. Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

Jan. 25—*West Virginia Broadcasters Association* copywriters' workshop. Parkersburg, W.Va.

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—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Alan Gerson, NBC VP-programming standards and marketing policy, and Peter Kohler, TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

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.

Jan. 31—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by

International Communications Industries Association. Information: (703) 273-7200.

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

Feb. 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—"Avoiding EEO Decertification: A Hands-on Workshop," sponsored by *Community Antenna Television Association, Cable Television Association of Maryland, Delaware and the District of Columbia and Pennsylvania Cable Television Association*. Warwick hotel, Philadelphia. Information: James Blitz, (202) 371-5700.

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 Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March, 1990

March 1—*International Radio and Television Society* Gold Medal banquet. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority



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ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington.

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—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 9-13—National Association of Broadcasters state leadership conference. J.W. Marriott, Washington.

March 11-12—West Virginia Broadcasters Association spring meeting. Radisson hotel, Huntington, W.Va.

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—Deadline for entries in Wilbur Awards, sponsored by *Religious Public Relations Council*, for "excellence in the communication of religious values through a variety of media." Information: (215) 642-8895.

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 15-16—Texas Association of Broadcasters TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

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 5-9—National Public Radio public radio conference. Washington.

April 12—Federal Communications Bar Association luncheon. Speaker: FCC Commissioner An-

drew 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 Lopicollo, (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.

April 25—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

May, 1990

May 8—Federal Communications Bar Association luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 15—International Radio and Television Society annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—Center for Communication award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—American Women in Radio and Television 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

May 19-22—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

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

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

June, 1990

June 3-6—NBC-TV annual affiliates meeting. Washington.

June 3-15—Annenberg Washington Program faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 9-15—Notre Dame Executive Management Development Seminar exclusively for radio sta-



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tion owners, general managers and sales managers. Notre Dame, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

June 10-14—Broadcast Promotion and Market-

ing Executives and Broadcast Designers Association annual conference. Bally's, Las Vegas.

■ June 15-16—Texas Association of Broadcasters

"Datebook" continues on page 102.

Open Mike

Facts of life

EDITOR: I can neither prove nor disprove (has anyone statistics?) Mr. Amos Hostetter's negative view of the argument that the broadcasting signals are the most valuable to cable in the Dec. 4 BROADCASTING.

His quote, though, that "If the broadcast programing is what the subscribers want, they can simply erect an antenna and get it" made my all-time laugh list.

Mr. Hostetter may know cable. He clearly does not know New York. The last time I asked my landlord (not everyone in New York, and I suspect this may be true of other locations, owns their own houses with picket fences or land; we have land "lords") for permission to hang a short-wave antenna wire out the window, he threatened to call the cops.

In the case of a TV antenna on the roof (his roof, Mr. Hostetter), the going monthly rental for same would probably allow me to buy a cable system in a tertiary market over a few years' time.

I do not wish to live in a tertiary market and I do wish to watch broadcast programs. The only way (and I suspect I am not alone and this is not only true of New York) many apartment dwellers can receive broadcast programs is via cable. (An apartment dweller, Mr. Hostetter, is someone who generally lives in a city where over-the-air reception is very poor. In my case, not poor: impossible.)

Perhaps we can make a deal. If Mr. Hostetter will educate me on the tastes and desires of cable program (not cable, but cable program) viewers, I will be happy to introduce him to the New York landlord, a breed whose greed and avarice is such that, as several lawyers of my acquaintance have pointed out, they are to be approached only with a lawyer—and a whip—in hand.—Bert Cowlan, consultant, New York.

Commercial complaint

EDITOR: As a television instructor in the broadcasting department of Chicago's Columbia College, I often share with my students examples of what I consider to be questionable ethics on television. Recently, I asked my students what they thought about the ad campaign launched by Stroh's in which various contemporary political figures such as Daniel Ortega and Fidel Castro are given a lip-sync track, a la Woody Allen's "What's Up Tiger Lily?" to pitch Stroh's Light. They all agreed the ads were funny, and most all knew the lines from the ads, but when I asked them "Who is Daniel Ortega?" an icy silence descended. Finally one brave soul ventured, "Isn't he the president of Israel?" To anyone in the field of teaching, this isn't funny, it's just business as usual in a world where media trivializes all.

Recent surveys have shown that not only students but average Americans have trouble even locating the United States on a map of the world. The same taxpayers funding our continued involvement in Central America probably think Nicaragua is next door to Poland, or maybe Iowa. Should the leader of an emerging third-world country be portrayed as a buffoon for a beer ad? How does a young mind sort out the news from the ads when only the funny voices change? Does the "bona fide news" category allow for such paradoxical images?

I told my students I would write this letter in hopes of stirring some debate among your readers. I, for one, would like to hear some of the real words coming from Daniel Ortega more often on the news, instead of lip service from Stroh's.—Brian K. Read, faculty, television department, Columbia College, Chicago.

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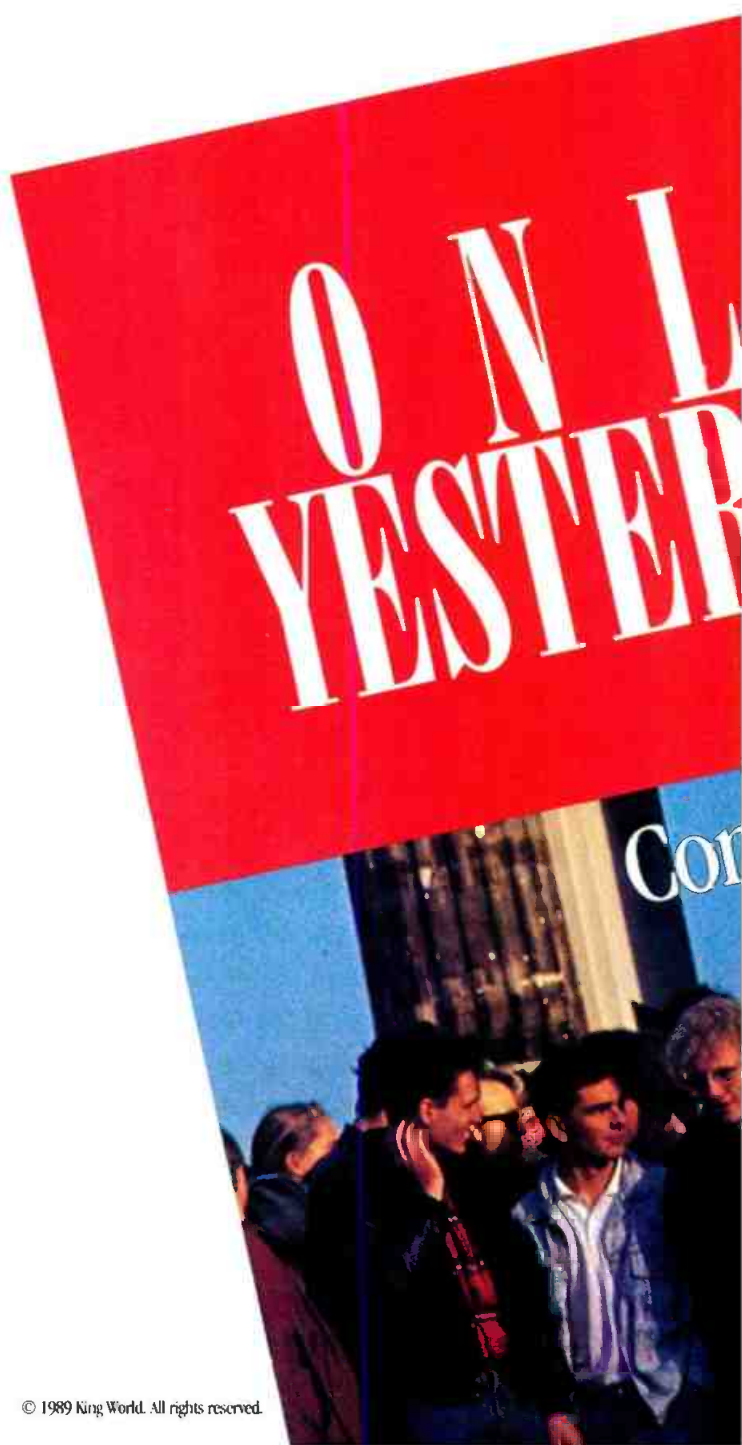
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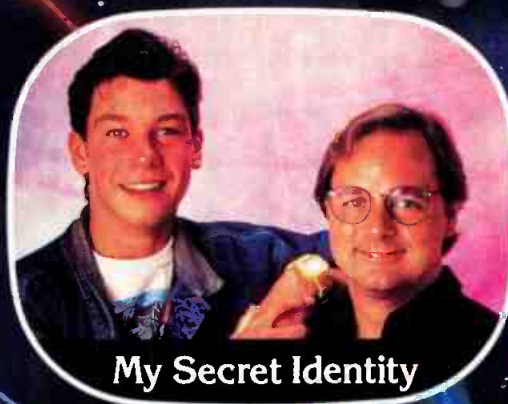


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An AM radio commentary by Dutch Doelitzsch, president-general manager, WDDD-AM-FM Johnston City-Marion, Ill.

For the past several years many AM owners have seen their broadcast properties diminish substantially in revenues, profits, audiences, and value. The recently released National Association of Broadcasters/Broadcast Financial Management Association Radio Financial Report for 1988 reports AM revenues decreased by 18.4% from 1987. AM's signal quality disadvantages have been a significant factor in AM's slide. However, the factor which has had by far the greatest effect on AM is the explosive growth in the number of radio stations, principally FM, in the past two decades.

The FCC, in its desire to substitute marketplace regulation for government regulation, has established a regulatory framework allowing for dramatic increases in the number of stations. Docket 80-90, the automatic downgrading of FM station class, and, most recently, the liberalization of the directionalization rules to meet mileage separations will spawn hundreds, perhaps thousands of new or improved FM stations. The FM table of allocations is like a giant jigsaw puzzle which is in a constant state of change. Every petition for rulemaking and channel change opens up a host of other changes and so on. The net result is that there will be FM signals crammed into every conceivable nook and cranny of the band for the next decade.

Every new or upgraded FM must have audience and revenue to survive. For the decade of the 80's, a significant portion of that revenue and audience has been coming from AM stations. Most authorities agree that the current AM listening share is 25%. However, a disproportionate percentage of AM listening is to high-power, large market stations, making the share for the majority of AM stations substantially less, possibly in the single digits.

In the next few weeks the commission will be examining the status of AM broadcasting in this country to set forth an agenda to level the playing field as much as possible for AM broadcasters. However, it is important that the commission and Congress recognize that creating a level playing field is only part of the solution; perhaps more important is the fact that even if the playing field is leveled for AM, it still will be too crowded with stations for all to survive.

In most areas of our economy, business owners can react to overcrowding of their markets through mergers, buyouts and consolidation and thereby reduce the number of operations. However, radio broadcasters cannot through any means voluntarily reduce the number of stations in a given market. There is no mechanism in place for a radio market to self-correct, short of financial collapse of one or more operations. Even then, the station's frequency is not



“The FCC should consider a modification of the current duopoly rules to allow a single entity to own two radio stations serving the same area.”

retired. However, a change in commission and industry attitude is slowly taking place.

Several proposals and rule changes have surfaced recently that would allow voluntary marketplace corrections to the AM band. For example, an AM station could be purchased by another AM broadcaster to solve interference or other problems and then taken dark with no reapplication opportunities. The NAB has proposed that AM daytimers be given the opportunity to “homestead” the 1605-1705 khz frequencies and, after a sufficient period of transition time, cease broadcasting on their old frequencies. In both instances, AM frequencies are vacated to achieve the very desirable technical goals of reducing interference and allowing the remaining stations to provide better service. The key concept here is better, rather than more, service.

The FCC should consider a modification of the current duopoly rules to allow a single entity to own two radio stations serving the same area, regardless of contour overlap or mode of transmission. This would make possible AM-AM, AM-FM, and FM-FM combinations. However, the acquisition of a second FM would only be allowed if at the same time a co-owned AM station in the same market is retired. This

approach is a logical extension of commission policy, especially in view of other changes in the duopoly policies, and is justifiable for a number of reasons:

- AM-FM operations in markets large and small have provided enhanced service to their communities with two aural services for decades with no anti-competitive or monopolistic results.

- The requirement that an AM be retired before a second FM could be acquired would allow a voluntary, marketplace correction to occur in the number of stations in those markets where the value of an AM station was low and its owner was willing to forfeit his investment in the AM property in order to acquire a second FM.

- AM standalone operators may find a market for their stations where none exists, simply because a nearby FM operator wants to retire the AM frequency in order to obtain a second FM.

- As AM station frequencies are retired, interference will decrease and the remaining AM stations may be upgraded with greater power and coverage. These stations may be upgraded with more competitive position and will be able to truly capitalize on AM's unique advantages of regional coverage and freedom from multipath reception problems. The increased power will overcome the effects of manmade interference and, coupled with the fidelity and other technical improvements, give AM the quality of reception it must have to compete in the 90's.

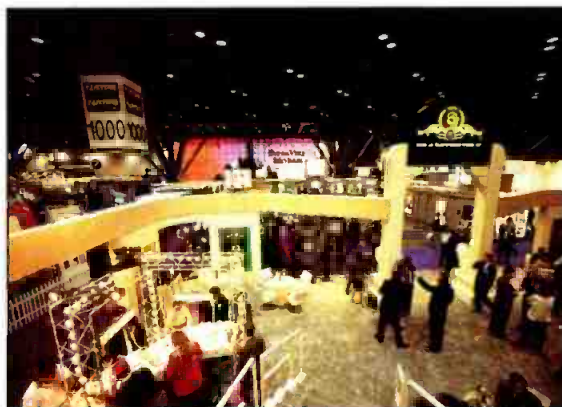
- AM standalone operators could obtain a second AM and assume a more competitive position in their markets by offering an additional aural service.

Implementation of this rule change may result in a reduction in the number of AM broadcast stations. However, if that is the eventual outcome, it will be because the marketplace responded to the competitive situation in a given market through the process of natural selection. The remaining stations will, as a result, be strengthened, allowing enhanced service to their communities.

The FCC, Congress and the administration have been strong advocates of marketplace regulation during the 1980's. Competition has proven itself to be an effective regulatory approach that allows maximum programming flexibility for service in unique markets across the country. The public can best be served by a thriving, healthy radio industry that is free to adjust to changing market conditions. With too many radio players already on the field and hundreds more lined up to shove their way on as well, it's time we began putting options in the regulatory structure so that markets in the 90's are free to adjust in an orderly and reasoned manner, rather than by bankruptcy. It's time we let the marketplace decide.

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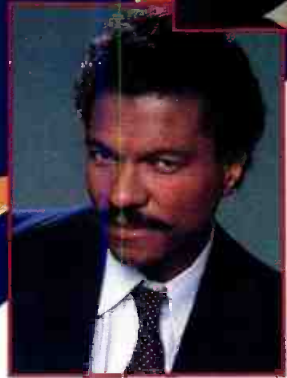
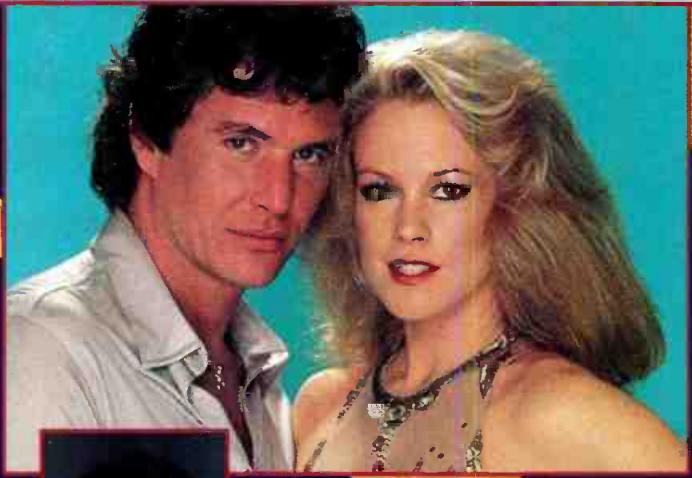
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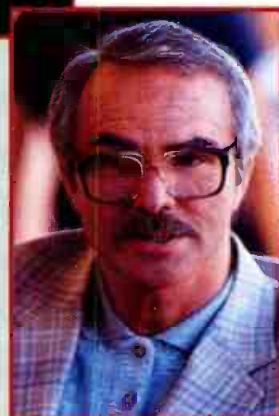
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TOP OF THE WEEK

TBS and MGM/UA: The sequel

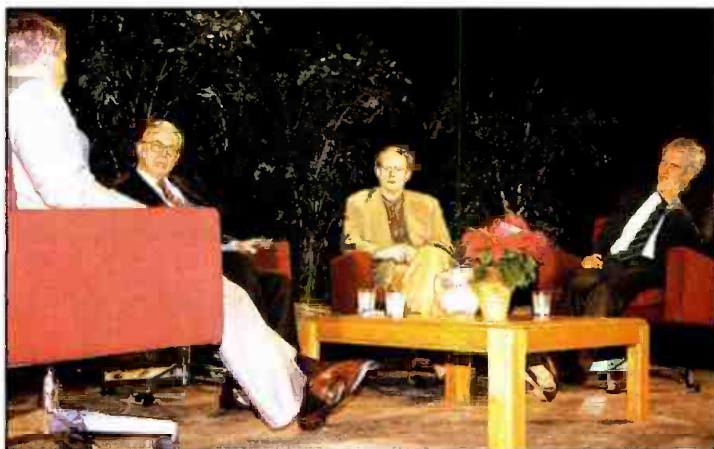
Ted Turner and Kirk Kerkorian are back at the negotiating table, according to executives for both Turner Broadcasting Systems and MGM/UA Communications. Although details of any prospective acquisition were hard to come by last week, a likely scenario would have Turner purchasing at least the latter's film library, consisting of just under 1,000 titles. MGM/UA's stock continued to trade at roughly \$19 last week, implying an acquisition price for 51 million shares and the assumption of debt, of roughly \$1.7 billion.

That would be about the same purchase price that Turner paid in March of 1986 when TBS bought much of MGM/UA, including its studio and 3,300 titles from its film library. Now however, Turner would be purchasing a smaller library and would get fewer other real assets.

In addition to the films, the MGM/UA library has 1,750 hours of television programming, including 226 *Pink Panther* cartoons, and roughly a dozen syndicated television series, including 136 hours of *Fame*, 155 half-hours of *Sea Hunt*, 108 half-hours of *Bat Masterson*, 156 half-hours of *Highway Patrol* and 104 half-hours of *The Patty Duke Show*.

The purchase might be easier for TBS to manage if it were paid for in TBS stock (and possibly more advantageous from the seller's tax standpoint) rather than in cash. Also, it is doubtful that a buyer of MGM/UA would purchase the entire company, since Kerkorian's past deals, both consummated and proposed, have had him repurchasing some of MGM/UA's assets from their acquiror, as he previously did with Turner. For instance, in the proposed acquisition of MGM/UA by Qintex Group that was aborted only two months ago, Kerkorian was going to repurchase, for \$250 million, assets including MGM/UA Television Productions and its 1,750 hours of television programming, the MGM name and logo, MGM films released since June

Continues on page 49.



Opening session of Western Cable Show last week

Cablecasters go West to contemplate a reregulatory future

The cable operators who gathered at the Western Cable Show last week in Anaheim, Calif., had to face up to a sobering prospect: the era of marketplace freedom ushered in by the passage of the Cable Communications Policy Act of 1984 may be coming to an end.

"The industry is just now focusing on [reregulation]," said Spencer Kaitz, president of the California Cable Television Association, which sponsors the annual convention. "This Western Show is significant in that it is the first big gathering since the Danforth bill.... People began taking it seriously."

Just last month, Senator John Danforth (R-Mo.) triggered what many believe is an irreversible legislative process that will end this year or next with amendments to the Cable Act that put some checks on the market freedoms cable now enjoys.

Among other things, the Danforth bill would put local franchising authorities back in the business of regulating virtually every cable system in the country.

For its part, CCTA is taking a wait-and-see attitude. If the Democratic leadership of the Senate Commerce Committee—namely Chairman Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii)—come up with a bill that would impose more modest regulation, he said, the association could probably support it.

But if the leadership's version approximates the "draconian" Danforth measure, he said, CCTA will call for a "national referendum" on cable programming and service.

Using spots on cable networks, bill stuffers and other venues, Kaitz said, CCTA will appeal to subscribers for their support in stopping the legislation, contending that the return of harsh reregulation would mean the end of the steady improvement in programming and programing choices since the deregulation



Ted Turner at MGM studios

kicked in five years ago.

The cable operators at the show got mixed signals on how likely are the prospects of legislation. While a Senate Communications subcommittee aide said the Senate had reached the point of "no return," a House Telecommunications Subcommittee aide suggested that legislation out of either chamber is unlikely at least in 1990 (see story, page 45).

Those who attended a CablePac breakfast apparently got no clearer message from the three congressmen who spoke at the gathering. Afterwards, in talking with reporters, only Jim Bates (D-Calif.) was in the mood for forecasting what the House may do on cable. "I think in the next year or two we will pass cable legislation, but I don't think it will be major or significant legislation after all is said and done."

Like other cable operators, those of the CCTA are willing to accede to legislation that would require cable systems to carry local broadcast signals. But like other operators, they also are drawing the line on a variation of the must-carry rules being kicked around in broadcasting circles that would require systems not only to carry signals, but to pay for them.

CCTA's response to the so-called "must-carry, must-pay" proposal may be more offensive than defensive. If broadcasters press for must-pay, he said, cable operators will press for spectrum fees for broadcasters.

Kaitz acknowledged that the association is reluctant to launch such a clearly anti-broadcasting campaign. It would amount to "importing a distant problem [the warring between NAB and NCTA] into California," he said.

What cable finds frustrating about cable's political dilemma is "that it's not a consumer-driven problem." What Congress is reacting to, said Kaitz, are past problems that have long since been corrected.

The same sort of frustration crept into the speech of Trey Smith, chairman of CCTA and vice president, operations, Times Mirror Cable, which opened the convention last Wednesday. Smith said it was the "ultimate irony" that cable's "very success" since deregulation in 1984 is fueling the congressional calls for reregulation today.

Smith said reregulation would have a "chilling impact" on the innovation and entrepreneurial spirit that has characterized the industry over the past five years.

While arguing that cable should be set free, Smith also argued that the barriers against telephone companies competing in the cable market should be kept in place.

John Goddard, president of the California-based Viacom Cable and a member of the executive committee of the National Cable Television Association, said the committee will take up the issue of reregulation at a meeting in Washington tomorrow (Dec. 19).

Adopting the same attitude that cable executives did in testimony before the Senate Communications subcommittee last month, Goddard said NCTA's basic position is to try to shape the legislation being drafted by Inouye and Hollings, rather than try to "stonewall the process." —HAJ

Network audience still sliding, says Western Show panel

Cable show opening session features Ted Turner, Ron Howard, John McLaughlin, John Malone; they all agree: in next decade, network share will almost certainly fall below 50%

The three broadcast networks' combined share of the television audience will continue to dwindle in the 1990's, according to two of cable's most prominent executives and one of Hollywood's most prominent producer-directors on the panel for the opening session of last week's Western Cable Show.

The networks' share, which has plummeted from a high of 92% in the 1978-79 season to 68% today, will fall below 50% by 1995 and could go even lower, said Ted Turner, chairman of Turner Broadcasting System and long-time critic of the networks.

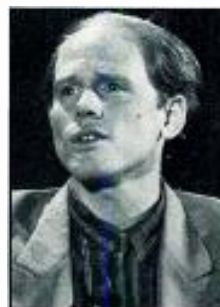
"It could drop to 30%," Turner said.



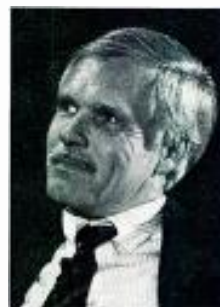
Malone



McLaughlin



Howard



Turner

"And if we do a good job and they do a lousy job, it could drop to 25%. They could go off the charts completely, [although] it's not likely that they will."

Tele-Communications Inc. President John Malone was even more precise, predicting network viewing will drop to 42% in all homes and 35% in cable homes in five years. The public wants a broad array of programming, he said. "The momentum of this trend seems unstoppable."

Ron Howard, producer and/or director of such films as "Splash," "Cocoon" and "Parenthood," said he did not have "any numbers in mind," but he agreed the erosion has not ended. "I'm wondering how long ABC, CBS and NBC are going to be able to continue to program as broadly as they have."

Despite their dire projections, neither Malone nor Turner favored lifting or relaxing the FCC's financial interest and syndication rules, which limit the networks' involvement in programming production and distribution.

Malone's reason was simple: "It's premature."

Turner's reason was visceral: "I don't like [the networks]. I don't like their philosophy. I don't like their position in the marketplace. They're competitors. If I can kick them and get away with it, I'll do it.... What has GE done for me?" (General Electric is the parent corporation of NBC.)

At the prompting of panel moderator and CNBC talk show host John McLaughlin, Malone set the odds of Congress passing legislation reregulating cable next year at "probably even."

That is not to say cable deserves or needs to be reregulated, according to Malone. "This is a political muscle game in Washington," he said. "It has nothing to do with consumers."

As McLaughlin pointed out, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has announced his intention to push legislation next year that would put some checks on cable.

Broadcasters support legislation that would require cable systems to carry local broadcast signals and protect their signals from being repositioned. Some are also demanding that cable systems be made to pay for the signals and to aggregate them on channels on the low end of the cable dial.

"The broadcasters would love to go back to the 1970's," Malone said. "They would love to send us back to the dark ages," he said. "This is a little bit like playing croquet where you get a chance to whack the other guy's ball."

At the same time, Malone said, the telephone industry's "strident and scurrilous" anti-cable lobbying has "put cable in a somewhat politically weakened position, which the broadcasters are now trying to avail themselves of."

The purpose of the telcos' anti-cable campaign is not to aid broadcasting, of course. It is to bolster their own case for elimination of the statutory prohibition against their owning cable systems in their telephone-services areas.

Malone rejected McLaughlin's suggestion that keeping telcos out of the cable business is the primary concern. However, Malone allowed that he is concerned about telcos coming in and competing unfairly by subsidizing their cable operations with revenues from their telephone rate-payers. Also, he said, if telcos are allowed into cable, cable should be allowed into telephone: "I think fair is fair."

During the session, Malone, as he did in testimony before the Senate Communications Subcommittee last month, conceded TCI could live with legislation that puts a cap on cable system ownership and regulates trafficking in cable systems by requir-

ing a holding period.

Malone also told the Western Cable Show audience that he remains willing to accept must-carry legislation as long as it does not give broadcasters rights to low channel positions. "Why does a broadcaster deserve any better placement on the dial than cable programmers?" he asked.

Talking with reporters after the session, Malone again expressed strong opposition to any legislation that would bring back municipal regulation of cable rates. "The threat of turning the regulation of an American industry over to 10,000 municipalities is absurd," he said. "That worries me the most."

"If we get regulated, we have to be regulated at a level large enough, broad enough that the regulation is consistent across the country and not balkanized," he said.

Malone also told reporters that the FCC, rather than Congress, should be the government entity imposing any new regulatory regime on cable. The agency has "the power and jurisdiction," he said.

With the Cable Communications Policy Act of 1984, Malone said, Congress did not deregulate cable, but shifted the regulation from cities to the FCC.

Congress is now talking about reregulation because the FCC failed to carry out its responsibility regarding cable, he said.

Malone made much the same point in his testimony before the communications subcommittee, prompting FCC Chairman Alfred Sikes to accuse Malone of being disingenuous.

Asked about Sikes's comment last week, Malone said Sikes is a newcomer. "He doesn't know of prior discussions we had with prior people at the FCC," he said.

Malone also expressed dismay about calls for limits on vertical and horizontal concentration. TCI has gotten "prior government approval" for every cable system purchase or cable programming investment that it has made, he said.

Vertical integration—common ownership of programming and distribution—can lead to abuses, but, thus far, for the cable industry, it has been "wonderful," Malone said. "It allows those who have the need to understand the need and to address the need," he said, citing the cable operator's investments in the Discovery Channel and in Turner Broadcasting System.

Turner contended the reimposition of rate regulation would stifle cable growth, making it more difficult to fund high-quality programming that attracts viewers and advertisers.

Howard said the notion of cable not being able to fund "good" programming "scares me." He said he would not like to return to the days when the networks were the sole buyers of programming.

The "creative community" has looked forward to the day "when it could really cast its lot with cable," Howard said. "Now that day is coming. In the 1990's, we will see more and more of it."

According to Howard, because of cable, television is becoming "a little bit more like the movie business with more buyers

and more opportunities." It creates an environment in which producers are more apt to make "trend-setting breakthroughs," he said.

During the session, Howard emerged as a vigorous advocate of cable. When McLaughlin suggested that cable was siphoning sports from broadcasting to the detriment of consumers, Howard said cable is bringing consumers more sports, not less. "As a fan, the idea of more Gretzky and more Magic is what's exciting about cable," he said, referring to the Los Angeles Kings' Wayne Gretzky and the Los Angeles

Lakers' Magic Johnson.

Throughout the session, Turner and McLaughlin exchanged verbal digs and swipes. It started when Turner rejected McLaughlin's premise that Turner's superstation, WTBS(TV) Atlanta, is not a network in the traditional sense. It ended with Turner sarcastically thanking McLaughlin for his advice on how to cope with the threat of cable reregulation.

Howard, sitting on stage between the two, was caught in the crossfire: "This is a lot different than being on *The Arsenio Hall Show*." —HAJ

Voices from Hill differ on likelihood of cable dereg bill

Senate-side staffer says that body will probably pass measure; House telcomsubcom minority counsel less sanguine on prospects in either chamber

A key Senate Commerce Committee aide told cable operators at a Western Cable Show panel session that the Senate will "very likely" pass legislation reregulating cable next year.

Toni Cook, who is helping to draft the bill, said the Senate has reached "the point of no return" on cable legislation. Some senators have garnered so many complaints from constituents about cable rates and service that legislation will move even if cable limits further rate hikes and improves service, she said. The senators feel cable has acted in "bad faith," she said.

The House has thus far shown little inclination to move on cable legislation when it reconvenes next month. But Cook said cable operators should not take too much solace from that fact. If the Senate and House leadership get together, she told reporters after the session, "they have been known to get things done."

On the other hand, Terry Haines, minority counsel for the House Telecommunications Subcommittee, said he was doubtful a cable bill could clear either house of Congress in 1990. The outcome is "anything but certain," he said.

Haines ticked off a number of "spoiler factors" that weigh against the passage of cable legislation.

First of all, Haines said, time is running out. Congress is in its "seventh inning stretch," he said. The next session will be "very short," he added, noting that Congress will not get back to business until February.

Also, Haines said, the telephone and broadcasting industries are likely to bog down legislation by insisting on provisions benefiting themselves.

Broadcasters are now talking about a provision that would not only require cable systems to carry local broadcast signals, but also to pay for them, he said. The telcos want to eliminate the statutory prohibition barring them from owning cable systems in their telephone service areas.

Another potential spoiler is the FCC, Haines said. If it acts quickly to reregulate cable, some of the concerns of Congress will be assuaged and "a lot of the air is going to go out of the legislative balloon."

Finally, he said, reregulating cable involves amending the Communications Act of 1934, which Congress has done just once before, when it enacted the Cable Communication Policy Act of 1984 deregulating cable. The odds of Congress amending the act again just five years later are "not too bad" from cable's perspective, he said.

Although Haines felt it was unlikely the House would pass cable legislation, he acknowledged that concerns about cable are mounting. During his three years on the subcommittee staff, he said, he has "detected a growing uneasiness about the direction the cable industry is heading."

Cook said that what will be in the bill is far from settled, but that it may address senators' concerns about cable rates, concentration of ownership, must carry and franchise renewal.

The Senate wants to bring back a greater degree of rate regulation, Cook said, but is not sure what level of government should do the regulating. Some senators want to turn it back over to the local franchising authorities, she said, but others believe that may not be "the best way" and are looking for alternatives.

Among the alternatives under consideration, Cook said, is requiring cable operators to create a "basic-basic tier" of broadcast signals and access channels and place a cap on how much operators may charge for the tier. The cap would start at \$6 or \$7 per month and be allowed to increase each year by the rate of inflation, she said. ("Closed Circuit," Dec. 4).

Cook told reporters after the session the bill would contain some "structural regulation" governing horizontal and vertical integration that would give programmers an incentive to deal with wireless cable operators and packagers of programmers for the backyard satellite dish market.

Such an approach is preferable to mandating that cable programmers deal with media other than franchised cable operators. Under the latter scheme, wireless cable operators and home satellite packagers would

have to go to court to enforce their rights, she said. "By that time, you're out of business." Cook and Haines agreed that cable legislation will probably not include a provision eliminating the bar against telco-cable crossownership. "That is legislation whose time has not yet come," said Haines.

A compromise on must carry, said Cook, could be part of the cable legislation or

stand-alone legislation. Congress is interested in passing must-carry legislation, she said, but not if broadcasters insist on a provision requiring cable systems not only to carry them, but also to pay for them.

However, Haines said, must-carry, must-pay legislation is not out of the question. The "compensation principle is there for distant signals," he said. "There is no reason, at least in the abstract, it could not be

applied to local signals as well."

Ira Goldman, an aide to Senator Pete Wilson (R-Calif.), suggested that cable's best move may be to accept modest reregulation rather than resist it altogether.

Cable's primary goal is to keep the telcos out of their business, he said. If the industry accepts reregulation, he said, it takes away telcos' best argument: that telco competition is needed to keep a lid on cable rates. —HAJ

Charting the tempestuous course of cable

Panelist lists economic plusses and minuses; negatives include tighter money market, positives include growing prices for larger systems, increase in nonbasic services

Three bulls and a bear, as one panelist described them, addressed the Western Cable Show on the subject of system pricing. It turned out to be a seminar on cable economics, which are going through a mini-maelstrom.

The most significant event on cable's horizon is the threat of rate reregulation, which has tempered not only the industry's fiscal expectations but the enthusiasm of its principal lenders as well. But, as moderator Henry Harris of MetroVision Inc. put it, the collapse of the junk bond market and tightened credit overall have compounded the problem.

Richard Patterson of Waller Capital Corp. noted that one of the industry's bellwethers—the stock of TeleCommunications Inc.—had lost 20% of its value in the past six to eight weeks, with its per-share price down from \$21 to \$16. That was but one of the negative indicators, which included: commercial bank pullback under HLT (highly leveraged transaction) scrutiny, the dissipated junk bond market, little or no equity available for smaller operators, little liquidity in the marketplace and the fact that, by and large, prices have been set by lenders, not operators.

Patterson said it had been a two-tier market for 12 to 18 months, with premiere systems (large headends with growth opportunity, with 13½-14½ times first-year cash flow) commanding prices "north of \$2,500" per subscriber, while lower-tier systems (multiple headends, 10½-11 times first-year cash flow) were bringing in \$1,700 to \$1,900 per subscriber. Nonetheless, he said, 1989 would be a \$5 billion-plus sales year.

Also bullish, in Patterson's view: the virtual certainty of rate reregulation, TCI's pullback from acquisitions due to additional scrutiny of its actions, the fact that the acquisition appetite of larger MSO's has been satiated by some of the larger group sales and the threat of overbuilds.

Patterson said the direction of prices will be dictated by how quickly the current uncertainty is eliminated "and everybody gets back to running the business." Cable's fundamentals haven't changed, he said: nobody's cash flow is going down, subscriber counts are going up, rates are going up,



L to r: Harris, Deevy, Hindery, Suter and Patterson

new services are being added and advertising is doing better.

Patterson was clearly most optimistic about the premiere systems. "We think they will continue to fetch premiere prices. We think they will overcome any threat of rate regulation. They tend to be larger systems, typically addressable; tiering is not a costly action to undertake. They also have pay-per-view and advertising sales as a big revenue component that will not be affected by any of the [adverse] actions undertaken. They are less susceptible to overbuilds and will benefit from the general 'flight to quality' that you see in any market in a time of uncertainty."

As for the smaller, classic systems—vulnerable to overbuilds—Patterson said many may suffer in the months ahead.

Brian Deevy of Daniels & Associates was the most bullish of all. "We remain optimistic that values will continue to rise," he said, adding that "we see cable's ability to develop non-basic-rate-related revenues as the key." Among them: advertising revenues, pay per view, increased basic penetration, additional pay and tier selections, better operating efficiencies and modest rate increases. "The true believers are major operators who have bought additional systems," Deevy said.

The Daniels executive was particularly enthusiastic about advertising, saying it would grow faster than the 15% rate forecast by most analysts. Telecable's Kokomo, Ind., system was cited as producing \$4-per-subscriber revenues at present and projecting more than \$10 per subscriber by 1995. Cable's ad prospects will gain as over-the-air networks continue to lose share, he said.

In terms of cash flow, Deevy said, cable is now operating at a 50% margin with

incremental revenues dropping to the bottom line at a 72% rate.

"If revenues hold, select systems will be valued at more than \$3,000 a subscriber in the near future," Deevy said. "To a great extent the industry still controls its own destiny on valuation."

Leo Hindery of InterMedia Partners Inc. spoke for the bears, particularly in the area of financing and acquisitions. "Three months ago this industry could buy now and finance later," he said. "Now the day of the busted deal is upon us. So also is the day of the pulled-back loan commitment. There is today no acceptable subordinated debt market left. Equity is suddenly king, cleverness is his queen and too much debt is an absolute killer." Hindery pointed to a confluence of events for this fiscal state of affairs, including the simultaneous failures of Campeau, Seaman's Furniture, SCI Television and "the now infamous HLT's." Altogether it's left the field to the senior lenders "who were once just one of many supporters and now are our only meaningful source of financing," Hindery said. "We must begin to treat them as the partners they've become. If we take away our access to debt, prices will be pummeled as never before."

William Suter of the Charter House Media Group said even with deregulation cable rates will rise 6% a year. Basic penetration will grow at 1% a year, he said, while subscriber growth will be 4% to 5% a year, with pay unit penetration a little less. He, too, felt the brightest potential was in other (than basic) revenue, perhaps growing 20%—\$3 to \$8 per sub. Suter agreed that advertising has the biggest potential, with newspapers an inviting target against which to compete, and that pay per view presents an exciting prospect.

—DW

SportsChannel wraps up Bay Area baseball

Cable service takes A's and Giants rights away from Pacific Sports Network

SportsChannel has reached an agreement in principle to carry the Oakland A's and San Francisco Giants next year, outmaneuvering the existing regional sports network there, Pacific Sports Network, owned by the largest Bay Area operators, Tele-Communications Inc. and Viacom, which had been seeking the rights for its service.

The new SportsChannel Bay Area will carry 50 games each of the A's and Giants next year as a pay service at a retail price of under \$10. The new network will also carry the SportsChannel America programming, including the National Hockey League, as well as college events, said John Mohr, SCA president.

The deal is a blow to fledgling PSN, which carries the NBA Warriors and a host of college sports events, including events from the Pac 10, through its association with the Prime Network services. The two baseball teams were going to be a key element in PSN's overall programming strategy, but PSN vowed to continue with the Warriors and Pac 10 events as its base.

Mohr said he did not think the baseball deal would wipe out PSN, but he did say "we'll be the most compelling channel in the marketplace."

Kevin Mulligan, vice president and general manager of PSN, said "we will continue to secure product" and may look to develop boxing as well as bring other events into the market that have not had high TV exposure. With ESPN's baseball package set to start next year, Mulligan said it remains to be seen how much baseball the viewers want—and are willing to pay for.

SCA does have a small foothold in the market since several cable systems, with fewer than 100,000 homes, carry the SCA hockey package. The total reach of the network is two million homes, said Mohr, running north to southern Oregon, south to Fresno, and east to Sacramento. The service will be pay in the inner market, basically the ADI, said Mohr, and a basic service in the outer areas. Operators will receive roughly 25% of the advertising avails, he added.

Mohr hopes to launch in April and said he did not think SCBA would be in an adversarial position with the operators they just outbid for the rights. But he did allow that some time may pass before all operators are aboard, saying: "Certainly by the second season we will be fully penetrated."

Both teams wanted to be offered as a pay service. The Giants formerly had a pay-per-view service; the A's never had a cable deal. Corey Busch, executive vice president of the Giants, said the Giants have concerns about protecting the gate and have chosen

to go the pay route. He said he did not think there would necessarily be a problem with carriage, if the product is compelling. The A's and Giants played in the World Series this year, he said, which makes the schedule highly attractive.

Mulligan said PSN wanted to put the teams on basic and when talks stalled, PSN

went back to the teams offering to carry them as a pay service during the season, returning to basic the rest of the year. He said the teams wanted to be on a year-round pay channel which PSN could not do financially with its existing structure and contracts with college teams that necessitated a large advertising base. —MS

Sports programmers debate 'pay as you go' concept

Some panelists say viewers should only pay for events they want; others say ad-supported sports is way to go

The fundamental difference separating the two major regional sports programming camps were apparent at a Western Cable Show panel session, where regional sports programmers took opposing views on basic vs. pay networks.

Marc Lustgarten, vice chairman, Cablevision Systems, said more sports will move from broadcast to cable and viewers will only pay for those events in which they are interested, a "pay as you go" concept. Lustgarten said advertising represents only 20% of SportsChannel's revenue, the other 80% coming from subscribers. Ratings aren't available for regional sports networks, making ad pitches difficult, he said. "More and more, that [advertising] is not the saving grace," he said. "If we do [think that], we will make bad decisions."

But John Severino, president and chief executive officer of Prime Ticket, disagreed, saying that although the ratio between ad and subscriber revenue at Prime Ticket was 20%-80% last year, it is 50%-50% this year.

And Turner Cable Sports President Terry

dent, affiliate marketing, said it will stop "when the economics stop making sense." Added Severino: "You pay what the freight will bear."

"We've hit the pain threshold," said Lustgarten, putting on his operator hat, in referring to the Madison Square Garden Network-Yankee deal in New York. The sports rights spiral "is going to cause a lot of change," he said, and require "a new accommodation between supplier and cable operator." The traditional view of buying programming and "jamming it on the operator," said Lustgarten, "can't and won't continue. We will have more brush fires." He said sports will have to move to an optional basis "so those who want it will pay for it. It's the only rational, political and economic solution."

But Williams disagreed. "There is a lot of room for upward movement," he said, between what operators pay for programming (about \$2, he said) and what they charge subscribers (\$16), without passing it on to subscribers. With the National Football League, he said, operators largely pay for its cost through local ad sales.

Lustgarten said "broadcasters are on the wrong end of a changing technological environment," and predicted their market



L to r: Williams, Lustgarten, TCI's Peter Barton, McGuirk and Severino

McGuirk said "pay as you go" puts more pressure on the consumer, and as a basic network, he feels that is better handled by the advertiser.

The question of how high sports fees can go, the panelists said, depended upon the limits of the market. McGuirk, whose TNT recently paid nearly three times the previous rights deal to keep the National Basketball Association, said "mathematically it has to stop, but when it stops, who knows."

Roger Williams, ESPN senior vice presi-

share could drop to 30% or 40%. At that point, they could not support the rights fees currently being paid. It is better, said Lustgarten, if only those people who want that programming pay for it. Already Cablevision is segmenting basic, referring to the clustering it is offering New York subscribers in Brooklyn and the Bronx.

The panel had their doubts whether CBS, for instance, would make money on the large sports rights contracts it has signed. —MS

Executives weigh in on pay side

Despite recent downtrend in pay-to-basic ratio, pay executives see services driving penetration increases into next decade

Acknowledging the competitive challenges ahead—and the decline in the pay-to-basic ratio over the past year—pay cable executives assembled for The Western Cable Show's panel on "Pay TV: Options for the Next Decade" remained optimistic that pay services will continue to drive cable penetration into the 1990's.

Moderator Robert Miron, president and chief executive officer, Newhouse Broadcasting, cited basic cable's "modest" subscriber growth from 40 million subs in 1986 to 49 million subs in 1989, saying it would easily top the 50 million mark in 1990, while noting that the pay-to-basic ratio had declined over the past year from 85% to 82%.

According to HBO President Thayer Bigelow, however, pay television will be the "vehicle" that drives cable total households up to the 60 million mark by the mid-1990's. At the same time he estimated that there will be eight to nine million additional pay TV households. "I think the thing that is going to help this growth is better marketing on both the supplier level and cable operator level," Bigelow emphasized. "I don't think the statistics of 1989 are indicating that the category is dead or that it is dying; rather, that we are a somewhat cyclical business."

In Bigelow's view, the 1989 decline in the pay-to-basic ratio "was more a function of pricing, partly due to the greater appeal of the many basic services and the marketing push from cable operators." With the threat of reregulation of the cable industry (see story, page 45), Bigelow sees cable operators "repackaging" existing services to make pay cable pricing more attractive.

Walt Disney Pictures and Television President William Mechanic ascribed the "downtrending" in pay TV growth to the 67 million VCR users out of the total television universe of 90 million households. However, Mechanic suggested that VCR ownership may make pay cable more attractive. The average consumer rents over 30 movies a year, he said, but 75% of those "active renters" also tape movies off the pay cable services.

Showtime President Tony Cox said cable took a body blow from the growth of VCR households, but said he sees a "bright future," for pay, with "no major structural changes in the pay cable industry for the foreseeable future."

"Most of the viewing in cable households occurs in households with pay cable," Cox argues. "We read about the growth in basic. We read about all great original programming on basic. The facts are that pay cable networks on any given night, whether it is Showtime or HBO, pull down higher ratings alone than all of the basic



L to r: Miron, Bigelow, Mechanic and Cox

cable networks combined." Cox cited Showtime's recent telecast of the movie "Cocktail" for pulling in a 10 rating, and HBO's cable premiere presentation of "Coming to America" garnered a 20 rating.

Cox concluded: "Those numbers are not uncommon for pay cable. Pay cable contin-

ues to drive viewership in the business. You can't underestimate the power and appeal of pay cable TV. At the end of the day, the viewer is going to watch HBO, Showtime and Disney. Whether pay TV is 45% or 50% of the overall growth of cable TV, our category is going to see continued growth over the next five years." —MF

Taking the world view of cable

New situation in Europe is providing programmers with new marketing opportunities, challenges

With the political and social upheaval in Europe, the panel "The International Market: A Bonanza for Programmers?" proved to be timely for the Western Cable Show attendees.

All the panelists made mention of the recent events in Europe, adding that the relaxation of social and economic restrictions could only mean a more receptive European marketplace.

The panel, led by moderator Nimrod Kovacs, president, NJK International, was comprised of Tom Freston, chairman, MTV Networks; Stephen Selby, principal assistant secretary, recreation and culture, Hong Kong government; Tim Clott, executive vice president, video division, Paramount Pictures, and Jim Dovey, president, United Artists Entertainment, Europe.

Tom Freston, chairman and chief executive officer, MTV Networks, said 1989 was a watershed year for cable overseas. "In 1989, finally, something has happened in Europe after years of just talk," he said. As examples of cable advances in the past year, Freston pointed to the growing cable penetration in the United Kingdom, Germany and Scandinavia; the launching of DBS; the slow but steady growth of Sky Channel, and the licensing of Hong Kong for cable franchising.

"One thing these significant developments will do is insure better programming," he said. "Our goal is to become an international landscape player, and the changes around the world will make way for a real worldwide player," he said. To that end, Freston said, MTV is in more homes outside the United States than in the United States and has made strides in Eastern Europe this year as well.

Stephen Selby, involved in the cable licensing of Hong Kong, referred not to the democratic gains in Eastern Europe, but to

the failed democratic movement in China. He said the current repressive atmosphere in China would adversely affect the business climate in Hong Kong when the island falls under the People's Republic of China's domain in 1997.

Selby said Hong Kong has two characteristics that make it perfect for cable entry: high population density, and the high demand that the people of Hong Kong place on entertainment and leisure, exemplified by the explosion in VCR ownership there.

Tim Clott said Paramount's position is one of a supplier, and that it's indifferent to the mode of delivery. However, in getting the product to the supplier, he said, there are certain criteria an area must meet. Before Paramount will open business in a particular country, he said the company looks at the performance of home video, and how that may affect the sale of Paramount product. Another element is whether there are quotas that will restrict growth of Paramount product. And last, he said, the company looks for signal security and efforts to battle piracy.

Jim Dovey said right now United Artists' cable business is limited to just the United Kingdom. As for the cable business in the UK, he said there are a number of differences and similarities to cable in America.

One difference, he said, is that cable is following the growth of home video, the opposite of the cable and home video history in this country. Also, he said generally the construction costs are higher, but the densities are also higher. Also, few of the televisions in the UK are cable ready. Dovey added there is more programming available for viewers of British cable in its infancy than was available to U.S. cable viewers during cable's initial stages here.

As for the similarities between the two products, Dovey said he expects cable in the UK to attract the kinds of audiences there that it does here. Also, he expects that in the future, cable in the UK will look very much like it does in the United States. —MF

Around the aisles at Western Cable

Cable channels **Showtime**, **Turner Network Television** and **Arts & Entertainment** have signed program deals with UK distributor **Telso**, an arm of British broadcaster Television South (TVS). Telso Managing Director Ann Harris said the company, which has previously worked with U.S. cable programmers Home Box Office and The Disney Channel, is also in ongoing programing discussions with cable channels USA Network and Nickelodeon.

At last week's Western Cable Show, Telso said its new cable deals include a coproduction between TNT, TVS and Australia's ABC of a two-hour fact-based TV movie *Secret Weapon* and the acquisition by Showtime of the two-hour TV movie *The Endless Game*, starring Albert Finney and George Segal and originally produced for TVS with Italy's Reteitalia. Showtime will telecast the movie next month.

Also, A&E has purchased three Telso productions: a four-hour miniseries, *Act of Betrayal*, and two titles from the Ruth Rendell mysteries series, along with the option for other Rendell series TV movies.

Past productions between Telso and U.S. cable companies include HBO's *Murderers Among Us: The Simon Wiesenthal Story*, *Murrow and Mandela*, and with Disney, *Back Home*, starring Hayley Mills.

□

Former NBC News correspondent Jack Perkins has been signed to host *A&E Premieres*, the umbrella title for all new **Arts & Entertainment** premiere specials or mini-series. The first will be *Around the World in 80 Days*, in which Michael Palin retraces the journey of Phileas Fogg, using only the technology of that era. The first of the seven-week series premieres Jan. 7, 1990.

The next night, A&E will kick off its Monday mystery night with back-to-back episodes of *Agatha Christie Hour* and *Masters of Mystery*. The network has obtained the rights to *The Fugitive*, which will premiere Jan. 1. A&E will carry the 120 episodes weekdays at 10 a.m. and 3 p.m.

Two other new premieres: *David Attenborough's Life on*

Earth, a 13-part environmental series beginning Jan. 8, and *Women In War*, a two-part documentary hosted by Pat Mitchell, on Feb. 25 and March 4.

□

Looking to continue building "momentum" for his month-old **The Comedy Channel**, President Dick Beahrs was promoting the HBO-owned channel's latest carriage agreements with a number of cable systems, while MTV's HA! comedy network prepares to debut by April 1, 1990.

Charter affiliation agreements signed during the convention included Adelphia Communications Corp. (which serves 1.1 million subscribers in 11 states), Post Newsweek Cable (400,000 subs in 14 states), King Videocable (190,000 subs), Multivision Cable TV (close to 100,000 subs in Virginia and Maryland) and Sonic Communications (approximately 100,000 subs). A June 1990 launch has been set for the 82,000 subs listed for Cablevision's West (San Fernando) Valley system in Los Angeles. Three additional consumer products companies (Gillette, Reebok and Coors) have joined the 30 national advertisers for the 24-hour basic service.

According to Beahrs, four million subs were wired for the Nov. 15 launch of The Comedy Channel, and the new signings will bring subscriber rolls above 10 million. He said channel capacity has been a "short-term" problem with the channel. Beahrs stated that the comedy service has "soft commitments," verbal interest from cable systems totaling 50 million subs. One move he is considering is offering equity participation such as that offered by HBO, to lure MSO's to carry the channel and provide needed revenue.

Beahrs dismissed the question of whether the service was rushing the latest charter agreement announcements to steal thunder from HA!'s launch efforts. "We have said in the past we are not in direct competition with HA!," Beahrs insisted. "They are trying to reach older demos with *Love, American Style*, *The Lucy Show* and *The Mary Tyler Moore Show* than we are."

Continued from page 43.

1986 and the MGM headquarters building in Beverly Hills.

A film library purchase would be consistent with Turner's continuing efforts to control quality product, as evidenced by his recent purchase of the NBA rights for cable and his obtaining rights to the Columbia Pictures film library. Much of the rest of MGM/UA consists of its theatrical film and television production and distribution arms, which are cash users as well as being cash generators. Problems of cash flow forced Kerkorian to put additional money into MGM in January and have kept the company talking to suitors for over a year.

The current cost and future cash needs of any acquired MGM/UA operations are undoubtedly of concern to cable operators who sit on the TBS board and own a substantial portion of its stock. One securities analyst suggested that the purchase, particularly if it involved any guarantees by TBS stockholders, Tele-Communications Inc. or Time Warner, might gain them further concessions from Turner. After Turner's 40.65% interest in TBS, TCI's Malone holds 21.82% (and an 11.8% voting interest) and Time Warner has 17.88% (8.3% voting interest).

MGM/UA's current television produc-

tion has had increased success under David Gerber, and now has three hour-long shows on the broadcast networks: *thirty-something*, *The Young Riders* and *In the Heat of the Night*. It will likely be at least two years before the first of those shows are syndicated; many hour-length shows have recently been sold to basic cable. In addition, MGM also syndicates two first-run shows: *Twilight Zone* and *Kids, Inc.*

The company's theatrical film slate, by contrast, has recently gotten weaker. MGM/UA produced 22 films during the fiscal year ended August 1988; 14 during fiscal 1990, but only two have so far been scheduled for fiscal 1991. A recent securities filing said it is unlikely that the company can "avoid a gap in the company's release schedule during the early part" of fiscal 1991. One analyst speculated that getting the studio back up to speed, thus putting its distribution overhead to work, would cost \$300 million to \$400 million. Other considerations for Turner and Kerkorian are MGM/UA's licensing and trade name, its distribution partnerships and at least some potential liability in several lawsuits.

Overhead expenses and the writedown of several theatrical films were primarily responsible, said the company, for a \$23 mil-

lion operating loss on revenue of \$350 million in fiscal 1989. Comparable numbers for the prior year showed a \$35 million operating profit on revenue of \$584 million. Gerber also would be granted a bonus of between \$1 million and \$3 million if the TV group was sold, and will be paid a bonus based on the number and type of television series produced. He also is granted options on at least 60,000 shares each year.

Among other disclosures in the MGM/UA annual report, the company's chairman and chief executive officer, Jeffrey Barbakow, was paid \$2.4 million in salary in 1989, and additionally was granted options on 500,000 shares of stock at an average exercise price per share of \$11.38. Kevin Spivak, executive vice president, was paid \$592,801 and was given options on 40,000 shares of stock. David Gerber, chairman and chief executive officer, MGM/UA Television, earned \$750,000 in 1989 and will receive \$900,000 in 1990 and \$1 million in 1991 as part of a three-year contract.

Of MGM/UA's 51 million shares outstanding, Kerkorian, through Tracinda Corp., owns 36.3 million, or 72%, while a foundation of which Kerkorian is a director owns five million shares, recently donated by the MGM/UA director. —GF,MF,MS

CBS signs Sagansky to head entertainment division

Reaches agreement with Tri-Star late Friday releasing executive from contract; announcement expected today

By late last Friday (Dec. 15) the deal still had not been announced, but officials at both CBS and Tri-Star Pictures confirmed that "an agreement had been reached" enabling Tri-Star President Jeff Sagansky to leave that company to assume the head post at CBS Entertainment, vacated by Kim LeMasters on Nov. 30. The formal announcement is expected today (Dec. 18).

The announcement had been expected early last week, but was delayed. "It's been a complicated negotiation, given Jeff's contractual commitment to Tri-Star," said a source close to the situation.

Ironically, Sony was in a similar situation, in negotiating a release for its chosen successors to the Columbia throne, Jon Peters and Peter Guber, from Warner Bros. To get the release, Sony paid several hundred million dollars in additional compensation, in the form of program distribution rights and studio properties, to secure the two Hollywood producers.

Still unclear at deadline, and apparently what had prolonged the negotiations, was the question of what compensation CBS agreed to give in exchange for Tri-Star releasing Sagansky from his contract.

However, there were reports that Columbia would get a number of additional series commitments from CBS as part of the deal to let Sagansky go.

A high-level CBS source said Sagansky, 37, was "the only" serious candidate for the job both before and after talks with producer partners Marcy Carsey and Tom Werner emerged and broke off two weeks ago.

And technically, sources suggested, Sagansky was the only executive considered to head CBS Entertainment as it now exists.



Jeff Sagansky

The Carsey-Werner talks centered on a radical restructuring of that division and setting it up as a joint venture between CBS and Carsey-Werner.

The venture, which ultimately proved too complicated to explore beyond a week's worth of talks, would have produced programs for CBS, as well as other exhibitors, including other broadcast and cable networks. And, contrary to some initial reports, it was Carsey-Werner who approached CBS about the idea, not the other way around. However, questions concerning conflicts of interest, such as how the two producers would counterprogram CBS against their hit shows on other networks, and CBS's desire to get its entertainment house in order rapidly, forced an end to the talks.

CBS executives also denied reports that early talks with Sagansky ended when it became apparent he wanted to report directly to CBS Chairman Laurence Tisch, bypassing CBS/Broadcast Group President Howard Stringer. "That was never the case," said a source close to Tisch.

"Jeff has been our only choice since this

thing began," said the CBS executive. "When we were approached by Carsey and Werner with their radically different idea, we had to listen. It was just too complicated."

When those talks collapsed, negotiations with Sagansky heated up again. In fact, CBS had talked with Sagansky two years ago, after the departure of CBS Entertainment President Bud Grant before the then number-two executive at the division, Kim LeMasters, was promoted. However, Sagansky, who was then at Tri-Star as head of production, was contractually committed and CBS failed to come up with the incentive to make Tri-Star let him go.

Commenting on the pending appointment last week, Brandon Tartikoff, president of NBC Entertainment, said: "Jeff is a very talented and imaginative individual and an able executive. He's a good developer and understands how to program for the young adult audience." CBS, said Tartikoff, would be "quite fortunate to get someone of his caliber."

Sagansky worked for Tartikoff for about five years before joining Tri-Star in 1985. After getting his masters in business administration at Harvard, Sagansky joined NBC as an associate in the network's program development unit in 1977. Two years later he joined the David Gerber Co. as vice president, program development.

In 1981 he rejoined NBC Entertainment as vice president, series development, and was promoted to senior vice president, series programming, in 1983. In 1985 he was named president of production for Tri-Star Pictures and was named president of the company in March of this year.

When Sony acquired Columbia, Sagansky cashed in on \$5 million worth of stock options and holdings in the company. "Jeff is just the kind of guy we need," said one CBS insider. "Someone with a lot of talent who doesn't need the job." —SM

Some ABC affiliates feel brunt of '20/20' piece

Auto dealers pull ads from several stations in response to story

Some ABC affiliates are once again being penalized for a story appearing on the network's *20/20*. Only two months after Federal Express withdrew advertising money in response to a story about the overnight mail delivery service (see BROADCASTING, Oct. 9), automobile dealers have now pulled advertising from several ABC affiliates, including KOAT-TV Albuquerque, N.M., KOMO-TV Seattle, WLS-TV, the ABC-owned station in Chicago, and a Southeastern market station which asked not to be identified. Although the story ran one month ago, some dealers are just now responding, leading some station executives to wonder if the protests are part of an orchestrated campaign that could gather steam.

The subject of the protest is a segment, aired Nov. 17, on the possible pitfalls of

buying a car from a dealership, focusing on the less-than-ethical tactics some dealers use to jack prices and snare buyers. The piece consisted mostly of interviews with former car salesmen, and also followed one family as they shopped for a new car. At one point *20/20* used a hidden camera.

Most of the dozen stations contacted by BROADCASTING said they had not had advertising pulled, although some of them, such as WXYZ-TV Detroit, WLKY-TV Louisville, Ky., and WNWO-TV Toledo, Ohio, had received letters or phone calls from auto dealers and dealer associations.

The general manager of KOAT-TV, Wayne Godsey, spent much of last Thursday (Dec. 14) meeting with the New Mexico Auto Dealers Association. The station's generally "good relations" with local dealers, he said, prevented the situation from getting worse. "There is no question they are very upset," Godsey, a former president of the

Radio-Television News Directors Association (RTNDA), said he could understand the dealers' point of view: "I think the story could have been handled in a less offensive way.... But I will also continue to defend ABC's editorial independence."

In response to calls from station managers, ABC affiliate relations sent out a letter that essentially said, according to senior vice president George Newi, that "buying the car is a big deal for the American consumer and the show was a factually accurate program. We also acknowledge that there are a great many fine ethical [auto] dealers."

It appears that the ABC television network itself has not suffered any loss of sales due to the program. Marv Goldsmith, senior vice president, ABC-TV network sales, said no ads had been pulled and that the auto manufacturers had picked up their first-quarter options. □



Watch Sally Grow.



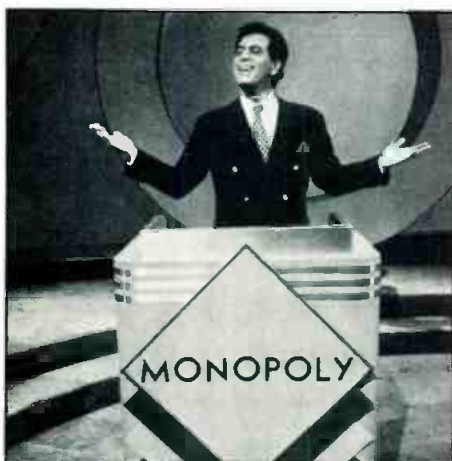
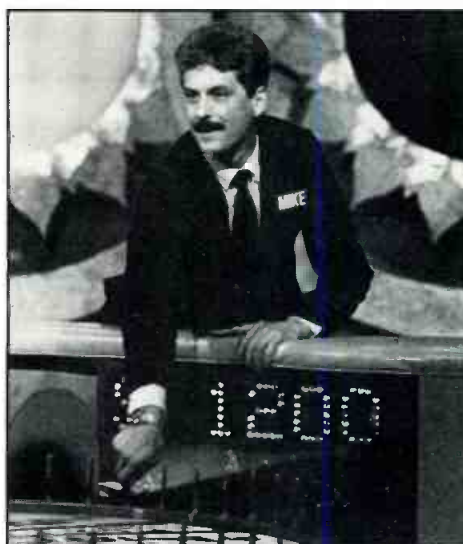
When Sally Jessy Raphael was six, she wanted to be on TV. Today, her television talk show is a successful six year-old. This season-to-date, her audience has increased **23%** over last year. *Sally Jessy Raphael*, the fastest growing daytime talk show!

Sally Jessy Raphael

NATPE beat

BOURBON ST.

Programers in game to win



Games shows will be plentiful at NATPE; Buena Vista's 'Challengers,' Orbis's 'Joker's Wild' are among first to be given 'firm go' status

There are few constants in the field of syndication, but the prevalence of the game show in the programming mix is perhaps as close to a sure thing as there is. Popular with a wide variety of viewers, flexible in terms of scheduling, and comparatively inexpensive (industry experts say a typical game show costs approximately \$125,000 for a week's worth, while magazine shows such as *A Current Affair* run about \$300,000 a week), the game show genre continues to thrive as it evolves. As in previous years, a good many syndicators will bring game show fare to NATPE '90 and compete for station interest, time peri-

od positioning and viewer response.

"Game shows have been around since the inception of television," said Dick Kurlander, vice president, director of programming, Petry Television, "and there's no reason to believe they won't be around 50 years from now. They aren't going away." There will be approximately 15 new game shows vying for station attention in New Orleans, Kurlander told BROADCASTING, with each syndicator hoping to create the next monster in the genre.

Currently, King World Productions' *Wheel of Fortune* and *Jeopardy!* remain giants in their field. According to Nielsen's October 1989 analysis of 25 U.S. markets, representing 48% of the country, *Wheel*, with a 14/27, and *Jeopardy!*, with a 12/23, continued to sit in the number one and number two spots. According to Petry Television Inc., these numbers indicate that

Wheel is continuing to experience slight erosion in key demos while *Jeopardy!*, in its fifth season, showed year-to-year growth in these same demos.

And this situation is not likely to change in the near future. "All of the *Wheel* and *Jeopardy!* contracts are multiyear contracts," said Kurlander, "and none that I can think of expire this year. As a matter of fact, virtually all I can think of extend well into 1991 or 1992. So neither show is going anywhere, despite *Wheel*'s demographic erosion."

Of the new game show strips to be offered at NATPE, Buena Vista Television's *Challengers*, Orbis Communications' *The Joker's Wild* and ITC's *Tic Tac Dough* were the first three to be given "firm go" status for the 1990-91 television season.

Challengers, produced by Dick Clark Productions and hosted by Dick Clark, has

We have a talent

for picking winners.

Host Natalie Cole, today's top-name celebrities and tomorrow's new stars — All on one hot new music show, Big Break.

Big Break introduces the brightest newcomers to today's music scene, combining the best elements of the old-fashioned amateur hour and the production quality of a 1990's music/variety show.

With special performances by Natalie Cole and The Big Break Dancers, you've got a winner every week when *you* pick Big Break.



 MULTIMEDIA
ENTERTAINMENT

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already been cleared in 30 markets, including 15 of the top 50. All these deals, with the exception of WCBS-TV New York and WCIX-TV Miami, are for early fringe or prime time access. On Dec. 9, Bob Jacquemin, president, Buena Vista Television, said *Challengers* had been picked up by WLS-TV Chicago for airing at 3:00 p.m., a time slot all syndicators with new strips hope to obtain (BROADCASTING, Dec. 11).

These developments seem to give the show, at least for now, a leg up on other entries. "*Challengers* has a firm foothold for next fall, and will get on the air without any doubt," said Kurlander. According to Jacquemin, the show's hard Q&A format combines a game show concept with topicality.

Contestants will be quizzed on their knowledge of current events, with twists that include raising the odds on wagered topics for two to three times the money each contestant has. An "ultimate challenge" will feature a three-time champion attempting to win a pot starting at \$25,000, growing in increments of \$5,000 until won.

"The reason we think the response is unprecedented," Jacquemin told BROADCASTING, "is that the show is not just a game. We felt the marketplace has a need for games but also a need for reality. There is a lot of buyer interest in reality programming." Traditionally, there has been a taboo against game shows containing topical material, Jacquemin explained, but "in today's marketplace, we said the hell with that theory. We're dealing with a mix. We're not just talking about a game show or the standard game show viewer." Twenty-five percent to 50% of the material will be topical, with that percentage varying from week to week. "We can't be locked into a percentage," said Jacquemin. "We need to allow it to breathe from week to week. By keeping that flexible, we can take advantage of important happenings and at the same time keep it date specific."

"Doing that provides enormous promotional spin for a station. For the first time, a game show has linkage to the news, which is the most coveted franchise on a television station." Due to its reliance on breaking stories, *Challengers* also stands apart from its competitors in that it will be produced 52 weeks a year, for an annual total of 260 original episodes, with no repeats. This will also make it "a lot more expensive than a normal game show," said Jacquemin.

"In our business, everything is timing," Jacquemin explained. "We believed in the concept, and felt there were a lot of shows that were either declining or vulnerable. We thought if we offered the marketplace a viable option to marginal or failing shows, the market would respond, and it has."

Early rep reaction to *Challengers* has been mixed. "It's an interesting companion piece to, or variation on, *Jeopardy!*," according to Janeen Bjork, vice president, director of programming, Seltel, "but I found it harder." At the same time, the WLS-TV deal certainly strengthens it, said Bjork, who feels "there's a 9 or 10 rating there."

The *Joker's Wild* has been cleared in 22 markets, including seven of the top 15. Orbis's decision to "go" with the program prior to NATPE was based on early positive



response to the program's pilot and the November purchase by Procter & Gamble of all of Orbis's national advertising inventory (520 30-second units, during the 1990-91 season), according to Robert L. Turner, president, Orbis Communications. "The station response, as we see it," Turner said, "is that we're the current leader in a crowded field, with the deals we've made and those in negotiation."

As for Procter & Gamble, they "were looking for long-term media franchises, that had big upsides," said Turner. "They studied the *Joker* development, looked at the pilot, and their feeling is the same as mine: This has the potential to be the *Wheel* of the 1990's."

The new *Joker*, being offered on a cash/barter basis—one minute national and five and a half minutes local—will be produced by Kline And Friends and The Barry Family, with production scheduled to begin next summer, according to Turner. The show will be hosted by television reporter Pat Finn. The original version of *Joker* premiered in 1972 on CBS, went into syndication in 1976 and remained on the air until August 1986.

As for *Tic Tac Dough*, "The way we go is by meeting a certain trigger point," said Rich Colbert, senior vice president, domestic television, ITC Entertainment, "and we met the contractual criteria last week. We're in excellent shape, with about 16 of the top 25 markets, including WNBC-TV New York and WRC-TV Washington."

Colbert would like to see *Tic* in access or early fringe slots, but said it is important to remember that this is "the year of the tier." Tiering is a system through which stations buy shows from syndicators without initially committing to a particular time period. Colbert also pointed out that *Joker* and *Tic* "were the *Wheel* and *Jeopardy!* of the 70's and 80's," during their initial runs in syndication. Many stations aired them successfully in tandem, he said, a practice to be revived by WRC-TV Washington and other stations next year.

"*Joker* is not the enemy," said Colbert. "I wish I had it. In the minds of many broadcasters, [*Joker* and *Tic*] work well together. When two shows come together that have pre-built audience acceptance, that

raises a programmer's comfort level."

Another game show receiving strong industry interest for 1990-91 is *Trump Card*, from Warner Bros. Domestic Television. Derived from a show that has aired on the BBC for seven years entitled *Full House*, *Card* has the added attraction of the involvement of entrepreneur Donald Trump. The extent of Trump's role has not yet been decided, although he introduces the pilot and may handle similar duties on all shows. He will also be involved in promotional activities for the show, perhaps making an appearance at NATPE.

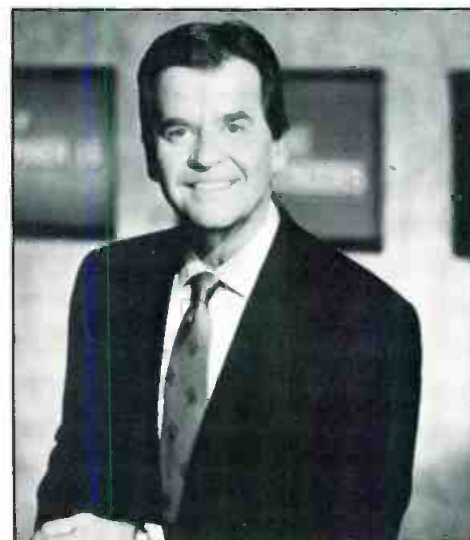
Trump Card consists of three rounds with three contestants in each round. Each player answers questions and fills in a card similar to a bingo card. The game also includes a 45-second bonus round; audience members will also receive cards and the chance to win prizes. At the end of the season, champions will return with the possibility of winning one million dollars.

The pilot was scheduled to be seen by station reps during the week of Dec. 11, and no station sales had been concluded as of that week. According to Scott Carlin, senior vice president, first-run television, Warner Brothers Domestic Television, in lieu of the actual pilot, stations have seen what he refers to as "Trump in a box," a large suitcase containing a scale model of the game itself.

"Something that's perhaps more valuable for the first couple of weeks than anything else," Carlin said, "is the *Trump* name, which is going to force this show to get sampled, which just doesn't happen in first-run syndication these days." According to Carlin, *Trump Card* will "look, feel, sound and be access."

King World and Merv Griffin Enterprises, the companies responsible for *Wheel* and *Jeopardy!*, have teamed again for *Monopoly*, a half-hour game strip based on the popular 55-year-old board game. Due to the success of these previous productions, *Monopoly* is being viewed as a strong candidate for 1990-91. "There's a lot of interest in the show," according to Kurlander. "My assumption is it's going to get launched without any problem."

King World plans to sell *Monopoly* utiliz-



'Challenger' host/executive producer Dick Clark

WEHT-TV

BLAIR

**GET READY
FOR A
WINNING
COMBINATION.**

This CBS station in Evansville, Indiana
is now represented by Blair.

BLAIR TELEVISION

Blair Television is a subsidiary of John Blair Communications, Inc.



ing the same market-by-market strategy employed to build the success of *Wheel and Jeopardy!*, and the show is designed to have the flexibility to play in a variety of dayparts. *Monopoly* will be hosted by Peter Tomarken, formerly host of CBS's *Press Your Luck*. No information was available at press time regarding the show's actual format.

Challengers, *Trump* and *Monopoly* are the "big three" going into NATPE, accord-

ing to Kurlander (an opinion offered prior to *Joker*'s announced "go" status), with the best chances for those much sought-after access slots. "Most game shows will have early fringe, daytime and access," he said. "Nobody's going to get universally in access. I think the big three probably will see most access positions."

Among the shows that Kurlander describes as "very, very iffy" are *Name That Tune*, from Orion Television Enter-

tainment, *Quiz Kids* from Barris Industries and Worldvision's *Scruples*, which "has game show elements," Kurlander said, despite Worldvision's insistence that the program does not fit into the game show category.

"Perhaps more game shows than any other genre will get on the air as strips for next year," Bjork said, "but that's dictated by available time periods and economics." -RG

NBC makes 'Grand' commitment to Carsey-Werner

Show will air at 9:30 p.m., Thursdays; 'Dear John,' moving to Wednesday, is renewed for full 1990-91 season

NBC confirmed last week that it would add a third situation comedy from producers Marcy Carsey and Tom Werner to its schedule effective Thursday Jan. 18. The comedy, about three oddball families in a fictional Pennsylvania town, is called *Grand*, with Pamela Reed (*Tanner '88*) and Michael McKean (*Laverne & Shirley*). The show will start off in the coveted 9:30 p.m. position between the well-established *Cheers* and *L.A. Law*.

The program will be the fourth comedy on the network airwaves for Carsey-Werner Productions, putting the company back in the top-15 producers of network prime time programs, accounting for two hours a week. In addition to *Cosby* and *A Different World* on NBC, the company also produces *Roseanne* for ABC.

NBC Entertainment President Brandon Tartikoff said last week that the network is currently in negotiation with Bill Cosby and Carsey-Werner to do a seventh year of *Cosby*, starting next fall.

During a teleconference he held last week with affiliates and reporters, Tartikoff said that *Dear John*, which has been in the Thursday 9:30 p.m. time period, would move to Wednesdays at 9:30 p.m., currently occupied by *My Two Dads*. Tartikoff also said that *Dear John* has been renewed for the full 1990-91 season, the first NBC show to be officially picked up for next fall.

Dads will move back to a weekend time period, where it started the season, in January, said Tartikoff. "We still think it's an 8 p.m. or 8:30 p.m. show," he said. The show has ranked second or third since moving to Wednesdays almost two months ago, although NBC has consistently won the night since then.

On Fridays, which he described as a "problem night" for the network, Tartikoff announced that freshman program *Man-cuso*, *FBI*, currently in second place in its 10 p.m. time period, has been picked up for the full season. The network has also picked up the Friday leadoff show *Baywatch* for the full season. A new 9 p.m. show, *True Blue*, premiered there just three weeks ago.

Meanwhile, another show in development, *Nasty Boys*, based on the telefilm from last season, based on an elite law enforcement team, "will come into play on Fridays," said Tartikoff. Another backup

for Fridays continues to be *Hardball*, now on hiatus for some "creative retooling," that will focus the show with more gripping storylines and action sequences than when it first ran on the schedule. Tartikoff said the show, with six more episodes in the works, would get another shot in early March.

For Sunday nights, where NBC is also struggling, two new sitcoms are in development, including a Robert Mitchum vehicle called *Regular Joe*, from Grosso Jacobson Productions, in association with NBC Productions. In his first regular series role, Mitchum will play surrogate father to a group of children. Tartikoff said it will be launched probably in March in a two-hour movie.

Also in March, a new Nell Carter comedy will get a try. The show is from Columbia Pictures Television.

Other shows that will get a shot before the setting of the new schedule next May include:

- *Shannon's Deal*, based on the NBC Productions telefilm from last year, and starring Jamie Sheridan, which began production last week in Philadelphia.

- *Carol & Company*, a Carol Burnett comedy (she'll play a different character each week) from Walt Disney.

- *FM*, from MTM, starring Robert Hayes, about life at a small California radio station.

Blair rallies to meet the competition

In competitive world of syndication, Blair expands its base from production into barter sales and foreign co-ventures

In a business that is becoming more crowded every year with new programs and proposed new shows, Blair Entertainment has demonstrated there is more than one way to compete in syndication.

A deal the company made last week with Republic Pictures underscores its year-long effort to expand beyond the mainstream business of clearing strip or weekly shows on television stations.

Last week, Blair Entertainment closed an arrangement to sell Republic's entire inventory of barter advertising for sale in several movie packages, quarterly specials and possibly one or more series Republic may package for next season's syndication market.

- *Wings*, a sitcom about two brothers running a small commercial airline, from Paramount.

- *The Seinfeld Chronicles*, from Castle Rock, based on an NBC comedy special from last season.

- *Down Home*, a comedy from Paramount, starring Judith Ivey.

In other news, Tartikoff said that a mini-series from Michael Mann, entitled *Drug Wars: The Camarena Story*, will have a tie-in with NBC News. The mini-series, a fact-based saga about events surrounding the kidnapping and murder of a federal drug enforcement agent, will air Jan. 7-9. On Jan. 7, immediately following the first installment, NBC News will do an update on the battle against drugs, from 10:45 p.m. to 11 p.m.

Tartikoff also denied a report that NBC will get out of the game show business. While game shows are a tougher sell these days to advertisers, said Tartikoff, the network has three game show pilots in development that are candidates to join the daytime schedule in the first quarter. Also in development are some talk/information projects, including one with Marsha Warfield.

Additionally, following the strong performance of a *Saturday Night Live* prime time special last September, the network has decided to make a annual event of the program. -SM

According to sources familiar with the deal, it may represent between \$15 million and \$20 million in advertising sales over the next year. A year ago, Blair Entertainment's barter sales revenue, coming solely from the six-year-old syndication show, *Divorce Court*, totaled between \$3 million and \$4 million.

Blair has expanded into other areas as well, including foreign co-ventures, such as a series of telefilms based on Frederick Forsyth suspense novels, the first of which aired on USA Network last week. The company has also developed a new business combining barter advertising, vignettes and 900 number telephone technology.

In addition, the company has just agreed to distribute programs being developed by Action Media and Robert Halmi for the 1990 syndication season.

Over the past year, the company, under the guidance of Alan Berkowitz, has under-

KOLD-TV

BLAIR

THE NEWEST TEAM IN TUCSON.

This CBS station in Tucson, Arizona
is now represented by Blair.

BLAIR TELEVISION

Blair Television is a subsidiary of John Blair Communications, Inc.



gone a major restructuring, cutting its staff by half (to about 20) and diversifying. Berkowitz took over the company 14 months ago as executive vice president and general manager.

At that time, Blair Entertainment was losing millions; had one show, *Divorce Court*, viewed by most in the business as close to cancellation, and had little if anything in the development pipeline. In 1989, the company, a subsidiary of John Blair Communications, will show a profit.

Officials of the privately held company would not disclose how much of a profit Blair Entertainment will make in 1989. But Berkowitz, who has just been named president, said it is "more than a couple of million." For 1990, the profit picture looks even rosier, said Berkowitz. The company may show a 20% increase on the bottom over this year, he said.

The company's initial co-venture, with London Weekend Television, Germany's Beta Taurus and Frederick Forsyth's production company, has been expanded from three to six films. And as a result of that first dip into co-venture waters, Blair plans to produce several movies a year on a similar basis, including one for next year called the *Champagne Spy*.

Spy, a thriller based on the 1968 Arab-Israeli war, is being produced by Danny Wilson (*The Great Wallendas*). Berkowitz said Blair will offer the movie to a network before going to the station market or cable.

While the company develops other businesses, it continues to develop first-run series internally and in partnership with other companies. Internally, the company is offering a new cash barter strip for next fall entitled *Reunion*, aimed at reuniting families or friends that have lost contact. The pilot for that program was shot last week in Orlando, Fla.

Earlier this year, Blair agreed with Action Media to distribute to stations a package of Hallmark Hall of Fame off-network programs. Action sold the barter time. Blair has so far cleared the package in over 81% of the country; the partnership with Action was expanded to include several specials and a movie based on the life of spy-turned-novelist Ian Fleming.

As a result of Blair's efforts this year, Action has agreed to make the company its



Berkowitz

Entertainment option

King World Productions and the Arts & Entertainment Network will co-produce a New York-based, weekly magazine series focusing on arts and entertainment news. Av Westin, King World senior vice president of reality based programing, will be executive producer of the as-yet-unnamed show, which will premiere on A&E April 6, 1990, and will be seen each Friday at 8-9 p.m.

A&E's magazine series will feature reports from around the world on movies, music, television, theatre, dance, art, literature and pop culture, all aimed at "the discriminating, educated audience." King World will supervise production and handle international distribution of the program.

exclusive syndicator in 1990. The deal will cover several new series, including a proposed new weekend half-hour horror show, *Dracula*, offered for next fall. The show is being produced by Robert Halmi, New York, and will be introduced at NATPE in New Orleans in January. Blair will sell it to stations and Action will sell the barter time.

Action and Blair are also talking about another new show called *Danger Zone*, a weekly sports anthology, focusing on what Berkowitz terms "the most dangerous sports in the world." Halmi will also produce this program. At press time, it was uncertain whether Action would be involved or not. According to Berkowitz, Blair may do the entire project, selling the show to stations and the barter time to advertisers.

Blair has been in the sports vignette business for years, with series such as the IBM-sponsored, *You Make the Call*, and the AT&T-sponsored *The Right Choice*, both seen in network NFL telecasts. In fact, Berkowitz oversaw that business, as well as barter sales, before taking over general management of the company in October of

1988. Since that time, Howard Levy has overseen barter sales and has been given responsibility for expanding the vignette business in a number of directions.

A major development there was the sale earlier this year to NBC of a 52-week vignette series with a 900-number element called *On Line*. The series offers viewers tips on health, parenting, pet care, diet and exercise and is sponsored by five advertisers: Warner Lambert, Bristol Myers, Mars (Kal-Kan) and Lever Brothers. The 900 telephone number offers more information in the form of an on-line newsletter.

Blair is also developing a second 52-week vignette series offering medical tips called *The AMA Report* that will be offered to a network or "unwired" consortium of stations.

As Berkowitz puts it, "we now have our hands in many different pies." But for several years leading up to the restructuring, *Divorce Court* was the only series Blair was able to market in syndication and its ratings have been on the downswing. Last August, a new producer, Four Point Entertainment, replaced Kushner-Locke in an effort to give

Public programing potpourri

Tested successfully on *American Playhouse* last winter, WGBH-TV Boston's new descriptive video service (DVS) for blind and low-vision television viewers will debut nationally on at least 31 noncommercial TV stations with the Jan. 24, 1990, season debut of *Playhouse*. Using a second audio channel to provide narration describing key visual elements of a program, the DVS service will also appear in the station's national presentations of *Mystery!*, which is scheduled to debut March 22. Both series' entire seasons will include the service. Markets covered by the 31 stations signed up for the *Playhouse* launch include Los Angeles, New York, Miami, Dallas, St. Louis, Washington, San Francisco and Chicago.

Viewers remain the largest single source of funds for noncommercial broadcasting, but, despite their general success in bringing in dollars, public TV's seasonal on-air pledge drives have long tested viewer loyalty. Indeed, two years ago this month, BROADCASTING reported a trend toward "pledgeless pledge drives," wherein stations paired down or dropped on-air appeals altogether, and heightened direct mail campaign efforts.

This year, noncommercial KETC TV St. Louis, which has outright canceled its December drive, is experimenting with another angle: by dialing a "900" telephone number—provided via 10- and 30-second announcements during the station's prime time broadcasts—viewers will automatically make a \$9 contribution. "We hope this '900' number will encourage people to support Channel 9," said Tom Jackson, the station's vice president of development. "We believe that viewers will find these short announcements far less annoying than traditional pledge breaks," he said.

The Corporation for Public Broadcasting has issued a call for entries into the 1990 Public Television Local Program Awards. Friday, Feb. 23, 1990, is the deadline for public TV stations and independent producers whose work debuted locally on non-commercial TV to submit one entry each in categories including children's, community service, cultural, independent, instructional, news and performance programing. The awards will be presented during the PBS-National Association of Public Television Stations annual meeting in Dallas next June.

WCBD-TV

BLAIR

**WORKING
HARDER
TOGETHER
FOR YOU.**

This ABC station in Charleston, South Carolina
is now represented by Blair.

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the show a fresh look and better ratings. So far, the ratings have not improved. But Berkowitz says the show will be renewed for a seventh year, contending it is

viable in the current marketplace. "We don't see any reason to pull it when the average daytime show is doing less than a three rating," he said. This season, the

show has been doing close to a two rating. "Our plate is getting filled up," Berkowitz said last week. "A year ago, the plate was empty." —SM

MTV buys laughs from MTM

Shows will be used for upcoming HA! comedy channel; it also gets series from dick clark, Paramount

MTM sold MTV Networks the rights to nine off-network series and one mini-series in a deal estimated at between \$5 million and \$10 million. Eight of the series are sitcoms to be programed on MTVN's proposed new HA! basic comedy network, while a one-hour off-network drama, *The White Shadow*, will go to NickelodeonNick at Nite. *Fresno*, the comedy mini-series, also goes to HA!

In addition, MTVN said last week, it also purchased the rights to three season's of the off-network TV's *Bloopers and Practical Jokes*, which ran on NBC-TV in 1986-88. Hosted by Dick Clark and Ed McMahon, the show was produced by dick clark productions and The Carson Production Group.

And from Paramount, MTVN said it bought rerun rights to *The Lucy Show* (1962-68), *That Girl* (1966-71) and *Love American Style* (1969-74).

Most of the MTM sitcoms date back to the early and mid 1970's. Leading the list are *The Mary Tyler Moore Show* and *The Bob Newhart Show*, which debuted in 1970 and 1972, respectively. According to MTVN officials, when the MTM programs hit HA!, they will not be appearing anywhere else on television.

"We intend for all [HA!] programing to be exclusive," said Tom Freston, chairman and chief executive officer, MTV Networks. The deal with MTM does not preclude MTVN using some of the sitcoms on other MTVN networks. "A couple of shows may move over to HA!" from other networks, said Freston.

Moore and the *Newhart* show are still airing in syndication and don't become available to HA! until 1993 and 1992, respectively. "These shows have been in syndication since the late 1970's and aren't really factors," in terms of viewership, said one program analyst. "The exclusivity basically alleviates any potential blackout problems," he said.

The programing announcements were the first glimpse of acquired programing, which will account for about 75% of the HA! schedule for the first two years. The ratio of acquired programing to original programing will balance out to 50-50 by 1992, said MTVN chairman Tom Freston. As yet, there is no word on what shape the initial original programing for HA! will take. But MTVN officials said announcements on some of it are due in the next several weeks.

The programing announcement also added fuel to the ongoing "comedy war" between MTVN and rival Home Box Office, which launched The Comedy Chan-



Fun and profit. Ha! and MTM executives are all smiles as they announce the comedy network's purchase of MTM programing. Shown above (l-r): Tom Freston, MTV chairman and chief executive officer; Tim Buxton, VP, acquisitions, MTM Enterprises; Anne Sweeney, VP, acquisitions, MTV Networks; Debby Beece, senior VP, programing, HA! The TV Comedy Network, and Kevin Tannehill, president, MTM Television Distribution Group.

nel last month. "At a time when cable is being criticized for not living up to its potential, the thing we don't need to do is resuscitate 1970's television shows," said

Dick Beahrs, president, The Comedy Channel.

MTVN's Freston countered that HA! was going with the longer program forms "that

On syndication

New for the Home. Gary Collins has been signed to replace Rob Weller as co-host of ABC-TV's daytime *The Home Show*, effective Dec. 26. Collins is most noted for his nine-year stint as host of Group W's *Hour Magazine*, canceled at the end of last season.

Irises for Rivers. NATPE International has selected Joan Rivers as the host of the 23rd annual Iris Awards. The awards will be presented during the Iris Celebration brunch in New Orleans, Jan. 18, at the annual NATPE convention from Jan. 15 to 19.

In other NATPE news, the association has awarded its annual Chairman's Award to Joel Chaseman, recently retired chairman of Post-Newsweek Stations Inc., and George Heinemann, recently retired NBC-TV vice president, general program executive. The award is given annually to "an individual or company who has made a positive impact on the television industry," said Lon Lee, NATPE chairman. The awards will be presented on Jan. 17 in New Orleans during the general session breakfast.

Ted Turner will address the closing luncheon at the upcoming NATPE International convention in New Orleans, Friday, Jan. 19. No word on the topic of Turner's remarks.

Back to the beach. NBC has given *Baywatch* an order for an additional nine episodes. The show has been averaging a 10.8 rating and 20 share in its Friday 8-9 time slot. The rating average represents a 27% increase in the time slot from fourth quarter 1988.

WJTV

BLAIR

MISSISSIPPI'S NEWSLEADER AND AMERICA'S LEADING REP.

This CBS station in Jackson, Mississippi
is now represented by Blair.

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all the successful television comedy has adopted." The short form approach being embraced by The Comedy Channel, he said, "has limited appeal and takes things out of context."

Freston acknowledged that HA! does not have any written affiliate agreements. He insisted, however, that "soft," or verbal agreements to take the channel have been given by operators accounting for around 3 million subscribers, including Viacom's own MSO, which accounts for about 1 million subs.

Mark Rosenthal, executive vice president, marketing and affiliate relations, MTVN, said HA! was scheduled to launch next April 1 on Satcom 4, transponder 5. As to the issue of "piggybacking" the service on VH-1, the company's recently repositioned baby boomer network, Freston said that "as a last resort" in the event of channel space shortages, operators would be allowed to pre-empt 12 hours of VH-1 to program HA!

However, Freston claimed that operators taking that option would be required to sign an agreement requiring them to "regrow" VH-1 on the system within 18 months. And, according to Rosenthal, operators taking the new service on a full time basis would be offered more favorable rates.

The HA! channel rate card is identical to that offered by the Comedy Channel: seven cents per sub in year one, nine cents in year two and 11 cents in year three.

Freston also said he is talking with nine major MSO's "and a couple of medium-sized ones who came to us," about taking

Lifetime gets a Blue Moon



Moonlighting sale continues the recent trend of syndicators selling hour-long dramas to cable prior to the station market.

In making the announcement, Pat Fili, Lifetime senior vice president, programing and production, said: "With the acquisition of *Moonlighting*, Lifetime continues its strategy of adding selective high-profile series with high female appeal to its evening schedule. Along with our made-for-Lifetime movies, *L.A. Law*, new episodes of *The Days and Nights of Molly Dodd*, and our innovative original daytime lineup, *Moonlighting* further positions us as the channel of choice for women as we enter the '90s.

Moonlighting, a Picturemaker Production in association with ABC Circle Films, premiered on *The ABC Sunday Night Movie* on March 3, 1985, and began its series run two nights later. The show ran through early May of the 1988-89 television season.

Lifetime has acquired the off-network rerun rights to ABC's *Moonlighting*, the popular, offbeat show that made a star of Bruce Willis and revived Cybill Shepherd's acting career. The cable channel, which obtained 65 hour-long episodes as well as the two-hour pilot, will run the show Monday-Thursday at 8 p.m. and Saturday at 9 p.m., beginning Feb. 5. Lifetime's exclusive contract runs through January 1995.

Lifetime refused to comment on the cost of the deal, but reports placed the per-episode price between \$150,000 and \$175,000. That is lower than the \$205,000-\$210,000 per episode Lifetime reportedly paid 20th Century Fox Syndication for *L.A. Law* in July, but higher than the reported \$100,000 the cable service paid to Orion two years ago for *Cagney and Lacey*. The

equity stakes in the service. The network is prepared to offer a total 50% equity share of the network to operators. "I think a number

of those we're talking to won't do it," said Freston. "If we don't get it," he added, "we intend to go forward." **-SM**

MAC III expands production portfolio

Company enters joint agreements for new talk show for Multimedia and pilots for Fox Broadcasting and CBS

Jeremy Fox, vice president and chief operating officer of MAC III Productions, came to Los Angeles just two years ago to lead the creation of a production supply and acquisition house for its parent company, Scottish Television (BROADCASTING, Dec. 11), and the question is whether this side of the Atlantic is ready for this Englishman's brand of humor. Mac III has most recently entered into joint production with Multimedia Entertainment for a new talk show, *The Krypton Factor*, for syndicator G2 Entertainment, in addition to producing a pilot for Fox Broadcasting Co. and an agreement with the CBS Television Stations Group to develop two pilot projects.

Fox has acquired many U.S. game shows (including *Wheel of Fortune* and *Win, Lose or Draw*) and converted them for broadcast on Britain's commercial ITV Network (of which Scottish Television is a member). Conversely, Fox has brought a number of English television shows to this country, including *The Krypton Factor* for syndication and the two pilot projects (*Mastermind* and *Everybody's Equal*) for the CBS-owned stations group. Fox would not talk about the for-

mats of the CBS pilots, but he said that if the CBS group cleared the pilots as series, both of them would look for a syndicator to sell the shows nationally by January or September 1991.

One pilot project to at least gain the

Planned segments include 'nude welding,' a dentist from Houston who can implant FM radios in people's teeth, a chimp named Mr. Jiggs who works as a bartender and cows that can downhill ski.

attention of Fox Broadcasting Co. President Peter Chernin is MAC III's *Are You Kidding?*. It was created by another Englishman, Chris Pye (supervising producer of

NBC's *Unsolved Mysteries*). According to Fox, the pilot is "A Current Affair turned upside-down." It revolves around three segments in which one or two of the video packages tells a "false story." Contestants on the show must discover which are the "real stories."

Where *Are You Kidding?* turns slightly bizarre is in the segments that Fox says include a dog that serves food at a diner, a man who owns a sock museum in Victorville, Calif., and a play called "Breath" where a man breathes for just 30 seconds. He added that he has a future segment taped that captures a Scottish gentleman who swallows an entire Rubik's Cube and then "regurgitates" it. Fox said the man also swallowed a "pound coin" and was able to spit out "four pence exact change." Other planned segments include a company that does "nude welding," a dentist from Houston that can implant FM radios in people's teeth, a chimp named Mr. Jiggs who works as a bartender and cows that can downhill ski.

MAC III is also currently co-producing Multimedia Entertainment's *Private Affairs* with Kelly Entertainment, whose Sacramento, Calif., station (KCRA-TV), is serving as the production center and broadcast outlet for a three-week test run in that city (BROADCASTING, Dec. 4). If all goes well with the ratings and subsequent focus group

KTVO **BLAIR** **GOOD NEWS** **FOR THE** **HEARTLAND.**

This ABC station in Ottumwa, Iowa and
Kirksville, Missouri is now represented by Blair.

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testing, Multimedia hopes to take the talk show strip into syndication for the 1990-91 season.

A 35-episode commitment has been made to produce the *Krypton Factor* for syndicator G2 Entertainment. Fox says the weekly first-run barter offering features children competing in five various "mental and physical" tests. He said the game show concept was purchased from England's Granada Television, which has been airing it for 15 years.

MAC III's program acquisitions here have also included *Rhyme & Reason* (a former NBC game show) from Bill Naud Productions, to become *Laugh Lines* for the UK direct satellite service British Satellite Broadcasting Network (BSB) to be launched in mid-1990; *Wheel of Fortune* from King World Productions for Britain's ITV (now in its second season); *Fun House* from Warner Bros. Television for ITV, and *Win, Lose or Draw* from Buena Vista Television for ITV (second season). A co-production agreement also has MAC III producing *Disney Club* with Buena Vista this season for ITV (which Fox says gets an 80% share of the audience on Sunday mornings).

"We have spent over \$5 million for production of U.S. programs overseas," stated Fox. "The nice thing is that the revenues generated by their airing on ITV, some of the money eventually finds its way here through their financing of the company here. My feeling is that shows that have worked in America can certainly work overseas. We're going to continue concentrating on acquiring American programming, and also bringing English programming over here for us to produce. We have a batch of shows in the pipeline." Fox declined to identify what those shows are.

Fox, who originally founded and owned Britain-based Action Time Productions from 1979-87 (before selling it to Carlton Communications), made his splash in programming when he acquired Ralph Edwards' *Truth or Consequences*. The English version still airs today on London Weekend Television. Fox said he took a ribbing originally from his British counterparts for acquiring the rights to Don Cornelius' *Soul Train* for the independent Channel Four. "Don Cornelius was even laughing and asking why I wanted to acquire it," Fox joked. "Well, the show lasted for three years, and Don stopped laughing after I sent him the first check." —MF

Galloping Gourmet rides again

MTM Distribution Group President Kevin Tannehill is bringing the long-established production house into first-run syndication with a new version of the *Galloping Gourmet* with chef Graham Kerr for fall 1990.

Galloping Gourmet was originally slated as a 1991-92 release, but Tannehill says he wanted to answer critics' questions about the "seriousness" of MTM's intent to enter first-run syndication by placing the show on

One stop shopping

The Library of Congress has put together a catalog of its television program archives titled, "Three Decades of Television: A Catalog of Television Programs Acquired by the Library of Congress, 1949-1979." The catalog begins by describing the television archives and discusses the history of television and the factors that have affected the development of the collection. It lists, describes, and indexes thousands of local, network and syndicated series, documentaries, and educational programs. The publication also includes definitions, a bibliography of books about the history of television, and an index.

the market now.

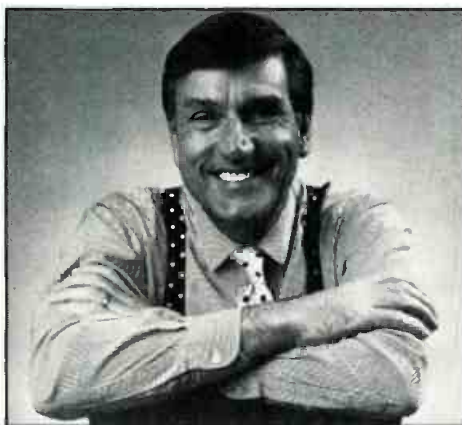
Tannehill, who came to MTM from the top sales post at Group W last month, says 34 weeks of original episodes will be available to stations for stripping. In addition, 130, 30-second "vignettes" will be made available to stations who sign contracts for *The Galloping Gourmet*, in what Tannehill describes as "a vehicle for stations to sell unsold daytime inventory by getting an advertising sponsor to tie in with the vignettes." Kerr, who hosted the original syndicated version of the show in 1969-71, will also host the vignettes, entitled *A Bite with Kerr*, which will provide many of the

same nutritional and cooking hints found in the original program.

Kerr's wife, Treena, who will serve as producer of the show, worked with her husband to create the original *Gourmet*, which Tannehill says was seen by over 200 million viewers internationally each week. Tannehill emphasized that Kerr's return marks a dramatic turning point for the noted TV host as well as the syndicator. Kerr's career came to a dramatic halt in 1971 when he and his wife were in an auto accident. Kerr was left with over half his body paralyzed, and his wife suffered lung damage.

According to Tannehill, Treena later suffered a stroke and heart attack. It was during her rehabilitation that Graham created what Tannehill calls a "minimum risk, maximum flavor" diet that features a low-cholesterol and low-calorie menu.

Tannehill says he expects to get a "50-50 split" among affiliates and independents who strip the show, with the hope of getting 70%-80% coverage for the first season. He added that the package of vignettes will be available to contracted stations in April 1990. *The Galloping Gourmet*, which will be available on a cash-plus-barter basis (one minute national), is a production of West 175 Enterprises (of New Zealand) in association with MTM Television Distribution Group. MTM is a wholly owned subsidiary of Britain's TVS Entertainment PLC. —MF



Graham Kerr



High honors. CBS President and CEO Laurence Tisch (l) and Archbishop Desmond Tutu (center) congratulate honoree Harry Belafonte at a party following the taping of the Kennedy Center Honors ceremony in Washington, which will air on CBS Dec. 29.

KGET **BLAIR** **HELPING** **THE** **GOLDEN** **EMPIRE** **SHINE.**

This NBC station in Bakersfield, California
is now represented by Blair.

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Public television readies for prime time

Stations approve program funding restructuring; more powerful PBS to manage centralized continuing series purse; CPB to concentrate on needs assessment and new programing

When the Corporation for Public Broadcasting and Public Broadcasting Service co-host about 100 noncommercial television station managers, program directors and producers in Santa Fe, N.M., Jan. 24-26, the subject will be "Exploring Prime Time." That meeting, CPB President Donald Ledwig said last week, will constitute the first step in CPB's newly created "needs assessment" role, one element of a plan to centralize national program funding and authority announced by public television executives last month (BROADCASTING, Nov. 20).

One week after the Santa Fe meeting, Congress should receive a CPB report on the restructuring plan, approved this month by the National Association of Public Television Stations (NAPTS) board of trustees and last month by the PBS and CPB boards.

Initially a three-year experiment, Ledwig said, the restructuring "is long overdue, in the sense that although we have always wanted to preserve diversity, there is an opportunity to coordinate the national schedule."

Indeed, several factors may converge in 1990 to give public TV programing a more solidified national presence than ever before, including a renewed push for common carriage of the prime time schedule and a drive for more equity in PBS dues policy.

In the face of competition with programmers like Discovery Channel and Arts & Entertainment to acquire programs—not to mention pressure from Congress to spend

more efficiently—the stations and PBS began to call for centralized funding and decision-making last year. PBS and NAPTS then applauded a Senate proposal that CPB turn over its national programing money to PBS through program grants to the stations (BROADCASTING, May 30, 1988).

CPB balked and through the following year insisted that its accountability to Congress required that it maintain the authority and funds to assure fulfillment of congressional mandates, including those related to minority, children's and educational programing.

In July, however, the presidents of CPB, PBS and NAPTS began negotiating. By November, long criticized as an uncooperative and inefficient pluralism, public television's local and national powers reached a compromise.

The plan calls for taking away nearly half of CPB's centralized \$40 million program fund, but also aggregating at PBS an amount five times larger than that \$20 million. Although the presidents of CPB, PBS and NAPTS object to anyone calling PBS's new chief programing executive (CPE), Jennifer Lawson, a "programing czar," the restructuring will put Lawson in charge of the largest pot of public TV programing money—about \$100 million—ever aggregated under such singular authority.

"It is not the size of the dollars that is important," said NAPTS President David Brugger, "but rather all the major series in prime time it funds...the trademark programing that brings in support" from other sources, including viewers and underwriters. The \$100 million under the CPE's authority, he said, therefore becomes larger than that same amount spread throughout the public TV system.

The restructuring was driven, said

Brugger, by "the necessity of putting authority in the hands of someone who can make decisions and keep public television competitive. And I do not mean that we want to be like commercial TV. We need to get quality programing to the public," he said, and to do so, centralized decision-making had to be created for swift action.

Diversity will be preserved, however, said CPB, as the rest of the \$262 million in National Program Service dollars will remain spread through the system in the hands of individual stations and station consortia and in the hands of CPB, which will fund independent producers (\$6 million in 1991) and minority production consortia (\$3 million) and seed new programs (about \$20 million).

The initial \$20 million that will come to PBS from the CPB Program Fund in the form of a "general contract" is contingent, said CPB, on the stations allowing PBS to also manage about \$80 million that the stations currently spend on continuing national series, mainly via a time-consuming, multi-round bidding system called the Station Program Cooperative (SPC). The three-year "experiment," said Ledwig, would not have been agreed to by CPB without the SPC also thrown in.

Just how completely PBS will take over management of the SPC remains to be worked out over the next months, said Brugger, who noted that, by agreement, the plan allows for a transition period going into 1992.

Restricted by the contract with CPB and overseen by a 17-member board representative of stations, producers and CPB, the chief programing executive at PBS should, in any case, have what PBS described as "increased program decision-making authority," including the job of planning a "multiyear program schedule," and funding continuing programs according to CPB's needs assessment results. The system, said Ledwig, will "maintain local level input through the needs assessment," the conclusions of which will drive funding decisions made at both PBS and CPB, the latter retaining responsibility for new program development.

In practice, such decisions at PBS would resemble the announcement made this month by the consortium of five major market stations that produces the weekly documentary series *Frontline*. The series, said the consortium, will be expanded from 26 to at least 32 editions in 1990, thanks to "an increased financial commitment of \$1.9 million from public television stations [through the SPC], bringing the annual *Frontline* budget to \$9.5 million."

Assuming that the increased commitment reflects the stations' own conclusions about

New and old frontiers on public TV

In celebration of The International Space Year and the 500th anniversary of Christopher Columbus's first voyage west, noncommercial TV will present in 1992 an eight-hour special series on space exploration called *Space Age* and a 10-hour special series on Caribbean and Latin American history and culture called *The Other Americas*—both thanks in large part to the Corporation for Public Broadcasting-Public Broadcasting Service Public Television Challenge Fund.

WQED-TV Pittsburgh, in association with the National Academy of Sciences, was awarded \$2 million to begin production of *Space Age*. And, awarded a \$600,000 'supplemental' grant, WGBH-TV Boston, in association with Central Independent Television of England and Britain's Channel 4, will produce *The Other Americas*.

With \$10 million available in 1990, the Challenge Fund has been supported on a 50-50 basis by CPB and PBS member stations since 1987. It will remain an exception to the redefinition of those two organizations' roles under public TV's restructuring plan to be submitted to Congress by Jan. 31, 1990. Although the plan calls for CPB to concentrate on seeding new programing and for PBS to oversee a centralized fund for continuing series, the two, said CPB President Donald Ledwig, will together continue to use the Challenge Fund "to help develop and create high-visibility, domestically produced prime time programs."

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their audiences' "needs," that process would be formalized in the form of the CPB needs assessment and PBS's authority to commit, for example, an additional \$1.9 million because public TV audiences "need" more *Frontline* documentaries.

Increased and more uniform exposure of new programs should also be assured. To make series affordable to more stations, PBS will revise its dues assessment policy by early 1991 (BROADCASTING, Oct. 23). And already this fall, the great majority of PBS stations are carrying prime time series on the same nights at the same times. "We get more bang for our buck," said Brugger, "when underwriters can say a program is on Thursday night at 9 p.m., instead of check your local listings."

But the delineation of CPB and PBS roles will provide the key change, said

Brugger, from a system in which a producer's good programming idea can become an old idea in the time it takes to seek funding from PBS, CPB, station consortia, private and public foundations and corporations to a system in which a producer can experience something closer to one-stop shopping.

In answer to charges made by Lawrence Daressa, chairman of the National Coalition of Independent Public Broadcasting Producers, that, under the plan, the entire "federal appropriation is being surrendered to the stations' unquenchable desire for higher Nielsen ratings and more corporate sponsors," Ledwig countered: "I don't know on what basis they [the independent producers] regard themselves as having a higher call to the public interest than CPB and the local station. Public broadcasters are run by bodies created out of public,

democratic selection. [They] are accountable, and there are processes that can ferret out failure to serve the public interest, whereas the independents appear to be self-appointed.

"Our mandate is to serve all Americans," he said, stressing that, in any case, CPB, not the stations, will conduct the needs assessment. "We don't intend to serve all Americans with one program, but rather all through the week—like a library that has many different books." The new structure, he said, will only improve the stations' and CPB's record of identifying and serving unserved and underserved audiences. "It would be wrong if we marched down the ratings road. And I don't know that a higher rating defines a need. If something is popular, that does not mean it is needed."

—PDL

Nielsen peplemeters get two-year network review

CONTAM examines process and product of peplemeter; report says system works, but needs improvement; A.C. Nielsen agrees

The broadcast television networks, which criticized the way in which the peplemeter measurement system was introduced two years ago, said last week they wanted a more important say in future changes in the system. As part of their initiative to get involved, last week they unveiled a one-year technical examination of the national television audience measurement process. The Committee on Nationwide Television Audience Measurement's (CONTAM) 600-page study said the current measurement system works, but could use improvement.

ABC, CBS and NBC spent roughly \$1 million on the study, which included everything from an engineering review of the peplemeter equipment to exit interviews with former peplemeter families. The report said: "The system works in that it produces audience estimates, and on a timely basis...[the report's] highlighting of issues obscures the many commendable aspects of the measurement system that are not cited and are taken for granted." Those on the CONTAM panel last week said they considered the national television audience measurement system to be better than that of any other medium, including local television and radio.

Some of the flaws in the current system, the report said, may be related to the competition A.C. Nielsen faced when it intro-

duced its peplemeter system in the fall of 1987. The pressure to get the service up and running led to a system that was "not designed by the users," said David Poltrack, senior vice president, planning and research, CBS/Broadcast Group. The report notes that at Nielsen there was "concentration on installation rather than maintenance of the performance of household's equipment and persons."

Furthermore, the study said that the decision-making process at Nielsen did not reflect enough concern for research methodology. "The appearance is that methodological research is treated superficially when it is done, is limited in concept or execution, or is lacking in analysis.... [L]ittle research on changes in procedures was provided.... Changes were introduced



NBC's Robert Niles, CBS's David Poltrack, ABC's Alan Wurtzel and NBC's Barry Cook, CONTAM chairman

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in sampling and editing procedures with questionable rationale and seemingly cursory testing."

Conducted by Statistical Research Inc. (SRI), some of the CONTAM report was technical, having to do with "construction" of samples. The study said the Nielsen sample, compared to the SRICONTAM sample, had "a higher proportion of cable households and a lower proportion of households with four or more television sets."

A major concern was with the cooperation rate—ultimately less than 50%—of those approached to participate as a people-meter household. Furthermore, the report suggested that Nielsen's efforts to obtain a better cooperation rate may be misdirected: "the repeated references to 'voting' and to expressing opinions about programs that are liked, rather than watched, are troubling.... It is recommended that Nielsen develop a new motivating concept."

Previous network criticisms were reiterated in the report, including that the Nielsen sample failed to include a wide variety of TV sets, including small sets, and those in vacation homes or buildings detached from the home. Complaints about the recording accuracy of children's viewing and visitors' viewing were also repeated.

Some inaccuracy in measurement might be due, CONTAM suggested, to Nielsen's own confusion about viewing, saying there are "three different definitions of viewing, i.e., of when peoplemeter buttons are to be pushed."

Other CONTAM concerns included:

- Contacts, up to three per month with peoplemeter households by Nielsen personnel, which the report said, "may have an impact on meter performance, cooperation, and or viewing behavior."

- "Fatigue" on household members. The study's exit interviews with panel members found that a third said that at least one household member tired of using the meter. The report said that a "serious rethinking of that [two year] tenure is overdue."

- Tabulation errors, which were found to be higher for those with larger households, those with children, with more television sets, and those with pay cable. Equipment errors were also more likely in "multi-set households or households with complex systems."

To help keep Nielsen responsive to the

Teaching children about truth in advertising

House Telcomsubcom Chairman Ed Markey (D-Mass.) and Action for Children's Television President Peggy Charren introduced at a Capitol Hill screening of the *Consumer Reports* show, *Buy Me That*, a show designed to teach children about deception in advertising. It appeared later the same day on HBO. ACT had filed a formal complaint Dec. 1 with the FTC against three New York TV stations and six toy advertisers for "engaging in unfair and deceptive trade practices...which misrepresent the nature and performance of such products." Noting that new FTC Chairman Janet Steiger had held a Dec. 5 meeting with industry groups and a Dec. 8 meeting with consumer groups "to exchange challenges to the consumer, the economy and the FTC in the 1990's," Charren said: "I think the present commission will go after" the deceptive advertising issue. Six companies named in ACT's complaint were Matchbox Toys USA, Mattel Toys, Hasbro Inc., Milton Bradley, Galoob Toys and Toy Biz Inc. Stations named in the complaint were WPIX(TV) and WNYW(TV), both New York, and WWOR-TV Secaucus, N.J. "We've been using Boston stations for years," but this time, "we're giving them a rest," Charren said.

concerns of its clients, the CONTAM report recommended that Nielsen "expand the existing research role, or...establish a new group to be responsible for quality control." An "ombudsman" would be appointed and paid for by Nielsen.

In general, Nielsen said it supported both the goal of the study and its conclusions. "Nielsen is in agreement with the principles and objectives underlying each of the CONTAM recommendations." John Dimpling, Nielsen Media Research executive vice president, said there was "very little" in the CONTAM report that he didn't agree with. —GF

Washington indie has bone to pick with Nielsen

WTTG(TV) Washington vice president and general manager, Thomas Herwitz last week sent a letter "out of frustration" to James Lyons, president of the A.C. Nielsen Co., because the station is unhappy with Nielsen's meter service.

The letter says that the survey sample for the Washington market "significantly overestimated the performance of our competitors and underestimated the performance of our station." The reason for this, according to WTTG General Sales Manager Mike

Wortsman, is that Nielsen does not "weight" its sample as the Arbitron service does. For example, according to Wortsman, Nielsen says that 22% of the Washington area is black but it only measures 19.1% of the black population. Arbitron, on the other hand, measures the black population at 23.4% and weights it downward to 19.1%, said Wortsman.

In his letter, Herwitz says that WTTG recognizes "the difficulty of maintaining a precise tab pool" and asks that Nielsen "consider a weighting system or some other means to keep Nielsen's in-tab homes consistent with the universe numbers for the market."

This is not the first time that WTTG has expressed unhappiness with Nielsen. In a previous response to a complaint Nielsen provided a comparison of unweighted versus weighted data for a week last September. The result, the letter says, was an "incredible 10.7% under-representation in our crucial 5 p.m. to 8 p.m. daypart. In other words, due to inaccuracies in your service, our overnight ratings during this period have wrongly been showing that 11% fewer viewers were watching our programs than really were." The letter goes on to say that Nielsen found a 13% discrepancy during its 7-7:30 p.m. *Cosby* half-hour.

As recently as Dec. 8, the letter says, there was a 33% difference between Nielsen's and Arbitron's measure of the audience for *Cosby*.

WTTG calls Nielsen's information "unreliable and inaccurate" and says that it is "fundamentally unfair to have television decisions in this market made based on a sample which, for example, has 14% fewer black homes represented than are in the market.

The letter concludes by stating: "We believe that it is only fair to reduce our payments to you by 11% (the differential you found) until this problem is corrected. The effect of the Nielsen ratings are that WTTG's advertising rates are hurt. Wortsman said that with lower ratings the station cannot "charge as much money as our ads are worth." Most agencies, according to Wortsman, usually don't look at both Arbitron and Nielsen. And Nielsen, he says, has gained more agencies as of late.

A spokesman for the ratings company said that there would be no comment about the complaint. —JF

Fighting Freedom

Federal agencies are making mockery of the Freedom of Information Act, according to a six-month study by the Society of Professional Journalists. The report says "delays and illegal withholding of information are widespread" and that, as a result, "journalists are not using the FOIA as much as they should." Those who do use the act, the report says, "have been forced to devise ways to circumvent agency foot-dragging." Besides lengthy delays in responding to requests, the study found that information is often withheld to cover up mistakes or to prevent embarrassment to government officials. The study also says that the act "is sometimes used as a tool to keep information from the public and press rather than to grant it."

"Too many federal agencies are thumbing their noses at the idea of an open government embodied in the act," said Paul McMasters, chairman of the society's freedom of information committee. "This report," added Bruce Sanford, SPJ's First Amendment counsel, "documents...a grim determination by the executive branch to dilly-dally, delay and do nothing with FOIA requests."

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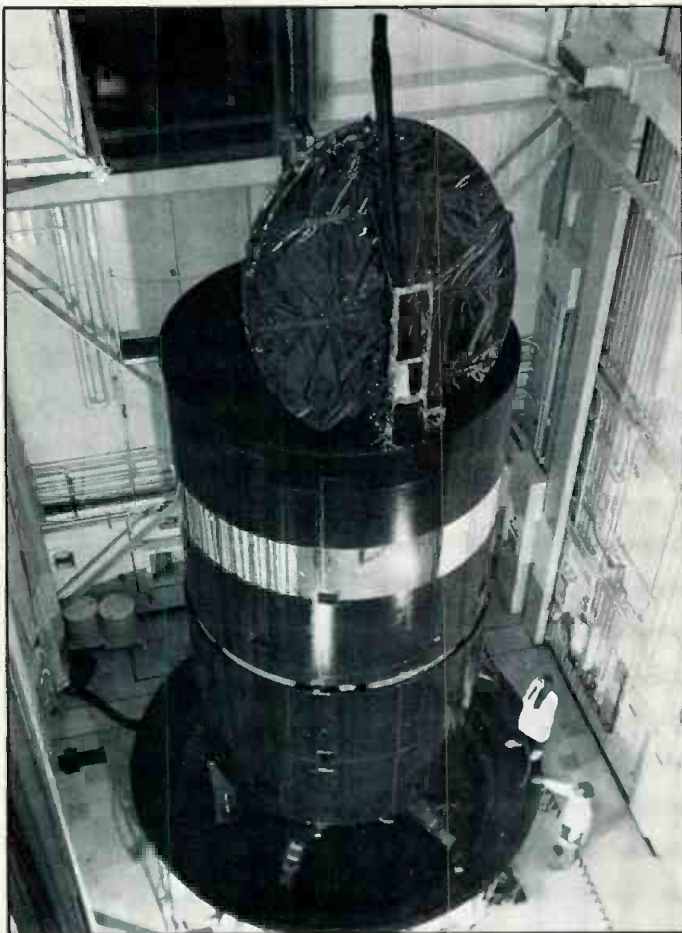


Satellite Footprints

Broadened horizons. Already claiming it is the largest transAtlantic satellite carrier of news, sports, entertainment and business television, Visnews-owned BrightStar Communications will this week go transCaribbean. Tomorrow, Dec. 19, BrightStar will use its Washington International Teleport facilities to downlink Showtime Entertainment Television's Telstar 301 feed of the Rolling Stones' concert live from Atlantic City convention center and uplink the signal from Etam, W.Va., via Intelsat 332.5, to programmers in Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay and Venezuela.

"BrightStar's third-party networking is a natural extension of the one-stop service we already offer for international transmissions," said BrightStar's Bill Page, vice president, North America, for BrightStar, which earlier this fall expanded its Europe-North America capacity on Intelsat 332.5 from two to three transponders.

Heavy launch weather. Martin Marietta's entry into the private launch business was stalled again when bad weather filled its 44-minute window of opportunity on the evening of Dec. 8. The company's Titan III rocket is now scheduled to carry Japanese



JCSAT-II

Communications Satellite Co.'s privately owned and operated JCSAT-II and a British defense satellite Dec. 20, two days after a scheduled NASA shuttle launch from Cape Canaveral, Fla. Hughes Aircraft is the builder and 30% owner of the two-satellite JCSAT system, the first such commercial venture in Japan.

White House green light. Although the delay in launching JCSAT-II was a setback for Hughes Communications' burgeoning venture in Japan (37 of 64 JCSAT transponders have been sold or leased even before the launch of the second bird), parent company Hughes Aircraft heard good news on the international front from the White House last week. Saying that U.S. trade

sanctions leveled against the People's Republic of China since the June massacre of pro-democracy demonstrators in Beijing were not intended to encompass "the category of normal commercial exports," White House spokesman Marlin Fitzwater, reported the Associated Press, said the U.S. may lift a ban on the export of three Hughes-built satellites—two Aussat birds for Australian communications and a refurbished Westar VI for the Chinese-British AsiaSat consortium—to be launched inside China.

Keystone deal. Keystone-Wold International put the value of its new two-year agreement reached last month (BROADCASTING, Nov. 20) with Japanese International Satellite Joint Users Organization (JISO) at more than \$5 million. Beginning next April, the contract extends a six-year relationship between JISO (a six-station consortium) and Keystone (which provides satellite transmission within the U.S. and international gateway uplinking) and Visnews (which provides tape origination).

Next-generation ground segment. Having selected AT&T's Telstar 401 as its satellite delivery home-to-be (BROADCASTING, Nov. 6), beginning in April 1993, the Public Broadcasting Service has begun a three-year ground equipment replacement project by contracting Los Angeles-based Standard Communications to provide receivers and other satellite ground equipment to 180 affiliates. "Over the next three years we will update our existing excitors, transmitters, antennas, etc.," said Jim Hargreaves, PBS associate director of satellite operations. "Our agreement with Standard is the first step in this program." According to its Oct. 2 report to Congress, PBS expects to invest more than \$19.5 million in Ku-band downlinks and \$10.5 million in C-band downlinks.

Out of gas. The European Telecommunications Satellite Organization's seven-year-old Eutelsat I-F1 satellite has run out of station-keeping fuel, and although its transponders remain usable, only telephony services and some occasional-use traffic will be able to follow the north-south drift of the bird by using moveable tracking antennas. Eutelsat said full-time leases on F1 (at 16 degrees East) that provide services to users with fixed, nontracking antennas were to be transferred to its F2 satellite (seven degrees East) Dec. 13, joining subscription television services and high-speed data traffic already there. A new Eutelsat II series of 16-transponder medium-power birds will be introduced in 1990.

Swedish deal. Visnews has won a contract worth nearly \$800,000 over the next 18 months to transmit Sweden's new pay-TV channel from British Telecom's earth station in London to an Intelsat V satellite. The channel, SF Succée, is a joint venture between Warner Brothers and Swedish media firms Svensk Filmindustri and Tidnings AB Marieberg. Test transmissions began earlier this month for the channel, which will use the D-MAC transmission standard and Eurocrypt scrambling. Three Swedish cable networks, providing access to two million viewers, have already signed to carry the channel.

New footing in the backyard. General Instrument said it had set several new records in home dish programing subscription authorizations this year, numbers that the company believes demonstrate an upswing in the home dish market whose growth has been damaged for several years by signal piracy.

According to GI, gross authorizations in November were 33,156, breaking the previous record 32,743 authorized in December 1987. Net authorizations, minus more than 10,000 disconnections of GI's Videocipher II industry standard signal descramblers, came to 22,915—still barely beating out the record 22,900 net in September 1987. The 1987 third-quarter record of 69,990 gross authorizations was also broken in 1989 with 86,806 new VC-II's turned on.

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'Uno Mas' no yawn for new HDTV marketplace

Business opportunities arise following first U.S. satellite transmission of HDTV; semantics of still video become clear

Many boxing fans were disappointed with 'Uno Mas,' the long-awaited rematch between Sugar Ray Leonard and Roberto Duran on Dec. 7. Leonard danced to a 12-round unanimous decision over Duran, in a fight many said was uneventful. But to observers of television technology, the fight was anything but uneventful.

It appears that the fight could be the pivotal event that leads to widespread commercialization of the high-definition television transmission by satellite for closed circuit and other applications. Following the fight, which marked the first commercial transmission of HDTV in the U.S., negotiations have heated up for more commercial transmissions using both the MUSE-E system developed by Japan's NHK and HDB-MAC, developed by Scientific-Atlanta Inc. "The fascinating thing about this is that four and a half months ago, none of this [commercial HDTV opportunity] existed," said John Messerschmidt, senior director, advanced television systems, Scientific-Atlanta. "Now, all of a sudden, it is coming together at an incredible rate of speed."

The co-producers of the HDTV program were Fred Rosenberg of HDTV Sports, a new subsidiary of Platinum Sports Network, a New York producer of closed circuit sports events, and Stuart Samuels of Zbig Vision, a New York HDTV production company. The two companies had been in discussions about ways to exploit HDTV as a commercial medium when they came upon the idea of covering the Duran-Leonard fight ("Closed Circuit," Oct. 23). The two then contacted NHK to arrange for transmission of the fight by MUSE-E, the oldest and most fully developed HDTV transmission system to date. It was the first project taken on by NHK Enterprises U.S.A., a new North American subsidiary of the Japanese network formed to handle for-profit projects involving HDTV and other NHK technologies.

The original plan called for transmission of the MUSE-E signal from the Mirage hotel in Las Vegas to three locations in the east. Hughes Communications arranged for satellite transmission to the Gusman Center for the Performing Arts in Miami and to the Jacob Javits Convention Center in New York. Telesat Canada handled transmission to the Queen Elizabeth Theater in Toronto.

Later on, arrangements were made for showings in two other locations. Hubbard Communications sponsored an invitation-only presentation in Minneapolis while Comsat attracted a crowd of about 250

guests from government and the television industry to a showing at its headquarters in Washington ("Closed Circuit," Dec. 11). Comsat organized its reception because, although many have read and heard about HDTV, "many in the industry may not have had a chance to see a live broadcast," said Dick McGraw, a Comsat vice president.

"Fortunately, it went perfectly. We had no loss of signal anywhere along the line,

tatives from the cable pay-per-view industry were in attendance.

Scientific-Atlanta said its Dec. 7 transmission was the first demonstration of its system in the U.S. It shortly followed HDB-MAC's first commercial transmission, which was held about a month before in Canada. A seminar on HDTV production was transmitted from Ottawa to an auditorium in Alberta by Telesat Canada using HDB-MAC. During the 1989 National As-



One of the HDTV screens at New York's Javits Center

and we had a full broadcast-quality shoot," Rosenberg said last week.

The only site where the fight was open to the public was in Miami where most of the 3,000-seat Gusman auditorium was filled with customers who paid \$70 for seats. The Club Theater Network, Boca Raton, Fla., sponsored the showing, which was done in cooperation with Southern Bell Telephone Co. A phone company downlink in Miami received the MUSE-E signal and delivered it to the auditorium by a Southern Bell fiber optic link. According to Southern Bell, the Duran-Leonard fight was also the first commercial HDTV transmission over fiber optic cable in the U.S.

After making its arrangements with NHK for the MUSE-E transmission, Rosenberg and Samuels were later contacted by Scientific-Atlanta about transmission of the fight with its HDB-MAC system as well. Using the same 1,125/60 production pictures that were used for the MUSE-E transmission, Scientific-Atlanta encoded them instead with an HDB-MAC box at the Mirage hotel.

The transmission was received at the Century Plaza hotel where Scientific-Atlanta hosted a reception for 150 from the Hollywood production community. The company declined to give a guest list, but said senior executives from Paramount, Disney, Warner, Orion, MCA, Universal and several independent studios as well as represen-

sociation of Broadcasters convention, Scientific-Atlanta announced that Telesat Canada would be its first commercial customer for HDB-MAC (BROADCASTING, May 8). Its plans are to develop the system for various business applications, similar to the uses to which Scientific-Atlanta's B-MAC, NTSC transmission system is currently used. HDB-MAC is a high-definition variation of B-MAC and is backward-compatible with the earlier-developed system.

Following the fight, HDTV Sports and Zbig are finding themselves in negotiations for several more commercial transmission contracts. It is expected that several more closed circuit boxing matches are in the future and they are now talking with RAI, the Italian TV network that produced the HDTV theatrical movie "Julia and Julia" and several other HDTV programs, about the possibility of transmitting World Cup soccer matches from Italy to the U.S. in HDTV next year.

But currently, the most important goal for the partners is to achieve a contract for regular, daily HDTV transmissions. Negotiations are currently under way for development of daily HDTV transmissions of horse racing in southern California to booking houses in Las Vegas and four other Nevada cities. A consortium is being formed consisting of Telecom Broadcasting, San Diego, Las Vegas Dissemination Co., HDTV Sports and Zbig, which is now

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talking with several booking establishments, Rosenberg said.

Scientific-Atlanta's Messerschmidt said there are also several negotiations for future applications of HDB-MAC. About 80% of the proposals are for more closed circuit sporting events. However, future sporting events will be exclusive presentations, he said. (The Duran-Leonard fight was available in NTSC video throughout the U.S. on pay-per-view and by closed circuit.) The other 20% are for live performances, such as plays and concerts.

But Scientific-Atlanta is also looking forward to the possibility of future regular HDTV transmission by satellite. The most common reaction he noticed from Hollywood executives following the fight, besides complimentary comments about the quality of the pictures, was surprise. "They had all fallen prey to the conventional wisdom that HDTV is years away and embroiled in standards discussion," Messerschmidt said. "The fact that it was here and we were enjoying it was a surprise to a lot of people." Messerschmidt did not think he changed many minds among the production community about the use of HDTV production equipment over film, but certainly demonstrated that HDTV distribution is much nearer than many believed.

Many have been looking at the idea of using HDTV for first-run movie presentations in small, single-screen theaters. The rising cost of copying film prints of movies was among the pressures that led to the death of several small theaters in both big



Zbig Vision's Stuart Samuels
and NHK's Yoshio Uchida

and small cities and to the rise of the multi-screen theaters that are common today. Video distribution could be the medium that solves that problem, Messerschmidt said. CTN in Florida, in cooperation with Southern Bell, is currently building such a chain of small theaters linked by fiber optic cable. Messerschmidt said he foresees linking each theater with a TVRO antenna as more likely to be a successful strategy.

In the coming months, it appears that a commercial HDTV transmission marketplace will be forming, complete with marketplace competitors. Joining NHK's MUSE-E and Scientific-Atlanta's HDB-MAC in the fray is likely to be North American Philips with its HD-MAC60 satellite system, built to work with its HDSNA system, which has been proposed to the FCC for terrestrial transmission. Among the likely marketplace issues will be product availability, the availability of display devices, the ability to protect the signals with effi-

cient scrambling systems and video and audio quality.

Messerschmidt gave Rosenberg and Samuels much of the credit for creating this sudden marketplace. "They were clearly the catalysts. They were the first ones outside the engineering side to say: 'Here are the tools we can use. Now let's make this thing happen.'"

Rosenberg said the Duran-Leonard fight project is now having a lot to do with the boom. "We had a hit. The funds that were waiting in the wings to see if it would work will now be forthcoming," he said.

□

Still video systems, introduced in 1989 by several electronics companies, were used again to cover the Duran-Leonard fight. While fight coverage with still video has already become old hat ("Closed Circuit," July 31), following this event, the ground rules for use of the technology by TV news organizations seems to have been clarified.

Still video involves the shooting of stills on cameras designed to image NTSC-quality pictures on small computer disks. Those disks are then fed into "transceiver" units, which can transmit the stills by telephone to a TV studio for over-the-air presentation within seconds after the pictures are taken. In the past, the question has been whether the technology constituted still photography coverage of the fight, like print media coverage, or should be considered video coverage and, therefore, in violation of the fight promoters' proprietary video rights. In coverage of past fights, TV news organizations had negotiated for the right to show the stills immediately after the fight.

Some confusion arose when on the day of the fight after a Sony press release was distributed announcing that CNN would use the Sony ProMavica still video system in its coverage. "Transmissions are expected to be performed immediately after each round," the release read. During the fight that night, however, stills were presented on CNN only after the fight.

According to Jim Walton, executive producer, CNN sports, CNN had never planned to use the stills while the fight was still in progress and had never requested permission to use them. Stills were transferred back to the studio between rounds, but were not shown until after the fight.

Both CNN and ESPN, which covered the fight using the Cannon still video system, said that after several months of still video use, most promoters have agreed upon the definitions and ground rules for its use. "Still video" photography is considered "still" photography and, just like the print media, TV news is free to use still pictures after the fight. But picture sequences are not allowed for either still video or conventional still photography. Frames must be shot at least 10 seconds apart.

According to Lee Samuel of Top Rank, the company that promoted the Duran-Leonard fight, use of the still pictures during would have been a significant breach. "We permit absolutely no video because of the HBO telecast. [HBO showed the fight on its premium cable network five nights after the fight.] They have the first crack at the delay. It's a serious matter." —RMS

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Hot topics at winter CES

High-definition television and digital audio tape (DAT) are expected to be the most important issues covered at congressional panels during the coming Winter Consumer Electronics Show in Las Vegas (Jan. 6-9), sponsored by the Electronics Industry Association (EIA). All CES panel sessions will be held at the Las Vegas Hilton, adjacent to the Convention Center.

A roundtable scheduled for Jan. 8, "Congress and the Consumer Electronics," is expected to attract those concerned with DAT and U.S. competitiveness in the world consumer electronics marketplace. The panel will include Representatives Robert Kastenmeier (D-Wis.), Norman Lent (R-N.Y.), Raymond McGrath (R-N.Y.), Bill Richardson (D-N.M.), Larry Smith (D-Fla.) and Senator Richard Bryan (D-Nev.). John V. Roach, president and chief executive officer, Tandy Corp., will moderate.

Possible future congressional action relating to HDTV will be taken up during a Jan. 7 panel discussion. Scheduled

panelists are Norman Mineta (D-Calif.), Don Ritter (R-Pa.) and Robert Walker (R-Pa.). EIA President Peter McCloskey will moderate. Immediately following that session, Richard Wiley, chairman of the FCC's advisory committee on advanced television service will lead a discussion on what private industry is doing to advance HDTV implementation. Panelists have not yet been announced, but EIA has invited representatives from the National Association of Broadcasters, the Advanced Television Test Center and the National Advisory Committee on Semiconductors.

Equipment merger

Lake Systems Corp., Newton, Mass., turnkey broadcast equipment installation company and marketer of automated television control gear, is being acquired by HB Communications, North Haven, Conn., audio and video equipment supplier. HB has agreed in principle to buy Lake's assets, which declared Chapter 11 bankruptcy earlier. The transactions are expected to be completed in about 60 days,

depending on the speed of court decisions. Further announcement of whether the companies will continue to operate as separate entities or merge operations is expected after the court proceedings are settled.

Looking ahead

Cable Television Laboratories Inc. (CableLabs), Boulder, Colo., is now readying a project to study future design needs for cable TV system headends. Higher consumer demand and continued channel expansion are expected to add to the complexity of headend configurations. Also, regulatory changes, such as new syndicated exclusivity rules, have changed equipment demands and space requirements at headends. Future technologies, such as fiber optics and high-definition television could also potentially affect the architecture of the headend.

The project is expected to begin soon after delivery of equipment to Boulder which is being contributed by Scientific-Atlanta Inc. Equipment will include satellite antennas, satellite receivers, modulators

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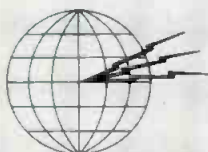
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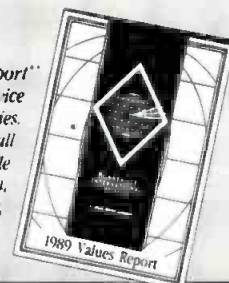
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and processors. Scientific-Atlanta will also provide technical support services. Thomas Elliot, CableLabs vice president, science and technology, said that "this project may never end." It is planned as an ongoing lab to test headend improvements. CableLabs will occasionally release reports of findings from the project.

HDTV notes

In the defense appropriations bill passed by Congress, \$20 million in additional funds for the Defense Advanced Research Projects Agency (DARPA) for HDTV research was approved. Release of that money was made conditional upon submission of a detailed report on how the money is to be used. DARPA began its program to support research and development of HDTV display technology by private companies early in 1989. So far, one company has been awarded a \$1 million contract to support its project and DARPA is in negotiations with seven others.

□

The Media Laboratory of the Massachusetts Institute of Technology, Cambridge, announced that it is now conducting a second study to determine consumer preference for HDTV compared to NTSC. It follows an earlier study released by MIT in the spring of 1988 which concluded that most viewers do

not notice a difference between the quality of HDTV and NTSC on displays of 30 inches and less. The second study will test viewer reactions to very-high-definition (4,000-line) Showscan displays.

A sample of 240 consumers will view sample footage on NTSC, HDTV (1,125/60) and Showscan screens and then will be asked to answer a series of questions about program enjoyment, emotional involvement, picture quality for each picture and about their willingness to pay for higher resolution TV sets. The displays used in the study: 28-inch and 35-inch NTSC cathode ray tubes (CRT); 150-inch NTSC rear projection display; 28-inch and 38-inch HDTV CRT's; 180-inch HDTV rear projection; 38-inch and 180-inch Showscan rear projection. Results are expected to be released during the first quarter of 1990.

□

James McKinney, chairman of the Advanced Television Systems Committee, speaking to the New York chapter of the Federal Communications Bar Association, predicted that in 1990 North American Philips and Thomson Consumer Electronics would join their research efforts to design an HDTV transmission system. Philips is the proponent of the HDSNA augmentation system, and Thomson (with Sarnoff Research Center) is the proponent of the ACTV systems. It is believed that if the merger takes place, the two companies will join to create a simulcast system.



HDTV vehicles. BTS Broadcast Technology Systems in Europe recently turned over two mobile HDTV production vehicles to EU95, the HDTV project sponsored by Europe's Eureka consortium. One truck was built to record on-location HDTV footage in Eureka's 1,250/50 production standard and the other has been designed as a post-production vehicle. They were built at BTS's plant in Darmstadt, West Germany, at a cost of about 13 million marks (\$7.43 million). Pictured above are (l-r): Pieter van Dalen, president of BTS; Patrick Samuel of International HD; Pieter Bogles, director of EU95, and Stephan Peitzmann, a director of the Robert Bosch Co., one of BTS's parent companies.

FCC to review state of cable TV

Commission launches inquiry on medium in wake of 1984 Cable Act as required by Congress; among areas to be investigated: rates, service

"This is not an effort at cable bashing," said FCC Commissioner Sherrie Marshall, as the commission prepared to adopt a wide-ranging notice of inquiry on the status of cable television—including questions on promoting competition for cable—four years after enactment of the Cable Communications Policy Act of 1984. It is an effort "to separate facts from rhetoric," said Commissioner James Quello. It is one step, as FCC Chairman Alfred Sikes noted, that the commission is taking in preparing a response to the statutory requirement that the commission report to Congress on how the Cable Act has been working.

The notice emerges at a time when cable is under fire, in the cities and on Capitol Hill, as a suddenly major force that is wielding market power not foreseen when the Cable Act was enacted. The concerns are reflected in the issues on which the notice seeks comment: cable rates and quality of service, for instance. Sikes said the survey on rates will be done in conjunction with one undertaken by the General Accounting Office at the request of the House Telecommunications Subcommittee.

The inquiry also seeks comments on means of encouraging facilities-based competition, including possible changes in the Cable Act to require two or more competing cable systems in each community, and consideration of the competitive potential of home satellite dishes, direct broadcast satellite dishes and "wireless cable." Comments on possible remedies for encouraging service competition, including leased access, on the interplay between must-carry rules and the compulsory license, and regulatory remedies, including rate regulation and trafficking restrictions, are also sought.

The commission, in the notice, points out that cable has registered remarkable growth since 1984, in terms of the numbers of subscribers, penetration, channel capacity, program offerings, audience share and advertising revenue. "This growth in cable's presence and influence has stimulated concern about the extent to which cable exercises market power in the video services marketplace and whether cable has begun to abuse it," the commission said, adding that it was seeking "factual information, data and studies which support or refute the various complaints or allegations that have been made."

The notice of inquiry was not the only action the commission discussed in connection with its effort to develop information on the present state of cable television.



Alfred Sikes



James Quello



Sherrie Marshall

Sikes said the commission next month will issue a notice of proposed rulemaking that could result in a redefinition of the "effective competition" that exempts cable systems from local rate regulation. The commission now considers markets with three television signals as providing that kind of "effective competition."

The Cable Act calls on the commission to submit to Congress a report analyzing the effect on the video services marketplace of substituting market forces for cable rate regulation and to recommend legislation, as appropriate. The act sets an Oct. 28, 1990, deadline, but the commission, in announcing the inquiry, said it intended to submit



DEAR MICHAEL,

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

REUNION is the hope.

its report by July 31. But Sikes said he would push to send the report to Capitol Hill even earlier.

As part of its inquiry, the commission said it will send letters to the nine largest multiple system operators to inquire into "the precise nature and extent of their interests in entities" that produce or distribute cable television programming. (Why nine? Roy Stewart, chief of the Mass Media Bureau, said: "We needed a cut-off point somewhere.") The letters are designed to supplement information the inquiry seeks on the effects on competition of horizontal concentration and vertical integration.

Nor will the commission limit itself to the questions posed by the inquiry. Sikes has already disclosed the commission will hold a series of three hearings in the field to take testimony on cable service. The dates and locations are yet to be set, but the intention is to hold one in the East, one in the West and the other in the Midwest. Two pending proceedings will also be wrapped in the inquiry. One stems from a petition by Satcom, a cable operator, proposing subscriber limits on MSO's, on a national, regional and local basis. The other involves a petition filed by the Association of Independent Television Stations seeking a determination, under a provision of the Cable Act, whether the industry could be subjected to regulations designed to assure a diversity of program sources.

One cable item that will not be part of the inquiry package is the commission's inquiry into the question of whether the ban on cable-telephone company crossownership should be retained. The ban is imposed by the commission's rules, as well as by the Cable Act. Stewart noted that the filing of comments in that proceeding is complete. "The record is complete," he said. "We can proceed with that as a separate matter."

The commissioners, all of whom complimented the staff and Sikes for the quality of the inquiry and the speed with which it has begun to move, were general in their comments. However, Marshall indicated some of the things that interest her. "Is cable a natural monopoly, or can other franchises come in [to a community], and if so, do we end up with one? Do vertically integrated operations freeze out other competition? We need diversity in programming." She also suggested a possible problem in dealing with cable rates. She said she heard cable industry representatives say that "they will accept some regulation if it is tied to the consumer price index. But cynics might say: 'The rates are so high [cable representatives] don't mind setting [the level] that high.'"

Officials of three affected trade associations welcomed the notice of inquiry, each in his own fashion:

James Mooney, president of the National Cable Television Association, said NCTA was "encouraged by the commissioners' stated intent to 'separate the facts from the rhetoric.'" By NCTA's lights, the Cable Act "has had a direct and positive effect on television and the way consumers use it."

Henry (Jeff) Baumann, executive vice president and general counsel of the National Association of Broadcasters, said: "We

have long expressed our concerns about the anticompetitive practices of the cable industry."

Then there was James B. Hedlund, the new president of the Association of Independent Television Stations. He said the

inquiry should not be considered "cable bashing" but "an honest look at whether federal policies have inadvertently allowed the economic relationship between cable and the other players in the video marketplace to get very badly out of balance."—LZ

New staff director for House subcommittee

Herbert Brown, a 48-year-old attorney specializing in energy and environmental issues, is the new staff director and chief counsel for the House Telecommunication and Finance Subcommittee. Currently a partner with the Washington law firm of Kirkpatrick & Lockhart, Brown starts early next year.

He is virtually unknown to the Fifth Estate. "I am coming to this with a clean slate," Brown told BROADCASTING. Despite his unfamiliarity with broadcast and cable matters, Brown is no neophyte to the ways of the Hill and has a solid reputation as an attorney with both government and private sector experience. He is looking forward to the switch back to government service and sees it as a "refreshing and exciting opportunity."

"He is plenty smart and has good political instincts," said Michael S. Berman, who was a partner with Brown at Kirkpatrick & Lockhart. Berman is now with the Duberstein Group, which represents Warner and the National Cable Television Association. Berman describes Brown as straightforward and personable, and someone who will carry out Chairman Ed Markey's (D-Mass.) agenda with unflinching loyalty.

Brown has been with the high-powered firm of Kirkpatrick & Lockhart for 14 years, spending seven and a half of those years as the lead counsel for Suffolk County, N.Y., in its arduous battle to shut down the Shoreham nuclear power plant, a fight Brown eventually won. Among his other clients was the state of California; he handled all the state's energy work in Washington from 1976 to 1983. And Brown was involved in the Diablo Canyon controversy.

"He is very knowledgeable about the ins and outs of the Hill. He was very helpful to us," said Tom Downs, senior legislative assistant to Congressman George Hochbruechner (D-N.Y.), whose Long Island, N.Y., district was home to the Shoreham plant.

Markey became acquainted with Brown more than eight years ago as member and later chairman of the Energy Subcommittee. "His wisdom, decisiveness and direction will help us forge the subcommittee's critical solutions in the areas of both finance and telecommunications policy," said Markey in a statement issued last week.

Brown succeeds Larry Sidman, who left in August for private practice with Verner, Lipfert, Bernhard, McPherson & Hand. Sidman knows Brown and considers him a "good choice."

Prior to joining the law firm in 1975, Brown was director of the Office of Inter-



Herbert Brown

national and State Programs for the U.S. Nuclear Regulatory Commission. From 1973-74, he was director of the interagency Federal Energy Regulation Study commissioned by President Richard Nixon. In 1970-72 he was vice president of the environmental consulting firm headed by former Secretary of Interior Stewart L. Udall. (Udall is a partner with Kirkpatrick & Lockhart.)

And he was legal counsel to the vice chairman of the Federal Power Commission from 1965-70. Brown graduated from Michigan Law School in 1965 and is a 1962 graduate of the University of Michigan.—KM

Delegation heads to Cuba to discuss AM interference

A delegation of some 12 members composed principally of broadcasters but including Representative Al Swift (D-Wash.) and some congressional staffers are traveling to Havana this week in an effort to begin a dialogue the broadcasters hope will lead to a cessation of the Cuban-caused interference that has long plagued American AM stations. It is a problem that, some broadcasters fear, the administration will exacerbate by establishing a TV Marti—as a companion to Radio Marti, which has been on the air since 1985.

The group is scheduled to leave on Monday (Dec. 18), with most due to return Thursday night.

The trip has been organized by John S. Nichols, associate professor of communications at Pennsylvania State University, who has long specialized in Cuban-American broadcasting relations. He has testified at congressional hearings against the estab-

lishment of both Radio Marti and TV Marti, American projects designed to break what the administration calls Cuba's monopoly on information in that country. He describes his role in organizing the trip as that of an "honest broker." He says the trip comes "without guarantees" and that its success depends on the Americans making the trip and, "to a larger extent, the Cubans."

The highest-ranking Cuban involved in communications expected to meet with the Americans is Carlos Aldana Escalante. He is secretary of the Central Committee of the Cuban Communist Party and chief of the Department of Revolutionary Orientation. Nichols has asked that President Fidel Castro meet with the group, but the Cubans have been unable to give a commitment on an appearance by Castro. The Americans are expected to be given a tour of Cuban broadcasting facilities, and to discuss with the Cuban officials and broadcasters such matters as the current status of radio interference and proposals for eliminating it, as well as the foreign policy and broadcasting implications of TV Marti.

Swift, a member of the House Telecommunications Subcommittee, is said to be making the trip because he welcomes discussions on matters of controversy. But an aide noted that "no negotiations will take place. The congressman is just going to gather facts and listen to the Cubans." One congressional staffer expected to make the trip is David Leach of the House Committee on Energy.

The broadcasters see the trip as an opportunity to get first-hand information on a matter in which they have a personal stake. Wayne R. Vriesman, president of the Clear Channel Broadcast Service and vice president for radio of WGN Radio, who is part of the delegation, expressed the hope that "broadcaster-to-broadcaster talks will start something that will bear fruit." And William R. Bowman, chairman-elect of the Florida Association of Broadcasters and president and general manager of WPAI(FM) Panama City, Fla., wants to get "a different perspective. I know how our government feels about Radio Marti and TV Marti. Now I want to see how the Cubans feel."

Douglas D. Shull, president and general manager of WFOY(AM)-WUVU(FM) St. Au-

gustine, Fla., William Loveless, director of engineering, Bonneville International Corp., and Terese Colling, of Eckert, Seamans, Cherin & Mellott, representing WFLA-TV Tampa, Fla., are also members of the group.

The poor state of U.S.-Cuban relations complicated planning. State and Treasury officials are understood to have told several in Nichols's group that the government did not want them to make the trip. One of those who was given that message expressed surprise "at the rough treatment" the traveler said had been meted out.

One problem the broadcasters encountered was the Trading with the Enemy Act,

which prevents Americans—except those in some categories, such as reporters, government officials or professional researchers—from spending their money in Cuba. The broadcasters can travel to Havana only by accepting the sponsorship of the Cuban government. That legal hitch caused the National Association of Broadcasters' vice president for congressional liaison, Stephen Jacobs, to cancel his plans to join the Nichols group. "Our feeling was that [accepting the Cubans' hospitality] would create problems in discharging our responsibility for lobbying Congress," Jacobs said. "And while there were benefits to be going, they didn't outweigh the downside." —LZ

Washington Watch

Strict enforcement. At the Dec. 12 open meeting the FCC voted to levy a \$4,000 fine against the Paragon Communications cable system serving Graham, Tex., for violation of signal leakage rules. The Mass Media Bureau normally issues such fines. According to an aide to FCC Chairman Alfred Sikes, the Paragon case will be taken to the full commission to emphasize the FCC's intention to enforce rules strictly during the Sikes administration. Paragon is owned by Times Warner and Houston Industries.

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Satellite sale. FCC has approved transfer of WJWT(TV) Jackson, Tenn., from Golden Circle Broadcasting Inc. to Jackson Investment Corp. JIC is licensee of WMKW-TV Memphis and will operate WJWT as satellite. FCC agreed with JIC's statement that overlapping area is not substantial and is located in sparsely populated areas of market.



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

REUNION is the appeal.



Al Swift

TV generals survey New Zealand's new battleground

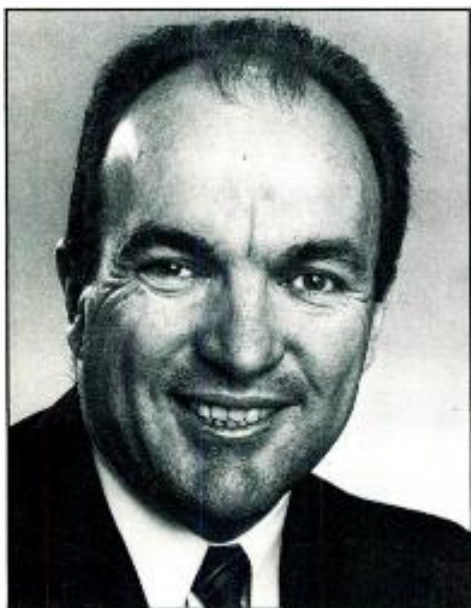
New Zealand may be a small television market—it has just over 1 million TV households and an estimated \$300 million (New Zealand dollars) TV advertising market—but the country's radical deregulation of broadcasting and the breakup of its 30-year state TV monopoly makes New Zealand a closely watched example of how an established TV industry can be restructured.

Ending the two-channel state-owned TV broadcast monopoly last November 26 was the country's first privately owned VHF network TV3, on air more than five years after consideration of a third channel had first begun. TV3's launch also effectively caps two years of dramatic reregulation that saw the splitting of state-owned TV and radio services, relaxation of ownership restrictions, establishment of a government and privately funded agency to support various noncommercial program and transmission services and other still-to-be-enacted rules that allow the trading of radio frequencies and auctioning of TV licenses.

TV3, although armed with a heavy mix of U.S., Australian and British shows, will have an uphill battle against TV New Zealand's leading entertainment service, TV Two, and its information-oriented TV One channel (first-week numbers indicated TVNZ captured an 85% average share of New Zealand viewers from 6 p.m.-9 p.m. during the first three days of competition with TV3). But no one dismisses the new channel's long-term effect on this market.

In the interviews below, BROADCASTING spoke with two principals, TV3's Director of Programs Kel Geddes, and TVNZ's Chief Executive Julian Mounter. Their views follow:

KEL GEDDES, TV3's director of network programming, is a former Australian program executive, now responsible for TV3's programming strategy, programming acquisitions and scheduling, and for developing the network's image on-air and



otherwise. Geddes began his career with Channel 7 in Brisbane, Australia, bringing the channel to number one as program manager, then later served as program director for Channel Nine in Melbourne. At one time, Geddes also was in charge of dual language channels for Asia Television Limited in Hong Kong.

In shaping the channel, how will American programming fit in? And what are the pluses and the minuses of that American program presence?

In New Zealand and Australia, we can easily accommodate good American product. The history of these two countries in relation to entertainment has always been built around a framework of the major American theatricals.

I suppose translating that into programming, we operate on what I believe is a more realistic attitude to how much you can produce yourself with a country of 3 million people.

It translates to 50% [U.S. programming]. Look to where you can buy. The acceptance of dubbed product is not there, so that eliminates Europe. You can turn to England, [but] New Zealanders are certainly not English. The twist would be more to the American style of life, in relation to programming.

We'll be spending about \$3,000 per hour for programming, and about 30% of our operating costs will be programming purchases.

We're doing 30% New Zealand programs. That's a commercially attractive number, in relation to quality and cost of production based against returns, based against staying in business. We just don't have the brain power to produce this massive schedule.

We are fortunate in that you will get virtually the best of world television in the New Zealand marketplace coming up, the

best of the American, the best of the English, the best of the Australian, all providing a very strong, healthy base for New Zealand programming.

The mistake that's been made in the New Zealand market has been to twist too heavily to the English market in the past.

We're not slating TV3 towards being an American product. It's a healthy mixture. What we're finding here is a New Zealand style coming through in the marketplace. I see that what TVNZ is trying to do is trying to be competitive. The problem is, of course, there are the same people in charge.

But in other countries where new channels have come on, established broadcasters, perhaps after a period of uncertainty, have come back quite strongly. Where do you expect TVNZ to react most strongly?

They'll try and railroad us with major movies and mini-series. That's the name of the game, except we've got the national curiosity, [and] people can only watch one channel at a time. Naturally, they're going to be coming back, but around the country there's an attitude; people see what it was before, what it is now.

Not far down the road, I think you'll see One [TVNZ's TV One] being sold. That's where our strongest competition is going to come. We are going to have strong competition against them the next couple of years. But the strongest attack we must guard ourselves against is in about two-and-a-half-years' time or three years' time when another player comes in taking over one of

these other channels. We have to be ready for that.

I always go in thinking it's a real competition. We have the capacity, the product, the wherewithal, the public.

How are you going to use the 30% of New Zealand-produced product to emphasize the New Zealand identity?

Very easily in current affairs. Then the other way is going into sitcoms in a big way. We've committed to go along the path of comedy, which is another way of reflecting the marketplace with a unique style. The comedy is unique and we've got the best comics tied to us. I'm also doing a *Laugh-In*-style show, which will develop new comics and scriptwriters. Then we'll be developing into drama as the next stage along, plus a whole range of lifestyle shows, plus some other tricks we have up our sleeve.

How is all this going to change the lifestyle of New Zealanders?

It will change the perspective of New Zealanders totally, their entertainment lifestyles dramatically. Television will be a much more major part of their lives. It's a healthy thing for New Zealand.

JULIAN MOUNTER, chief executive, Television New Zealand Ltd., is a former journalist for *The Times of London* and other UK publications. His television career

don't think they're going to be much of a force. Long term, I keep saying don't be complacent. The reality is once they're up and running, they're going to have to change and get more aggressive.

To what extent will the advertising industry's television spend increase and to what extent will TV3 be taking from your business?

It's hard to say. We have one of the highest TV advertising spends per percentage GDP [gross domestic product] of any country in the world. Some experts tell us it is impossible for that already high base to go up much further. I personally believe that there will be a growth of about 10% to 12%. TV3 will take between 10% and 20% of our business. We'll get a bit of that back through the growth, and they'll get the rest. They're going to be a very key player in advertising.

New Zealand is often mentioned as a case history in terms of deregulation. Can you say that your company has welcomed that deregulation willingly or did it have to be dragged into that new marketplace?

The Broadcasting Corporation of New Zealand, as it was called then, was split between two camps. One said we must get down behind the walls and we must defend everything. The second camp, led by me, said if you do that you are going to be

Continues on page 87.

ABC's of TV3

TV3's franchise was granted in 1987. Channel ownership is approximately 37% privately held, and U.S. network NBC has the largest institutional share at approximately 15%, the result of an affiliate agreement signed earlier this year. TV3 says its signal will initially cover 70% of the country and reach 90% within a year. Its facilities include



TV3 New Zealand

a 75,000-square-foot broadcasting center in the capital city of Auckland, with satellite news studios in Wellington and Christchurch.

According to financial filings, the channel spent more than \$80 million (New Zealand dollars) by the time it reached the air, but projects \$15 million net profit after tax on gross advertising revenues of \$107 million from its first full trading year, on the assumption it will capture 28% of total TV revenues.



began in 1971 with London Weekend TV and he later served with the BBC, Thames TV and the satellite and cable television division of Thorn EMI. He has been with TVNZ since 1986.

How great a challenge is the launch of TV3?

Initially, distressingly unimpressive. We have geared up and radically changed the company in an effort to have something that is aggressively commercial and will deal with them. Looking at their schedule, looking at what they have at the moment, I



Mr. Bald,
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

REUNION is the opportunity.

Walt Disney and Italian state network **RAI Uno** will co-produce a TV movie and a series for ABC-TV. The project, Disney's first series co-production, is a futuristic drama about man's first colony on the moon. Shooting on the TV movie, *Plymouth*, will begin in Los Angeles next fall and will be followed later by a one-hour dramatic series.

Disney's Etienne de Villiers, who negotiated the deal with RAI Uno, said Disney hopes *Plymouth* will be "the first of many co-ventures between our two companies." RAI has previously co-produced the mini-series *Marco Polo*, *The Betrothed* and Franco Zeffirelli's *Jesus of Nazareth*, but this will be their first partnership with an American production company to make a prime time series.

The agreement with Disney gives RAI international distribution rights to the movie and series, while Disney will distribute *Plymouth* in the U.S. and English-speaking Canada. Lee David Zlotoff, creator-writer of *MacGyver* and writer on *Hill Street Blues*, will serve as the movie's executive producer, writer and director. Ralph Winter, who was producer for the last three "Star Trek" movies, will also serve as executive co-producer.

British program producers took three awards at the annual **International Emmy Awards** in New York, while Australian and Canadian producers took one prize apiece. The popular arts award went to BBC for *Alexei Sayle's Stuff*, UK's Channel Four's Picture Partnership Production *Traffik* took the drama award and Britain's Saffron Productions won the arts documentary award (a new award this year) for its BBC program *Gwen—A Juliet Remembered*. The performing arts award went to an Australian Broadcasting Corp. production of *La Boheme*. Winning the children and young people's category was *My Secret Identity*, produced by Sunrise Films in association with Scholastic Productions, Canada's CTV TV Network, MCA Television and with the participation of Telefilm Canada. Other special awards presented at this year's event went to Ted Turner, BBC TV's Paul Fox and CTV's Murray Cherkover.

In related news, the International Council of the National Academy of Television Arts and Sciences, which presents the international Emmys, has named former Worldvision executive Kevin O'Sullivan of Kenmare Productions to chair a new foundation to oversee the council's existing education programs.

New York distribution firm **Maltese Companies and Producers Group International of Toronto** have merged into New York-based Producers Group Communications, involved in TV and film production, packaging and distribution, sports management and event marketing. Ray Volpe of Maltese will serve as chairman and chief executive officer of the new company, and PGI's Charles Falzon will service as vice chairman and chief operating officer.

Jones Cable Group has added 95,000 homes to its existing UK cable holdings with a new franchise award covering communities northwest of, and contiguous to, greater London. Through its existing holdings in East London Telecommunications, Jones is involved in East London franchises covering approximately 460,000 homes.

The European Broadcasting Union, through a working party of programs for children and young people, has committed more than \$4.5 million toward production of a children's animation series. The 13-part series, *The Animals of Farthing Wood*, is based on books by writer Colin Dann and will be made by an Anglo-French group supervised by producers representing the working party.

British broadcaster **Granada TV** will co-produce a \$5.3 million mini-series with the Australian firm **Roadshow, Coote and Carroll**. *The Paper Man*, a six-hour mini-series for 1990 on UK's ITV

and Australia's ABC, is the story of an Australian newspaper tycoon. In other co-production news, Granada and West Germany's NDR will jointly produce two TV movies as part of a previously announced, long-term co-production agreement. *Shooting Stars*, a 90-minute movie for UK's Channel Four, is the story of a kidnapped football star, while *Murder East, Murder West* is a 104-minute film for ITV set in East Germany and West Germany following the opening of the Berlin Wall. Both will be shot in English.

Australia's Ten TV Network is renewing *Double Dare*, a children's quiz show developed by U.S. cable service **Nickelodeon**, and will produce 260 episodes of the show in 1990. Ten has already produced 200 episodes. A version of the program is also being produced by the BBC in the UK, by Dutch broadcaster TROS and by Canada's Tele-Metropole.

World International Network of Los Angeles will distribute internationally the CBS-TV movie *When He's Not a Stranger*, following an agreement with producer Ohlmeyer Communications. The two-hour telefilm, which aired last month, is about date rape. WIN has also acquired foreign distribution rights to the two-hour TV movie *Making the Case For Murder: The Howard Beach Story*, produced by Patchett Kaufman Entertainment for NBC-TV. It aired on NBC last week.

Group W Productions has signed Los Angeles-based distributor Russell Watkins to represent Group W product in Australia, New Zealand and the Far East.

The **CBS TV** movie, *When He's Not A Stranger*, will be distributed internationally by World International Network, following an agreement with producer **Ohlmeyer Communications**. The two-hour telefilm is about date rape.

Harmony Gold, the Los Angeles-based production company, has formed a partnership with two leading Luxembourg banks that have agreed to finance \$300 million in American and European international co-productions. The group, which includes the Luxembourg government in association with the State and Savings Bank of Luxembourg and Banque Paribas Luxembourg, formed Harmony Gold Finance under a new audiovisual law providing tax incentives to encourage motion picture and TV production. Harmony Gold said the first project to be financed will be a four-hour children-targeted mini-series for an American broadcaster. Funding will also go to the previously announced four-hour mini-series *ParisDakar: A Great Adventure*, produced in a co-production with King World; West Germany's Taurus Film and Italy's Silvio Berlusconi, to a four-hour mini-series for spring 1991, *Shaka Zulu: The Missing Chapter*; and a four-hour mini-series *Sherlock Holmes: Incident at Victoria Falls*, starring Christopher Lee and Patrick Macnee, and the mini-series *Firefly*.

SmithKline Beecham has become the first charter advertiser for Rupert Murdoch's Sky Television. The deal, negotiated by Ogilvy & Mather, gives the advertiser the right to book approximately \$6.5 million in air time on the UK-targeted Sky One and Sky News channels over the next two years at a fixed cost per thousand. SmithKline Beecham also gains audience and distribution guarantees based on industry-approved research, first rights to program sponsorship and other rights, Sky said.

Montreal-based TV producer **Cinar** has agreed to co-produce programming with Soviet state TV. The first co-venture between Cinar and **Gosteleradio** is for *Happy Castle*, a half-hour series starring Ed Asner and featuring life-size puppets. A Russian-language version of the first episode will also be produced for airing in the Soviet Union Jan. 1, 1990.

'Mounter Q&A'

Continued from page 85

invaded and overrun. We are going to attack and we are going to be like them. It was a very traumatic time.

What I've done is broken the company down into a number of companies. We took one of our biggest studio complexes, turned it into an independent production and facility house, downsized it from about 600 people to about 250 and raised the amount of programming going through for us, allowed it to work for TV3, our competitor, allowed it to make programs for Australia. It's going to make a real profit next year. We set up our set design and construction [subsidiary], which now is making money. We set up our own independent drama company and let them contract as independents, [and] the result is that next year we'll do more drama than TV New Zealand has ever done before, well over 150 hours for the whole system. [At a corporate level], we downsized by about 300 or 400 people. We also changed our transmission company into a separate company.

Then, to defend ourselves against external threats, we've invested in pay TV, bought the biggest share of a pay TV company called Sky, which is going to have a news channel, a film channel and a sports channel. We will aggressively market that. My feeling is that, long term, that's a protection.

The next stage of the platform is now; we have to earn more money and we have to have a new way of getting money. We've got to be aggressive. Even if TV3 does badly, it's going to take 20% of our advertising revenue. We've gone at it several ways. We stepped up our sales of programming by opening up an office in London. We stepped up our involvement in [home] video and we've gone much more into merchandising than we did before.

We are in shape to deal with these changes. It's very easy as a public service broadcaster to put a wall around yourself and say, "They're not going to do anything to me, we make great programs, we're the biggest broadcaster here." My view is: Do that and ultimately be rolled over.

The truth is that the number of programs we did then and won't do now is minuscule. The difference is that if we are doing a drama, we know it's got to rate, and it's got to sell. What's wrong with that?

Our whole philosophy is that it's no good for a public service organization, as deregulation comes along, to be elitist. You have to stop saying we are making the best, and start asking: "What is it they [the public] want? We'll make it." That's what we've done, and I think it's helped.

By being commercial, which we've started to be, we can make people realize they're getting a good service. When I arrived about three and a half years ago, we had an early evening audience of about 35% of the potential. Currently, we're hitting 65%. Three and a half years ago we

were a loss-making division of the Broadcasting Corporation of New Zealand. This year we will make, before interest and tax, a profit of about \$40 million. All of that saved us.

What lessons have you learned from the changes in the Australian and British markets? And what lessons can the British market learn as it goes through its reregulation?

I think there are several lessons. The first is that as there is deregulation, do not get into

massive price wars. The second lesson is that if you're going to have to pay for your franchise, or in our case for your frequency, be absolutely clear that if you encumber companies with massive debt in order to acquire something, that debt burdens their ability to make good programs and that inability to make good programs puts them out of business. The third lesson has to be that if you're going to change in order to meet competition, one of the best ways to fight off competition is to be part of it.

The British are coming

British commercial broadcaster Yorkshire TV is actively considering U.S. acquisitions and joint ventures and has hired New York investment bank CL GlobalPartners to advise it on U.S. and international media transactions (BROADCASTING, Dec. 11).

Business ventures in Europe are of equal interest to the UK broadcaster, and preliminary conversations with potential European partners has already begun, according to William Moses, head of CL Global Partner's media and entertainment division.

Yorkshire, whose principal shareholders include UK conglomerates Pearson and W.H. Smith, is one of Britain's five largest independent TV program suppliers and has a broadcast franchise covering six million viewers.

According to Moses, while Yorkshire has no "need" to acquire a U.S. production company, its desire to expand a successful track record of production for the U.S. networks (it has made, for example, network TV movies *Till We Meet Again* and *The Old Man and the Sea*) could lead the company to strengthen its U.S.-targeted production possibly through closer relationships with U.S. creative talent.

In building European joint ventures, Moses said Yorkshire could expand on existing home video and music production businesses. One of the company's shareholders is a UK video distribution firm, and Yorkshire itself has a 20% interest in music TV program service Music Box and could move into the music video distribution and production area, Moses explained.



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!

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Revisiting the role of the government's international radios

Article in 'Foreign Policy' by VOA official urges combining Voice with Radio Free Europe/Radio Liberty

Most countries operate only one radio service as their international voice. The U.S. operates two, the Voice of America and Radio Free Europe/Radio Liberty. But the time has come, according to the audience research officer of the VOA, for the U.S. to combine those services. Ever tighter budget constraints and increased competition among international services for audience dictate such a move, in the view of the VOA official, Kim A. Elliott, in an article in the current issue of *Foreign Policy*.

The services have distinct functions—the VOA, an arm of the U.S. Information Agency, is the official voice of the U.S., and is charged by statute with providing accurate news representing diverse segments of American society and its institutions. RFE/RL, on the other hand, operating out of Munich under the supervision of the congressionally funded Board for International Broadcasting, is a home service for the countries of Eastern Europe and the Soviet Union. But the functions of the two services, according to Elliott (writing for himself, not the VOA or the USIA) “are becoming less distinct,” creating an opportunity to change.

Elliott, in “Too Many Voices of America,” says that both services offer news about the world, the U.S. and the listener's country and region. Most listeners in Eastern Europe and the USSR, Elliott adds, “do not tune in enough or long enough to necessitate two separate broadcasting services.” He cites RFE/RL research that says Russians listen to any Western station for an average of 55 minutes a day. And most VOA and Radio Liberty Russian-language listeners tune in about three days a week. If the two stations were to merge, maintaining the longer schedule of RFE/RL, Elliott adds, “ample time would be available for world, target-country and U.S. news, plus a bit of culture and entertainment.”

The two services, along with other broadcast operations, such as USIA television and a USIA radio station in Berlin (RIAS), broadcast a total of more than 2,000 hours of programming each week in 49 languages from transmitters in 15 countries. The total cost in 1989 is \$424 million, plus \$93 million for transmitter modernization. In the era of Gramm-Rudman-Hollings, such costs are hard to defend, according to Elliott. Indeed, he notes that VOA has already suffered a net reduction of 61.5 program hours per week, as well as a dilution of personnel and transmitting resources.

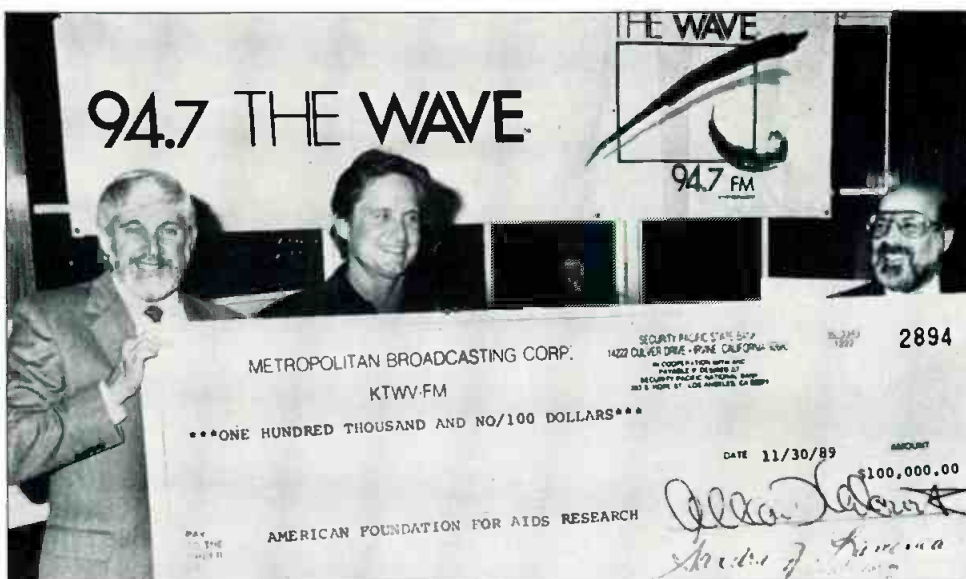
Elliott says pressures to reduce costs come at a time when U.S. broadcasters face

an increasingly competitive environment abroad, and not only because some 100 countries broadcast news, opinion and entertainment to foreign listeners, usually in the language of the target audience. Elliott notes that “advanced technology has brought new equipment such as videotape players and FM radios even to many of the poorest countries. Potential listeners now have more options for their leisure time.” Elliott says that some of the competition for the listeners' time is also provided by “improving” domestic broadcast services.

What would be the savings of consolidating services that in many countries serve millions of the same listeners? “Eventually,” Elliott estimates, \$50 million annually. He acknowledges that is “a modest sum in comparison to recent budget deficits” but says it is “a large share of U.S. international broadcast expenditures.” In estimating those savings, Elliott says that time slots in which the VOA and RFE/RL broadcast simultaneously in the same language amount to 20% of the VOA's daily output. He says that suggests “considerable potential savings in transmitter and studio operations.” He also says personnel in the duplicated language service could be trimmed through attrition and that “the expensive upper-level management echelons” could be reduced as well. He terms RFE/RL headquarters in Munich, “an expensive operation particularly when the dollar is weak against the deutsche mark, could gently be phased out.”

Elliott is not only concerned about the structure of the U.S. international broadcasting operation. He suggests the U.S. has its work cut out for it to achieve for its international broadcast operations the level of credibility he says is enjoyed by the British Broadcasting Corp. The goal, he says, must be to insulate those operations “from government involvement—both in appearance and in reality.” He notes that a USIA survey in 1986 in Zambia, where the BBC had a larger audience than the VOA, showed “trustworthiness of the news” to be the distinguishing factor in listener preference for the BBC. And in part, at least, he suggests that preference is a function of the fact the VOA broadcasts editorials advocating U.S. foreign policies.

Elliott does not stop with suggesting consolidation of the two services, or urging autonomy for the single service that emerges. He also says U.S. international broadcasting should introduce newer technologies of television and direct satellite broadcasting. USIA Worldnet service in 1988 was eliminated by Congress because the audiences fell far short of those initially claimed. However at the end of its last session Congress moved toward legislation that would restore USIA's authority to engage in news broadcasts. And Elliott says “the growing influence of television in the developing world argues for the United States' having an operating international service in place to welcome new viewers.”



Station support. KTWV-FM Los Angeles raised \$100,000 for the American Foundation for AIDS Research (AmFAR). Allen Chlowitz (right) presented a check to actor Michael Douglas (center), who accepted on behalf of AmFar's president, Dr. Mervyn Silverman (left). The donation represents profits from the sales of Wave AID I and II, cassette and CD samplers produced by the station to benefit AIDS research. The station will release Wave AID III shortly and expects to net more than \$500,000 for research.

But if that sounds like Elliott is proposing new costs for U.S. international broadcasting, he has a proposal for easing if not eliminating the added burden: advertising. "Advertising," he says, "would make good sense for the United States, despite its rarity among government-sponsored overseas broadcasting." Elliott notes that Radio Moscow is one international service that carries commercials. But advertisements "can promote export industries and tourism and at the same time help pay for the international broadcasting effort," he says, and adds: "Listeners may perceive ulterior motives in the advertising, but this perception may be less damaging to program credibility than the government sponsorship implied by the lack of advertising." —LZ

Radio executives discuss state of 'radio news now'

Among the more worrisome issues raised by a "Radio News Now" panel during a seminar presented by the Museum of Broadcasting last week was the question posed by John Carpillio, program director, WHJJ(AM) Providence, R.I., on the status of news on music-driven stations. "I am bothered by the crossing of the line that goes on in music FM news," he said. "It is more infotainment."

But Steve Swenson, executive editor, WINS(AM) New York, said that increasing fragmentation in major markets "leaves no room for doubt as to where the information sources are." In New York, for example, those are WINS(AM) and WCBS(AM), he said.

Carpillio believes that the level of sophistication found in major markets does not extend to markets above the top 20. Although Bob Benson, vice president, ABC News Radio, who moderated the panel, stated that there has been no "diminution of news" in smaller markets, he believes that what has happened is that music-driven FM's are taking a chance: if a listener needs news, said Benson, he will go to the news station (usually found on the AM band), and then return to the FM station when that listener's need for news is satisfied.

Bob Walker, anchor, ABC News Radio, raised the issue of writing radio news. One of his main concerns is knowing the educational levels of a given audience.

Radio news, according to Benson, is a writer's medium. The writing must be simple, declarative, nonrepetitious and able to move things along.

Brigitte Quinn, co-anchor, WCBS(AM) New York, agreed. "The biggest problem is being the most informative in the allotted time," she said. But Benson is concerned that radio newswriters make assumptions about the levels of knowledge in the audience and that many "reference points" radio writers use may in fact be beyond the listeners' knowledge.

The panelists were also concerned with

the question, as posed by Benson, of whether "we are raising a generation of people that do not look to radio as a news source." According to Ed Cavnaro, news director, KCBS(AM) San Francisco, people still believe in the power of radio. Citing KCBS(AM)'s recent broadcasts during the

San Francisco earthquake, Cavnaro noted articles in the Bay Area press praising the medium. And for the rest of the country, the local stations served as national voices to detail what was going on in the city, he said. "People are comforted by good radio," said Cavnaro. □

Arbitron increases its sample size

The Arbitron Co. will increase its radio sample targets by 10% in all metros by the fall 1991 survey, Arbitron said. Half of the increase will be included in the fall 1990 survey, and the remaining half will be implemented in the fall 1991 survey. Arbitron will not charge clients any additional fees for the increased sample size.

Arbitron will also offer, effective with the fall 1990 survey, the opportunity to purchase extra sample, in addition to the 10% increase, in standard markets, on a market-by-market basis. A nominal extra charge will be applied in markets where subscribers agree to the extra sample.

In response to Arbitron's announcement and "continued activity of radio stations in regard to ratings distortion," the Arbitron Radio Advisory Council passed two resolutions last week.

Resolution I states: "The Arbitron Radio Advisory Council is pleased with the positive steps that Arbitron Radio has taken by increasing all market sample sizes by 10% over the next two years, at no increased

cost to subscribers (based on fall 1989 target sizes).

"The ARAC recognizes these steps as a specific response to its request that sample sizes return to 1987 levels, and an encouraging sign of Arbitron Radio's desire to address subscriber concerns.

"The ARAC is confident that, with continuing discussions between Arbitron and its subscribers, on a market-by-market basis, the Arbitron Advisory Council's overall goal of a 33% sample size increase over a three-year period is achievable."

Resolution II states: "The Arbitron Radio Advisory Council is very concerned about the continued practice of station activities that are intended to distort ratings data. It is our feeling that it compromises the credibility of audience estimates, and we strongly recommend that Arbitron take serious action against anyone who violates the accepted standards. Likewise, special treatment should be taken when judging stations that repeatedly break this policy after prior warnings." □



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Payola punishment

Independent record promoter Ralph Tashjian, who was indicted in March 1988 for making payola payments to various program directors, was sentenced last week to 60 days in a halfway house, 500 hours of community service and \$100,000 in fines. Tashjian was an associate of Joseph Isgro, the independent record promoter who was charged with making payola payments of cash and cocaine to employees at an unspecified number of radio stations ("Top of the Week," Dec. 11). Tashjian pleaded guilty to making payola payments to KYNO-FM and KMGX(FM) both Fresno, Calif., and KAMZ(FM) El Paso. Awaiting sentencing is William Craig, who also was charged with making undisclosed payments to program directors to stations in Kansas City and Cincinnati City, both Missouri, Atlanta, Memphis, Charlotte, N.C., and Jacksonville, Fla., from 1982 to 1986.

Off again

The on-again, off-again expansion of Clear Channel Communications Inc.'s (CCCC) radio properties appears to be off again. A previous report in station trading circles was that CCCI was looking at radio properties in Jacksonville and/or Mobile, Ala. The stations said to be considered were Jacor's WQIK-AM-FM Jacksonville and Beasley Broadcast Group's WBLX-AM-FM Mobile. However, the FCC waived its one-to-a-market rule and consented to assign CCCI, which owns an AM-FM combo in Tulsa, Okla., the license for KOKI-TV there, from Tulsa 23 to its subsidiary Clear Channel Television Inc. (BROADCASTING, Nov. 27) for \$6,075,000. An industry source says that CCCI, with a new property to manage, has dropped its interest in the radio properties.

NPR holidays

National Public Radio on-air personalities Robert Seigel, Susan Stenberg, Frank Stasio and Nina Totenberg will be featured in National Public Radio's third annual holiday pageant special, *The Haunted Christmas Magic Moscow* on Christmas Day. Written by Daniel Pinkwater, an author of more than 50 children's books whose commentaries are featured on *All Things Considered*, the special is described as "an off-beat frolic for children" set in a combination ice cream/health food stand in Hoboken, N.J., and featuring "Attila the Hun's funnier brother."

A week later, NPR will again air nationally WBGQ(FM) Newark's annual six-hour *American Jazz Radio Festival New Year's Eve Party* from 10 p.m. ET, Dec. 31, to 4:30 a.m. ET, Jan. 1, 1990. This year's version will begin at the Windows on the World jazz supper club atop the World Trade Center in New York and feature tenor saxophonists Stanley Turrentine and singer Ruth Brown. At 12:30 a.m., the broadcast will switch origination points to Chicago's Blackstone hotel and will there feature trumpeter Clark Terry and violinist

Johnny Frigo. Slim's nightclub in San Francisco will provide the setting from 2:30 a.m.-4:30 a.m. and feature singer-pianist Dr. John and the Dirty Dozen Brass Band.

Radio ad projections

Bob Galen, senior vice president, research, Radio Advertising Bureau, released advertising estimates for 1989. RAB estimates that network radio will be up 12% and national spot will increase 9.5% with local advertising estimated at 6.8%. The estimated overall growth for radio revenue for 1989 is up 7.5% from 1988 to \$8.5 billion.

RAB also released projections for 1990, with the numbers showing only moderate growth. For 1990, network radio will increase 8% to 10%; spot will increase at a rate of 4% to 6%, and local will increase 5% to 7%. Overall, RAB estimates put radio revenue growth rates at 5.7% for 1990.

Seasonal songs

Worship America, a "joint radio venture" between the CBS Radio Network and

Integrity Music can now be heard on 110 affiliates. The praise and worship show airs Saturdays and Sundays and runs for one hour. It is hosted by Integrity's Don Moen and is targeted to adults 25-54 and families of all denominations. CBN will also air "the finest traditional and contemporary Christian music from 6 p.m. Christmas Eve through midnight, Dec. 25. CBN will air Handel's "Messiah," uninterrupted as performed by the London Philharmonic Orchestra. The 30 hours of programming is being offered on a barter basis with an exclusive first to the 295 CBN affiliates. Nonaffiliates may air the special with one station per market on an exclusive basis.

Let's dance

ABC Radio has signed an agreement with Phoenix-based Hot Mix Radio Network to carry a four-hour dance music program, *Hot Mix*, in 1990.

ABC Radio Networks will air an eight-hour dance music package over the New Year's weekend to kick off program carriage. The show is unhosted and can be customized locally using local stations' personalities. It is available on a barter basis.

'Watsnu' from DIR

DIR Broadcast Corp., a New York-based syndicator, will debut *Watsnu*, a music show produced by Minneapolis-based Reel Good Productions and developed in conjunction with Musicland/Sam Goody. The show, set to start Jan. 15, 1990, will feature new music and will be taped before a live studio audience at Prince's Paisley Park Studios in Minneapolis. The show will be tailored to both rock and dance formats.

FCC indecency actions update

According to FCC enforcement division attorney Roger Holberg, last week the commission was still reviewing responses submitted by two stations that last August received letters of inquiry about allegedly indecent broadcasts—KSJO(FM) San Jose, Calif., and WFBQ(FM) Indianapolis—and by four stations that received letters of inquiry on the same subject in October—WXRK(FM) New York, KSD-FM St. Louis, KCCL-AM-FM Paris, Ark., and WUWE(AM) Cleveland.

The next step in each case would either be to dismiss the complaint against the station or to issue a notice of apparent liability (NAL) that assesses a specific fine for an indecency guideline violation. Holberg could not say whether or when any such notices would be issued to any of those six stations whose inquiry replies are under review.

At the same time, the commission is reviewing replies from three of six stations that have received NAL's this year. Fines assessed against WZTA(FM) Miami and KLUC(FM) Las Vegas in late October and a fine assessed against WLUP(AM) Chicago earlier this month had yet to be paid or appealed by last week. Since the FCC under new Chairman Alfred Sikes last summer issued "initial judgments" charging three radio stations with airing indecent programming (BROADCASTING, Aug. 28), three stations—WLLZ(FM) Detroit, WIOD(AM) Miami and KF(AM) Los Angeles—have paid fines.

The play's the thing

Turner Broadcasting announced a deal with Steven Spielberg's Amblin Entertainment to produce six made-for-television movies for TNT in 1991, based on the work of noted playwrights.

Showcase Theater will utilize several well-known playwrights, including Tom Stoppard, John Patrick Shanley, David Henry Hwang and Wendy Wasserstein, who will work with Spielberg and producer Michael Brandman to bring plays to the television medium. A repertory of actors will be hired to shoot all six productions consecutively, with one or two name stars being associated with each individual project, said Scott Sassa, TNT executive vice president.

The budgets for each movie will be slightly less than other TNT films, said Sassa, which have run in the \$3 million-\$4 million range. It is his hope *Showcase Theater* will become an ongoing series.

TNT also announced it signed Cablevision Systems to an affiliation deal, which will give the network a boost of 1.4 million homes, and more important, access in key National Basketball Association

markets such as New York, Boston, Cleveland and the Chicago suburbs. TNT said it would be placed on the family cable package in Cablevision's Brooklyn and Bronx systems, and would be part of the movies and entertainment cluster in those systems where Cablevision is offering subscribers several different programing clusters beyond the introductory over-the-air package.

Movie move at USA

USA Network has acquired 33 movies from Orbis Communications, 22 in an exclusive pre-syndication window and 11 others in post syndication. The movies, which include "Rambo II," "Hoosiers," "The Terminator" and "Angel Heart," will premiere in May 1990.

The network also announced a 60-film deal with Paramount and a 28-film package from Warner Bros. The multiyear deals include the films "Beverly Hills Cop," "An Officer and a Gentleman," "Urban Cowboy," "48 Hours," "Trading Places," "Flashdance," "Body Heat," "Caddyshack," "The Shining," "The World According to Garp" and "All the

President's Men."

USA also said it has renewed *The Ray Bradbury Theater* and commissioned 12 new episodes for the 1990-91 season, with production scheduled to begin in February.

USA has aired 13 of the 24 original movies planned as part of its new movie package. They have averaged a 3.8 rating.

Bravo boost

Bravo has signed several affiliation agreements, including major ones with TeleCable, US Cable and Heritage, which will give the cultural network an additional one million subscribers. TeleCable plans to move Bravo from pay to either expanded basic or basic tiers in eight systems representing 300,000 subscribers early next year. TeleCable will add Bravo to other systems later in the year. US Cable will reposition the channel on basic, as well as launch it on new systems, totaling 100,000 subscribers. Heritage joins Simmons, Jones and Cablevision Industries in launching Bravo.

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1989 RTNDA Edward R. Murrow Award winners with Andrea Mitchell, NBC News: (l. to r.) Bryant Thomas, WTIC Radio, Hartford; Phil Balboni, WCVB-TV, Boston; Jerry Dahmen, WSM Radio, Nashville; Mitchell; Brian Rublein, WHAS Radio, Louisville; Marv Rockford, KCNC-TV, Denver; Stuart Kellogg, KTVY, Oklahoma City; Joe Duke, WWL-TV, New Orleans; Andy Ludlum, KIRO, Seattle; Connie Howard, WRAL-TV, Raleigh. The Murrow Award was also presented to KTAR Radio, Phoenix.

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 ownership and force cable programmers to sell their product to noncable distributors.

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National Association of Broadcasters and Association of Independent Television Stations 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.

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 broad-

casters 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.

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 provisions 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.

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-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 Frontiers" was passed by 10 of EC's 12 member states in October, following extended controversy over anti-U.S. program quotas that threatened to kill document. U.S. government has raised objections with EC and in international trade discussions over plan's call for 50% European entertainment program content "where practicable." Regulatory plan, part of EC's plan to remove trade barriers by 1992, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

Capital Cities/ABC has taken minority interest in Spanish TV-film producer Tesauro. Capcities/ABC already owns 25%—through ESPN—of London-based satellite sports service, Screensport, and has taken minority share in Munich TV company Tele-Munchen. Company is known to be negotiating at least two more equity deals on continent.

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 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.

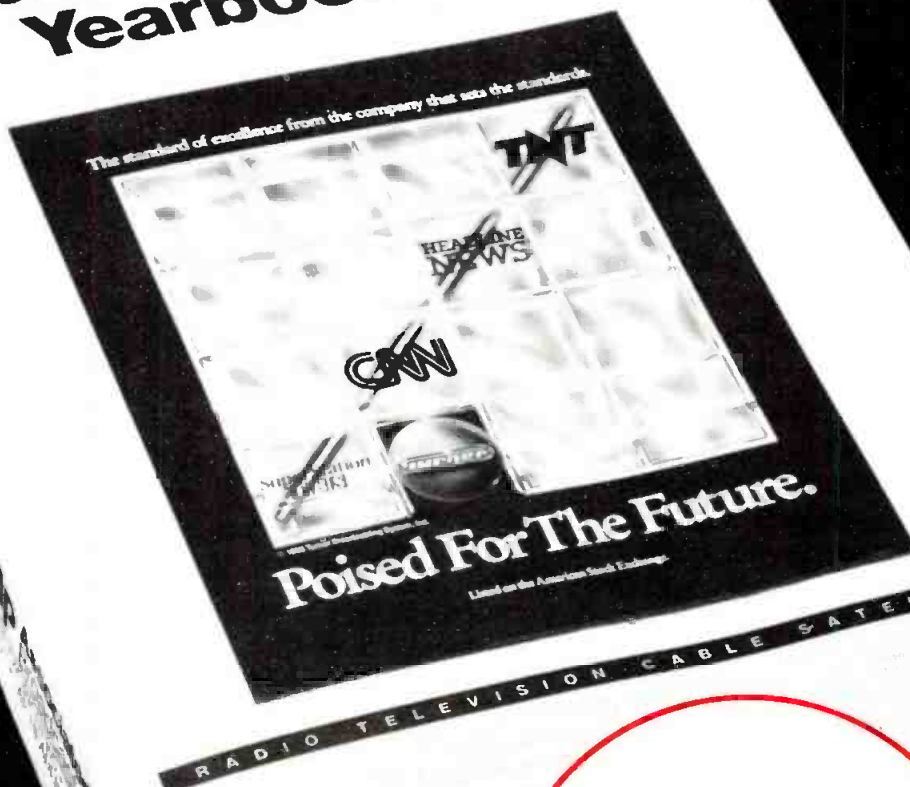
On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and NCTA on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground it did not address their concerns about 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

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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 represented 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, in-

cluding 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. NPR continues to negotiate with several satellite vendors, and expects to make its own deal for future capacity before end of 1989.

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. However, operating funds will not be available until Congress passes necessary authorizing legislation.

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.



\$13,000,000

Senior Notes



BANK OF BOSTON

Bullish ad forecasts for media in 1990

Prognosticators at PaineWebber panels see strong advances by cable, syndicated TV, radio

Advertisers were told to expect very gradual improvements in growth rates for the 1990's at the opening panel of PaineWebber's 17th annual conference on the Outlook for Media last week. Broadcasters were optimistic, and cable executives were bullish in their outlooks for their respective industries.

Robert J. Coen, senior vice president and director of forecasting, McCann-Erickson advertising agency, predicted that advertising expenditures in the U.S. in 1990 would increase by 6.2% over 1989 to \$132.64 billion.

Advertising spending in the U.S. for 1989 grew by 5.8% to \$124.84 billion, said Coen, slightly less than the 6.1% growth he had predicted for the year. "The surprise was the strength in the major mass consumer media," said Coen. "This is really good news—a sign that there is some developing strength in the advertising demand of the major mass consumer media." Coen noted that national broadcast media did better than expected, as did national print (newspapers and magazines).

Among the seven categories of major mass media that posted increases in national budgets in double digits were cable TV (a 30% increase to \$1.225 billion); syndication TV (a 35% increase to \$1.215 billion);

and radio (network and spot), with a 10.4% increase to \$2.035 billion. Total national advertising grew at a rate of 5.9% to \$69.5 billion.

Local media posted gains as well. According to Coen's numbers, local television ad expenditures in 1989 increased 6.9% to \$7.775 billion (versus 1.0% increase for network TV to \$9.26 billion and spot TV at \$7.4 billion, a 3.5% increase). Local radio increased 6.6% to \$6.35 billion. Newspapers posted moderate gains at both the national level (3.2% to \$3.7 billion) and at the local level (4.3% to \$28.81 billion). Total local media increased at a 5.5% rate to a total \$55.34 billion.

Coen believes that a number of mixed factors will affect the outlook for the 1990 advertising numbers. Most notably, he sees present economic expectations for a slow 1990 to be indicative of a coming recession. Looking at 1989 numbers, the country had a nominal GNP growth rate of 7.2% and an ad rate growth of only 5.8%. If the economy does slow down, the ad rate growth will slow down as well. However, 1990 will not be a post-Olympic year, and a cursory look at recent trends in top and secondary product categories reveals that the marketplace looks better than it did in 1985, the previous post-Olympic year.

In the top product categories, automobiles and restaurants posted large increases, even though both categories spent heavily in the Olympics. Automobiles showed a 12% increase in spending for 1989, and restaurants increased their spending by 8%. Figures reported include spending in network TV, spot TV and magazines.

In the secondary products category, Coen reported that the media marketplace looks better as well. Cigarettes showed a 21% increase (all in the magazine category) and apparel showed an overall growth of 19%. "We do see signs under the surface," said Coen, "that in the media marketplace, ad demand is picking up. But it is a gradual thing."

Coen also sees an end to the huge mergers and acquisitions that have affected spending; restructuring led to a decrease in ad demand. He sees marketers getting back to focusing on traditional advertising and marketing concerns.

The U.S. advertising outlook in 1990 (compared to 1989): national broadcast up 6.9% to \$22.59 billion; national print up 6.6% to \$11.14 billion; direct mail up 5.5% to \$23.395 billion, and other national up 6.2% to \$16.725 billion, for a national total of \$73.85 billion, a 6.3% increase.

Local advertising projections have newspaper up 6% to \$30.54 billion; broadcast up

SOLD!

WOYE-FM, Mayaguez, Puerto Rico, has been sold by Pepino Broadcasters, Inc., Felix A. Bonnet Alvarez and family, Principals to Prime Time Radio Corporation, Rafael Oller and J.P. McCloskey, Principals for \$2,800,000.

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Breaking out the '89 budgets of national advertisers

	% change over '88	(in \$'000,000)
Network TV	+1.0	\$9,260
Spot TV	+3.5	7,400
Cable TV	+30.0	1,225
Synd. TV	+35.0	1,215
Net & spot radio	+10.4	2,035
Magazines	+11.2	6,750
Newspapers	+3.2	3,700
Subtotal	+6.5	31,585
Direct mail	+5.0	22,175
Yellow Pages	+10.0	1,040
Other nat. media	+5.8	14,700
Total national	+5.9	69,500
Local papers	+4.3	28,810
Local TV	+6.9	7,775
Local radio	+6.6	6,350
Yellow Pages	+7.0	7,315
Other loc. media	+6.8	5,090
Total local	+5.5	55,340
Grand total	+5.8	124,840

(Source: McCann-Erickson)

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Home Shopping Network	First	\$255,200	27	\$20,200	85	\$0.21
Siscom	First	\$436	-51	(\$144)	NM	(\$0.05)
Spelling Entertainment	First	\$38,145	213	\$5,813	45	\$0.05

In first quarter, **Home Shopping Network** net income include \$5 million extraordinary gain from repurchase of \$28 million in debt, compared to similar gain of \$4.7 million in prior year's first quarter. ■ **Siscom** had net income of \$124,400 in prior year's first quarter. Company explained just-released results as due to "fewer than expected NewsPro sales." ■ Increase in revenue and operating income for **Spelling Entertainment** was attributed by company to added results of Worldvision Enterprises and Laurel Entertainment, neither of whose results were included in year-ago quarter's results.

6.6% to \$15.04 billion; Yellow Pages up 6% to \$7.755 billion, and other local up 6.9% to \$5.455 billion for a local total up 6.2% to \$58.79 billion, added to the national total give a grand total of \$132.64 billion, a 6.2% increase.

Overseas advertising spending increased by 5% in 1989 to \$127.4 billion, reported Coen. The projection for 1990 for overseas ads shows a 5% growth rate for an estimated total of \$133.7 billion. Total world ad expenditures are up 5.3% for 1989 to \$252.2 billion and projected to rise 5.6% for 1990 to \$266.3 billion.

Clay Timon, vice president and director, worldwide advertising, Colgate-Palmolive Co., addressed the trends that he, as a client, sees ahead for the advertising market-

place, including a continuing trend toward "global brand alignment—a usage of fewer agencies and broader assignments on a global basis." Second, he finds that "global branding" is becoming more and more important. He sees the growing prevalence of global branding as an opportunity for smaller firms to become more local.

Also of growing importance to the advertising community, said Timon, is a trend toward integrated communications: "More and more advertisers are beginning to use the affiliated or subsidiary arms of their advertising agencies," he said.

Television network revenue for 1989 will finish about flat with 1988, predicted David Poltrack, senior vice president, planning and research, CBS/Broadcast Group. Ad-

justing the numbers for the 1988 Olympics, the underlying growth rate is approximately 6%. Looking ahead, Poltrack forecasts a gain of 8% or 9% in the three networks' revenue for 1990. In his five-year forecast, Poltrack sees a compound growth rate of about 7.5% for the networks, with national television advertising growing at 9%, with cable and syndication outpacing the networks by a decreasing percentage each year.

The status of the Fox Television Network will probably change by 1995, says Poltrack. Currently, Fox's advertising is counted as part of the syndication television category. By 1995, Poltrack believes that Fox will achieve full network status, lowering the syndication growth rate and increasing that of the networks.

Poltrack does not see a proliferation of competitors confronting the networks in the 1990's. "The twin forces of cable and VCR penetration growth and competitive proliferation will not drive down network shares in the 1990's to the extent they did in the 1980's," he said. "The battle for viewers in the 1990's will be fought on the programming and marketing fronts."

Poltrack expects more competition from cable in original programming, but largely due to "intra-cable" competition than as a challenge to the broadcast networks. Poltrack also views the intra-cable competition as a force that will eventually lead to consolidation in the cable industry.

Consolidation in the independent television sector has already begun, according to Poltrack. "The agent of consolidation is the Fox Television Network," he said. By lining up the nation's strongest independent stations as affiliates, Poltrack said, "it has made those stations stronger." By the same token, argued Poltrack, Fox has made the rest of the independents weaker.

"As Fox moves to full network status," he said, "the nonFox independents will be affected in two ways." Those stations will continue to lose audience to Fox affiliates, he said, and Fox will undermine the economic base of the national spot television market by drawing money out of that market. Another possible fallout from Fox, said Poltrack, is for nonaffiliated stations to join in ad hoc networks, or "perhaps even a fifth network," he said.

Poltrack closed by expressing a desire to see both the consent decrees and the financial interest and syndication rules eliminated. Poltrack said that only then would he consider the playing field level. "Given that level playing field," he said, "we are confident that the networks will not only survive, but thrive, during the 1990's."

HBO's Bigelow predicts number of pay TV homes will increase by 1995

Speaking on the outlook for cable, Thayer Bigelow Jr., president, Home Box Office Inc., projected an increase of 7 million pay cable television homes by 1995 (from the current 22.3 million homes) and an increase of 13 million basic cable television homes from the nearly 50 million wired today. By 1995, Bigelow expects cable penetration to

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reach 65% to 67% of the country.

There are a number of factors that Bigelow sees shaping television in the 1990's. He sees the continued fragmentation and proliferation of channels as a factor increasing the competition for television viewers as well as increased ownership and usage of VCR's and the use of remote controls (that are now found in 73% of TV homes, said Bigelow). Once a remote is introduced into a home, he said, channel switching increases 75%.

Bigelow and HBO Inc. believe that heavy promotion and advertising in the marketplace can substantially increase the number of viewers converting to pay television. According to the HBO executive, a \$40 million advertising and promotion campaign can increase the number of subscribers by 10%. —LC

TV rep report

WFTS(TV) Tampa, Fla.—To Katz Independent Television from Blair Television.

□

Wtat-TV Charleston, S.C.—To Seltel from Blair Television.

□

KPDx(TV) Vancouver, Wash. (Portland, Ore.)—To Petry Television from MMT Sales.

□

WEHT(TV) Evansville, Ind.—To Blair Television from Katz.

□

Wytv(TV) Youngstown, Ohio—To Petry National Television from MMT Sales.

□

KMEG(TV) Sioux City, Iowa—To Adam Young Inc. from MMT.

□

WsyT(TV) Syracuse, N.Y.—To Petry National Television from Katz Television.

□

Wjks(TV) Jacksonville, Fla.—To Harrington, Righter & Parson from MMT Sales.

□

Kcik(TV) El Paso—To Petry National Television from MMT Sales.

□

WLUC-TV Marquette, Mich., and KTVQ(TV) Kirksville, Mo. (Ottumwa, Iowa)—To Blair Television from MMT Sales.

□

WMSN-TV Madison, Wis.—To Petry National Television from MMT Sales.

□

KIDY(TV) San Angelo, Tex.—To Adam Young Inc. from ITS.

□

WFXI-TV Greenville-New Bern-Washington, N.C.—To Seltel (no previous rep).

Changing Hands

KSMS(TV) Monterey, Calif. □ Sold by Schuyler Broadcasting Corp. to KSMS-TV Acquisition Ltd. for \$2.6 million. **Seller** is headed by William and Kristine Schuyler (husband and wife) and has no other broadcast interests. **Buyer** is headed by Joseph K. Green and Gilles S. Attia. Daniel L. Villanueva, 18.88% shareholder of VCF Management Co., partner of KSMS-TV Acquisition Ltd., has interests in KBRG(FM) Fremont, KLOK(AM) San Jose and KSRT(AM) Orange, all California. KSMS is independent on ch. 67 with 2,306.2 kw visual, 281.1 kw aural and antenna 2,365 feet above average terrain.

WHAL(AM)-WYCO(FM) Shelbyville, Tenn. □ Sold by Tenncom Ltd. to Lenk Broadcasters Co. for \$2.5 million. **Seller** is headed by Jerry Oakley and also has interest in WLHO-AM-FM Enterprise, Ala., and WIRC(AM)-WXRC(FM) Hickory, N.C. **Buyer** is headed by Bayard Walters, who also owns WVLE(AM)-WGLO(AM) Pekin, WSHY-AM-FM Shelbyville and WMC(FM) Mattoon, all Illinois; WKCM(AM) Hawesville, Ky., and WCTZ(AM) Clarksville, Tenn. WHAL is fulltimer on 1400 khz with 1 kw. WYCO is on 102.9 mhz with 100 kw and antenna 820 feet above average terrain. **Broker: Blackburn & Co.**

KRRG(FM) Laredo, Tex. □ Sold by Laredo Broadcasting Co. Inc. to Sunbelt Radio Group Inc. for \$1,150,000. **Seller** is headed by Lynn Gerstein and has no other broadcast interests. **Buyer** is headed by Richard N. Lea and has no

other broadcast interests. KRRG is on 98.1 mhz with 100 kw and antenna 737 feet above average terrain. **Broker: Thoben & Van Huss & Associates.**

KTME(AM)-KRQK(FM) Lompoc-Santa Maria, Calif. □ Sold by Crystal Broadcasting to Nova Broadcasting for \$1.5 million. **Seller** is owned by Benton Family, headed by Harry Benton, and controls KUIC(FM) Vacaville, Calif. **Buyer** is newly formed company. Gregg Peterson, general partner, is former general manager of WBBM(AM) Chicago. KTME is fulltimer on 1410 khz with 500 watts daytime and 100 watts nighttime. KRQK is on 100.3 mhz with 3.658 kw and antenna 862 feet above average terrain. **Broker: Media Venture Partners.**

KFKF(AM) Kansas City, Kan. □ Sold by KFKF Broadcasting Inc. to KCBR-AM Limited Partnership for \$800,000. **Seller** is subsidiary of Sconix Broadcasting, headed by Scott McQueen, and is licensee of WMXJ(FM) Pompano Beach, Fla.; WLLR(FM) East Moline, and WMRZ(AM) Moline, both Illinois; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-FM Kansas City, Kan.; WBMD(AM) Baltimore, WQSR(FM) Catonsville and WPTX(AM)-WMDM-FM Lexington Park, all Maryland, and WLNH-AM-FM Lacomia, N.H. **Buyer** is headed by William R. Johnson and has no other broadcast interests. KFKF is fulltimer on 1340 khz with 1 kw.

KUNA(AM) Indio, Calif. □ Sold by Southern CA

This announcement appears as a matter of record only.

December, 1989

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|||||

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Communications Corp. to Pennino Music Co. for \$650,000. **Seller** is headed by Jerome Maltz, who is also president of KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California and KDEJ(FM) Anchorage. **Buyer** is headed by Jeannette Banocz and is licensee of KBZT(FM) La Quinta, Calif. KUNA is fulltimer with 1400 khz and 1 kw.

KBCV(FM) Bentonville, Ark. □ Sold by 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 Levo 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; KZNG(AM)-KOUS(FM) Hot Springs and KFAY(FM) Huntsville, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin and KXUS(FM) Springfield, both Missouri. Demaree is also president, director and sole shareholder of KKID-AM-FM Sallisaw, Okla. Demaree is also president, director and 65% shareholder of KWCK-AM-FM Searcy, Ark. KBCV is on 98.3 mhz with 3 kw and antenna 339 feet above average terrain.

WCFX(FM) Clare, Mich. □ Sold by Danaher Broadcasting Inc. to Mackin-Hults Broadcasting Inc. for \$325,000. **Seller** is headed by Michael Danaher and is licensee of WABX(AM) Clare. **Buyer** is headed by J.D. Mackin and David F. Hults. Mackin has interest in WJSJ(AM)-WIRX(FM) St. Joseph, Mich. WCFX is on 95.3 mhz with 3 kw and antenna 160 feet above average terrain.

WMJA(FM) Spencer, Wis. □ Sold by 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, Wis. **Buyer** is headed by Patrick J. Delaney, Minnesota contractor, who has no other broadcast interests. WMJA is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WCOG(AM)-WZBZ(FM) Ridgeland, S.C. □ Sold by R. Geoffrey Levy, trustee to Mattox-Guest of South Carolina Inc. for \$250,000. **Seller** has no other broadcast interests. **Buyer** is headed by A.J. Guest and G. Troy Mattox. Mattox is president, director and 50% owner of WKUB(FM) Blackshear, Ga. Mattox is also general manager of station and is 50% owner of WDEC-AM-FM Americus, Ga. WCOG is daytimer on 1430 khz with 1 kw. WZBZ is on 104.9 mhz with 1.85 kw and antenna 124 feet above average terrain.

For other proposed and approved sales see "For the Record," page 102.

BottomLine

Divorce bells. BellSouth terminated its agreement to merge its cellular interests with those of LIN Broadcasting, allowing latter company's board to instead accept definitive merger offer from McCaw Cellular Communications. LIN said that assuming shareholders tender to McCaw, offer was likely to close in January. LIN said it would pay BellSouth \$54 million "termination fee" and reimburse telephone operating company's \$12.5 million in expenses.

Agree to agree. Leadership of unions in Fifth Estate were last week preparing to send out letter announcing "a serious cooperative venture to help each other organize wherever possible, and to support each other where possible," said John Hall, national executive director of American Federation of Television and Radio Artists. Already agreed upon is that standing committee will be set up to include Hall and heads of International Alliance of Theatrical and Stage Employees, National Association of Broadcast Employees and Technicians, broadcasting division of International Brotherhood of Electrical Workers (IBEW) and Writer's Guild of America. On other actions agreed upon at recent meeting unions held in Washington, Hall said it was "a little early to say what it will translate into," but added, "we have some surprises up our sleeves." He said that unions could do better job sharing information with each other about broadcasting companies that engage "union busting law firms," a trend that he said has increased. Hall said that sympathy strikes were not likely to be more prevalent, since most union contracts expressly forbid such activity.

Co-dependancy. Telemundo Groups said it agreed to sell 8.1 million shares to majority shareholder, Reliance Capital Group, for contribution of \$42.5 million, or \$5.25 per share. Stock was trading within recent weeks at roughly \$6 per share. Reliance contribution consisted of \$28.1 million principal amount of Telemundo's 13% subordinated debentures, which Reliance had bought in open market for roughly \$18 million, allowing Hispanic broadcaster to record extraordinary gain in upcoming financial statements. Reliance also is contributing \$24.3 million in cash, which Telemundo chief financial officer, Peter Housman II, said would be used to pay down company's revolving credit facility, which at end of third quarter stood at roughly \$7 million. Remainder of cash would be used for working capital. Housman said beginning in second quarter, rate of increase of expenses for company started decreasing, while revenue gains continued between 35% and 40% over prior-year period. Following completion of transaction, expected at end of last week, Reliance was to have increased ownership from 65% to 74% of shares outstanding.

No ban on wedding banns. Resolving matter left over from Paramount's ill-fated hostile takeover attempt on Time Inc., FCC has ruled that marriage of Ronald Nelson, senior vice president and senior financial officer, Paramount, and Joyce Fields, treasurer, Times Mirror Co., should not stand in way of Paramount acquiring TVX television group. Under FCC rules, husband working for one company and wife for another could constitute attributable cross interest between companies, requiring them to bring combined media holdings in compliance with FCC's multiple ownership and crossownership rules. In this case, however, FCC decided that interests of Nelson and Fields are separate for purposes of ownership rules. Paramount is in process of buying TVX group (BROADCASTING, Sept. 18). Had FCC found that marriage constituted cross interest, upon closing of Paramount-TVX deal, Paramount and Times Mirror would have been in violation of one-to-a-market rule in Dallas and Kerrville-Austin, both Texas; cable-broadcast crossownership ban in

Kerrville, and newspaper-broadcast crossownership ban in Allentown, Pa. Petition to deny now remains last obstacle to closing of Paramount-TVX.

TV-cable agreement.

Noncommercial KQED-TV San Francisco's board of directors approved a resolution that would enable the noncommercial station to seek a contract with NBC affiliate KRON-TV to possibly use co-owned noncommercial KQEC-TV as an all-news broadcast and cable channel, Bay News Center (BROADCASTING, Nov. 13). Richard Fisher, director of cable relations at KRON, said he anticipates a late spring 1990 launch of both services.

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QVC buys The Fashion Channel

Included in deal are about two million subscribers and increased satellite capacity; Fashion Channel will be discontinued Dec. 31

QVC Network will begin 1990 with about two million additional subscribers and an additional satellite transponder, thanks to its purchase of The Fashion Channel Network's assets in a deal announced last week.

In bankruptcy since 1988, The Fashion Channel sold all rights to its affiliation agreements and its satellite capacity to QVC for an undisclosed amount. Although a contract with CVN Companies Inc.—also acquired by QVC last summer (BROADCASTING, July 17)—has allowed continued production of Fashion Channel programs, The Fashion Channel will be discontinued Dec. 31.

"Cable channels that have been carrying The Fashion Channel will then be re-assigned to QVC or CVN," said QVC Chairman Joseph Segel, "depending on which shopping network is not already being carried." Considering the mostly part-time status of The Fashion Channel carriage, the company does "not expect a significant increase" in carriage of its services, he said.

January will also see CVN graphics and product presentation changed to more closely match the style of QVC, said Segel. And by March 31, 1990, cable systems carrying only CVN will be converted to carriage of QVC, according to a schedule being worked out with cable operators, among them Tele-Communications Inc., which extended through 2004 its 3.2-million-subscriber CVN affiliation agreement prior to QVC's acquisition of CVN.

"CVN customers will automatically receive new QVC Shoppers Club membership numbers," Segel said.

QVC benefits, Segel said, include more merchandise, on-screen disclosure of shipping and handling charges and more frequent contest incentives. QVC, on the other hand, will retain "the new credit plans that will be brought over from the CVN organization."

Segel also announced plans to replace CVN with a "multi-merchant network." Although details of the new service's format and the names of participating merchants will not be revealed until sometime in February, he said that an emphasis on new and in-fashion merchandise will separate it from existing home shopping services.

Additionally, CVN's America's Shopping Channel program distributed locally in Virginia Beach, Va., has been replaced by QVC. On Dec. 30, QVC will replace a similar program in Tulsa, and on Jan. 11, 1990, it will replace another program in San Diego. □

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June 19-22—National Association of Broadcasters summer board meeting. NAB, Washington.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by Canada and sponsored by National Film Board, Department of Communications; Canadian Broadcasting Corp., and Telesat Canada. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

July, 1990

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

July 14-17—California Association of Broadcasters Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

July 15-18—Cable Television Administration and Marketing Society annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

July 19-21—Colorado Broadcasters Association 41st annual summer convention. Manor Vail, Vail, Colo.

September, 1990

Sept. 21-23—Maine Association of Broadcasters annual meeting. Sebasco, Me.

Sept. 24-27—Radio-Television News Directors Association international conference and exhibition. Convention Center, San Jose, Calif. Information: (202) 659-6510.

For the Record

As compiled by BROADCASTING from Dec. 7 through Dec. 13 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.

Ownership Changes

Applications

■ KUNA(AM) Indio, CA (BAL89117EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Southern California Communications Corp. to Pennino Music Co. for \$650,000. Seller is headed by Jerome Maltz, who is also head of Riverdino Broadcasting Corp., licensee of KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California. He is also head of Northern Lights Broadcasting, licensee of KDEJ(FM) Anchorage, AK. Buyer is headed by Jeannette Banoczy and is licensee of KBZT(FM) La Quinta, CA. Filed Nov. 27.

■ KSMS(TV) Monterey, CA (BALCT891122KE; ch. 67; 2,306.2 kw; ant. 2,365 ft.)—Seeks assignment of license

from Schuyler Broadcasting Corp. to KSMS-TV Acquisition Ltd. for \$2.6 million. Seller is headed by William and Kristine Schuyler (husband and wife) and has no other broadcast interests. Buyer is headed by Joseph K. Green and Gilles S. Attia. Daniel L. Villanueva, 18.88% shareholder of VCF Management Co., partner of KSMS-TV Acquisition Ltd., has following broadcast interests: 50% shareholder of Radio America Inc., licensee of KBRG(FM) Fremont, CA; 50% shareholder of KLOK(AM) San Jose, CA. He is also 24.8% shareholder of Orange County Broadcasting Corp., permittee of KSRT(AM) Orange, CA, and 19.53% shareholder of Los Cerezos Television Co., licensee of low power television station W66BV, Detroit; permittee and operator of low power television station W48AW Washington, and licensee of WMDO(AM) Wheaton, MD. Filed Nov. 22.

■ KTHO-AM-FM South Lake Tahoe, CA (BAL891117EA; 590 khz; 2.5 kw-D, 500 w-N; FM: BALH891117EB; 102.9 mhz; 1 kw; ant. 2,794.6 ft.)—Seeks assignment of license from Emerald Broadcasting Co. to Emerald Communications Corp. for \$1,682,666 ("Changing Hands," Dec. 4). Seller is headed by Donald C. McBain and Sarah K. Breckner and has no other broadcast interests. Buyer is headed by Christian Chase Larson and also owns KTMS(AM)-KHTY(FM) Santa Barbara, CA. Filed Nov. 17.

■ WCEH-AM-FM Hawkinsville, GA (AM: BTC891127EB; 610 khz; 500 w-D; FM: BTCH891127EC; 103.9 mhz; 3 kw; ant. 255 ft.)—Seeks assignment of license from D. Rivers Jackson Jr. and Alice M. Jackson to James Popwell Sr. for \$130,056. Seller has no other broadcast interests. Buyer is 50% stockholder, president and director of Tri-County Broadcasting Co., licensee of WCEH-AM-FM Hawkinsville, GA. Filed Nov. 27.

■ WMTZ(FM) Martinez, GA (BTCH891129GN; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Patrick Blanchard to Randolph E. Watkins Jr. for \$150,000. Seller has no other broadcast interests. Buyer is headed by Blanchard and Randolph E. Watkins, who has no other broadcast interests. Filed Nov. 29.

■ KTAV(FM) Knoxville, IA (BALH891031HU; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dominion Publishing to Leighton Enterprises Inc. for \$225,000. Seller is headed by Robert Smiley and is licensee of KBMI(FM) Roma, TX. Buyer is headed by Alver Leighton and is licensee of KCLD-AM-FM St. Cloud, MN, and KOUR-AM-FM Independence and KNIA(AM)-KRLS-FM Knoxville, both Iowa. He also owns 74.14% of Washington Radio Inc., licensee of KCIL-AM-FM Washington, IA. Filed Oct. 31.

■ KFKF(AM) Kansas City, KS (BAL891120EA; 1340 khz; 1 kw-U)—Seeks assignment of license from KFKF Broadcasting Inc. to KCBR-AM LP for \$800,000. Seller is subsidiary of Sconnix Broadcasting, headed by Scott McQueen and is licensee of WMXJ(FM) Pompano Beach, FL; WLLR(FM) East Moline and WMRZ(AM) Moline, both Illinois; WIBC(AM) and WKLR(FM), both Indianapolis; KFKF-FM Kansas City, KS; WBMD(AM) Baltimore. WQSR(FM) Catonsville and WPTX(AM)-WMDM-FM Lexington Park, all Maryland, and WLNH-AM-FM Lacombe, NH. WPTX(AM) and WMDM-FM Lexington Park, MD, have been sold, pending FCC approval. Buyer is headed by William R. Johnson and has no other broadcast interests. Filed Nov. 20.

■ WFXT(TV) Boston (BALCT891129KE; ch. 25; 1950 kw-V; ant. 1,170 ft.)—Seeks assignment of license from Fox Television Stations Inc. to Boston Celtics Communications Inc. for \$10 million ("In Brief," Sept. 25). Seller is licensee of KTTV(TV) Los Angeles; WTTG(TV) Washington; WFLD(TV) Chicago; WNYW(TV) New York; KDAF(TV) Dallas, and KRIV(TV) Houston and is headed by Robert M. Kreek. Buyer is headed by Don Gaston and Alan Cohen and is also purchasing WEEI(AM) Boston ("Changing Hands," Oct.). Filed Nov. 29.

■ WCFX(FM) Clare, MI (BALH891116GG; 95.3 mhz; 3 kw; ant. 160 ft.)—Seeks assignment of license from Danaher Broadcasting Inc. to Mackin-Hults Broadcasting Inc. for \$325,000. Seller is headed by Michael Danaher and is licensee of WABX(AM) Clare, MI. Buyer is headed by J.D. Mackin and David F. Hults. Mackin, proposed assignee, is president and secretary and 50% shareholder and director of corporation, and owns 4.09% stock interest in WSJM Inc., licensee of WSJM(AM)-WIRX(FM) St. Joseph, MI. Filed Nov. 16.

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■ WMTX(AM) Biloxi and WXLs-FM Gulfport, Mississippi (AM: BAL891127GK; 1490 kHz; 1 kw; FM: BAL891127GH; 107.1 mhz; 1.6 kw; ant. 400 ft.)—Seeks assignment of license from KZ Communications Inc. to KZ Radio LP for \$275,000. Seller is headed by Billy H. Thomas and Jerry E. Morris, who have interest in KDEZ-FM Jonesboro, AR, and KZKZ-AM-FM Greenwood, AR. Buyer is headed Billy H. Thomas, Jerry E. Morris, Louis E. Schaaf, Larry B. Morrison and Patricia S. Morrison. Filed Nov. 27.

■ WYCH(FM) Utica, MS (BAP891117HQ; 92.9 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Hollingsworth Broadcasting Co. to Edward St. Pe?? for \$8,450. Seller is headed by Joseph and Mary Hollingsworth (husband and wife) and has interest in WCSP(AM) Crystal Springs, MS. Buyer is licensee of WJNS(FM) Yazoo City and WJXX(AM) Jackson, both Mississippi. Filed Nov. 17.

■ KMSR(FM) Sauk Centre, MN (BAL891116HT; 94.3 mhz; 3 kw; ant. 286 ft.)—Seeks assignment of license from Garamella Broadcasting Co. to Friday Communications Inc. for \$362,500. Seller is headed by Todd Garamella and is licensee of KBJJ(FM) Marshall, MN, and KJG(FM) Spencer, IA. Buyer is headed by Rick Brian Freitag and has no other broadcast interests. Filed Nov. 16.

■ WBBB(AM)-WPCM(FM) Burlington, NC (AM: BAL891116EA; 920 kHz; 5 kw-D; FM: BAL891116EB; 101.1 mhz; 100 kw; ant. 910 ft.)—Seeks assignment of license from Research Triangle Broadcasting LP to Carolina Radio Group Inc. for \$3.45 million ("Changing Hands," Nov. 27). Seller is headed by James Fort and has no other broadcast interests. Buyer is headed by Donald W. Curtis and is licensee of WMBL(AM)-WRHT(FM) Morehead City, NC. He also has 206,665 shares of outstanding voting stock of Durham Corp., publicly traded holding company whose subsidiaries operate insurance and broadcasting businesses, among others. Durham Corp. is parent corporation of Durham Life Broadcasting Inc., licensee of WPTF(AM)-WQDR(FM) Raleigh. WPTF-TV Durham and WEWO(AM)-WSTS-FM Laurinburg, all North Carolina. Filed Nov. 16.

■ KWDQ-FM Woodward, OK (BAL891116HP; 102.3 mhz; 2.35 kw; ant. 355 ft.)—Seeks assignment of license from H. Grant Irwin Jr. to Classic Communications for \$92,401. Seller is headed by James Perkins and has no other broadcast interests. Buyer is headed by William G. Sell, Gary P. Wise and Rick L. Carnahan and has no other broadcast interests. Filed Nov. 16.

■ WOIC(AM)-WNOK(FM) Columbia, SC (AM: BAL891120GJ; 1320 kHz; 5 kw-D; 2.5 kw-N; FM: BAL891120GJ; 104.7 mhz; 100 kw; ant. 1,014 ft.)—Seeks assignment of license from Audubon Broadcasting Co. to Voyager Communications for \$7.46 million ("Changing Hands," Sept. 25). Seller also owns WBBE(AM)-WMGB(FM) Georgetown, KY, and WHTK(FM) Port Royal, SC, and is headed by Pegram Harrison. Buyer is headed by Carl Venters and Jack McCarthy. Voyager also owns WMFR(AM)-WMAG(FM) High Point, WWMG(FM) Shelby and WVOT(AM)-WRDU(FM) Wilson, all North Carolina, and WELP(AM) and WLWZ(FM) Easley, SC. Filed Nov. 20.

■ WCOG(AM)-WZBZ(FM) Ridgeland, SC (AM: BAL891122EA; 1430 kHz; 1 kw-D; FM: BAL891122EB; 104.9 mhz; 1.85 kw; ant. 124 ft.)—Seeks assignment of license from R. Geoffrey Levy, trustee, to Mattox-Guest of South Carolina Inc. for \$250,000. Seller has no other broadcast interests. Buyer is headed by A.J. Guest and G. Troy Mattox. Mattox is president, director and 50% owner of Mattox-Guest Broadcasting Inc., licensee of WKUB(FM) Blackshear, GA. Mattox is also general manager of station and is 50% owner of WDEC-AM-FM Americus, GA. Filed Nov. 22.

■ KBTT Bridgeport, TX (BAPED891130HR; 90.5 mhz; 20 kw; ant. 110 ft.)—Seeks assignment of license from Family Stations Inc. to Southwest Educational Media Foundation for no financial consideration. Seller is headed by Harold Camping and is licensee of WBFM(FM) Birmingham, AL; KPHE(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, WFR(FM)-WYFR (shortwave) 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 Iowa; 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; WBFM(FM) Buffalo, WFRS(FM) Smithtown, WFN(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, KARR(AM) Kirkland and KJVH(FM) Longview, all Washington, and WMWK(FM) Milwaukee. Buyer is headed by T. Kent and Mary Helen Atkins (husband and wife). Southwest Educational Media Foundation of Texas Inc. is licensee of KRGN-FM Amarillo, TX. T. Kent Atkins and Mary Helen Atkins are board members of nonstock, nonprofit Texas organization known as Caprock Educational Broadcasting Foundation, permittee of KAMY-FM Lubbock, KDTD-FM Plainview and KLMN-FM Amarillo, all Texas. Filed Nov. 30.

■ KTRH(AM)-KLLO(FM) Houston (AM: BAL891120EB; 740 kHz; 50 kw-U; FM: BAL891120EC; 101.1 mhz; 97 kw; ant. 1,425 ft.)—Seeks assignment of license from Rusk Corp. to Jacor Communications Inc. for \$68.5 million ("Changing Hands," Nov. 20). Purchase also includes KSMG(FM) Seguin (San Antonio), TX. Seller is headed by Jay Jones and also owns KWES(FM) Odessa, TX. Buyer is headed by Terry Jacobs and Frank Wood and is also licensee of WMJI-FM Cleveland; WGST(AM)-WPCH-FM Atlanta; WLW(AM)-WEBN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver, and WFLA(AM)-WFLZ-FM Tampa, FL. Filed Nov. 20.

■ KRRG(FM) Laredo, TX (BAL891113GP; 98.1 mhz; 100 kw; ant. 737 ft.)—Seeks assignment of license from Laredo Broadcasting Co. Inc. to Sunbelt Radio Group Inc. for \$1.15 million. Seller is headed by Lynn Gerstein and has no other broadcast interests. Buyer is headed by Richard N. Lea and has no other broadcast interests. Filed Nov. 13.

Actions

■ WSFA(TV) Montgomery, AL (BALCT881223KH; ch. 12; 316 kw vis. 63.2 kw aural; ant.: 2,000 ft.)—Dismissed app. of assignment of license from Cosmos Broadcasting Corp. to RSA Media Corp. for \$70 million ("In Brief," Dec. 19, 1988). Seller is headed James Seferit and is licensee of KAIT-TV Jonesboro, AK; WFIE-TV Evansville, IN; WAVE(TV) Louisville, KY; KPLC-TV Lake Charles, LA; WTOL-TV Toledo, OH, and WIS-TV Columbia, SC. Buyer is headed by David G. Bronner and is

affiliated with Retirement System of Alabama, pension fund for state employees, and has no other broadcast interests. Action Nov. 28.

■ KFCM(FM) Cherokee Village, AR (BALH891005HJ; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Foothills Communications Corp. to KFCM Inc. for \$174,500. Seller is headed by Betty Wetenkamp, and has no other broadcast interests. Buyer is headed by James Bragg, and has no other broadcast interests. Action Nov. 29.

■ KJQY(FM) San Diego (BALH890825HB; 103.7 mhz; 36 kw; ant. 580 ft.) KODA(FM) Houston (BALH890825HA; 99.1 mhz; 100 kw; ant. 2,049 ft.)—Granted app. of assignment of license from Westinghouse Broadcasting Co. to Command Communications Inc. for about \$45 million. Seller is headed by KEZW(AM) Aurora, CO; WJZ-TV Baltimore; WBZ-AM-TV Boston; WMAQ(AM) Chicago; KQZY(FM) Dallas; KOSI(FM) Denver; KODA(FM) Houston; KFWB(AM) Los Angeles; WINS(AM) New York; KYW-AM-TV Philadelphia; 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. Radio division is headed by Dick Harris. Buyer is headed by Carl Brazell. Command Communications Inc. (Command) wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas, KHOU(AM) Denver, KPKE Acquisition Corp., licensee of KSYY(FM) Denver, and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. Action Nov. 28.

■ KSPN(AM) Vail, CO (BAL891005EB; 610 kHz; 5 kw-D)—Granted app. of assignment of license from Vail Broadcasting Co. to Vail-Aspen Broadcasting Ltd. for \$250,000. Seller is headed by Robert J. Scott, who is president of Aspen Broadcasting Co., licensee of KSPN-FM Vail, CO. Buyer is headed by Ronald E. Crider, Cara Elbert Cameron, Henry D. Vara Jr. and Charles Goldmark. Vara is chairman of, and owns 47.5% of stock of, 99 Broadcasting Inc., which owns 100% of Gulfstream Broadcasting Co., licensee of WKGR(FM) Ft. Pierce, FL; he is general partner of WRCC Partners, licensee of WRCC(FM) Cape Coral, FL; and director and one-third owner of TV 44 Inc., general partner of Channel 44 Ltd., licensee of

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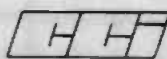
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WTJC-TV Pensacola, FL. Action Nov. 30.

■ WJEB(TV) Jacksonville, FL (BTCET890912KE; 59; 5000 kw-V; ant. 895 ft.)—Granted app. of assignment of license from Jacksonville Educators Broadcasting Inc. to Community Educational Television Inc. for \$250,000. Seller is headed by Claude Rhea and has no other broadcast interests. Buyer is headed by Maurice Cadwalder. Community Educational Television Inc. is licensee of noncommercial educational television stations: KITU-TV Beaumont, KLUJ-TV Harlingen and KETH-TV Houston, all Texas. CET is also permittee of noncommercial educational KRCM(FM) Barstow, CA. Action Dec. 4.

■ WLET(AM)-WZLI-FM Toccoa, GA (AM: BAL890929GT; 1420 kHz; 5 kw-D; FM: BALH890929GU; 106.1 mhz; 100 kw; ant. 1,132 ft.)—Granted app. of assignment of license from Faver Broadcasting Group Ltd. to Sonic Broadcasting for \$2,050,000. Seller is headed by Otto McDonald, who has no other broadcast interests. General partner Ronald Verlander has interest in WPTM-FM Roanoke Rapids and WSMY(AM) Weldon, both North Carolina, and WGTQ(FM) Cairo, GA. Buyer is headed by Eugene Mark, attorney, and has no other broadcast interests. Action Dec. 4.

■ WTPF-FM Indianapolis (BALH891006HR; 107.9 mhz; 22 kw; ant. 885 ft.)—Granted app. of assignment of license from Somerset Broadcasting Inc. to Pinnacle Broadcasting Corp. for \$12 million ("Changing Hands," Oct. 2). Seller is headed by Robert McKinney and also owns WNUS(FM) Belpe, OH, and WLTP(AM) Parkersburg, WV. Buyer is headed by Michael S. Maurer, and also owns WZTR(FM) Milwaukee. Action Nov. 29.

■ KOFO(AM) Ottawa, KS (BTC890911EC; 1220 kHz; 250 w-D, 40.1 w-N)—Granted app. of assignment of license from Bradley A. Howard to Reusch Well Service Inc. for \$20,000. Seller has no other broadcast interests. Buyer is headed by Robert G. Reusch, and has no other broadcast interests. Action Nov. 30.

■ WHRF(AM) Bel Air, MD (BTC891004EE; 1520 kHz; 250 w-D)—Granted app. of assignment of license from James D. Fielder Jr. to Hartford County Radio Group for \$320,000. Seller has no other broadcast interests. Buyer is headed by Stephen V. Zachary, former vice president of CIT, subsidiary of Manufacturers Hanover Trust. Action Nov. 30.

■ WCHB(AM) Inkster, MI (BAL890829ED; 1440 kHz; 1 kw-U)—Granted app. of assignment of license from Bell Broadcasting Co. to Great Lakes Radio Inc. for \$550,000. Seller is headed by Mary Bell, who also heads WJZZ-FM Detroit. Buyer is headed by Michael J. Gallagher and has no other broadcast interests. Secretary Harrison M. Fuerst is assistant secretary of Great Circle Broadcasting Co., licensee of WMGW(AM)-WZPR(FM) Meadville, PA. Fuerst also is secretary of Music Broadcasting Inc., licensee of WVAM(AM)-WPRR(FM) Altoona, PA. Action Nov. 27.

■ 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.)—Granted app. of 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.

■ WAYV(FM) Atlantic City, NJ (BAPLH890920HQ; 95.1 mhz; 20 kw; ant. 300 ft.)—Returned app. of assignment of license from Radio Wayv Inc. to Eleven Chiefs Inc. for \$13 million ("Changing Hands," Sept. 18). Seller is headed by Robert Forrest, who is acquiring WSTC(AM)-WJAZ(FM) Stamford, CT. Buyer is headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clements, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore, and WXTX(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJO(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYY-FM Philadelphia; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. Henry is also purchasing WCOS-AM-FM Columbia, SC, and KCCV(AM) Independence, MO. ("Changing Hands," July 31). Action Nov. 22.

■ KASK(TV) Las Cruces, NM (BALCT890922KG; ch. 48; 79.4 kw-V; ant. 113 ft.)—Granted app. of assignment of license from Lynn Dubois, receiver, to Southwestern Broadcasting Co. for \$800,000. Seller has no other broadcast interests. Buyer is headed by Robert Lee Munoz, and has no other broadcast interests. Action Nov. 29.

■ WSVM(AM) Valdese, NC (BAL890928EA; 1490 kHz; 1 kw-U)—Granted app. of assignment of license from JSN Communications Inc. to JBF Communications Inc. for \$225,000. Seller is headed by Robert Hilker, who has

interest in WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WSTX-AM-FM Christiansburg, VI; WYNNR(AM)-WPIQ(FM) Brunswick, GA; WABZ(FM) Albemarle and WEGO(AM) Concord, both North Carolina; WJOT(AM)-WGFG(FM) Lake City, SC, and WFXI(TV) Morehead City and WGTJ(TV) Greenville, both North Carolina. Buyer is owned by James Harold Bishop, who is president, and wife, Brenda F. Bishop, who is secretary and treasurer of WCAB(AM) Rutherfordton, NC. Action Nov. 30.

■ KLUE(AM)-KKWK(FM) Muskogee, OK (AM: BAL891006EA; 1380 kHz; 1 kw-D, 500 w-N; FM: BALH891006EB; 97.1 mhz; 100 kw; ant. 1,274 ft.)—Granted app. of assignment of license from Ralph Walsh, trustee to Green Country Radio Inc., for \$700,000. Seller also is trustee for KKWK(FM) Muskogee, OK. Buyer is headed by Betty Wheeler, who is permittee of following low-power television CP's: K30CT, ch. 30; K32CN, ch. 32; K22CV, ch. 22, and K24CJ, ch. 24, all Durant, OK. Action Nov. 29.

■ WJPJ(AM) Huntingdon, TN (BTC891003EA; 1530 kHz; 1 kw-D)—Granted app. of assignment of license from David B. Jordan to Randall Stuart McGowan for \$150,000. Seller also has interest in WNRG(AM)-WMDJ(FM) Grundy, VA. Buyer has no other broadcast interests. Action Dec. 1.

■ WMSR(FM) Manchester, TN (BALH891031GM; 99.7 mhz; 30 kw; ant. 200 ft.)—Returned app. of assignment of license from American General Media to Tennessee Broadcasting LP for no consideration. Seller is headed by Anthony Brandon and is also licensee of WMSR(AM) Manchester, TN. Buyer is headed by John D. Mattus and Toni A. Fraser. Mattus is president, CEO, chairman of board and 100% stockholder of Idaho Broadcasting Co., licensee of KLCI(FM) Nampa, ID. He is also president, CEO, chairman of board and 80% stockholder of Great Falls Broadcasting Co., licensee of KMON-AM-FM Great Falls, MT, and president, CEO, chairman of board and 80% stockholder of KKLR Broadcasting Co., licensee of KTNT(FM) Edmond, OK. Action Nov. 30.

■ KMUL-AM-FM Muleshoe, TX (AM: BAL891006EC; 1380 kHz; 1 kw-D; FM: BALH891006ED; 103.1 mhz; 2.9 kw; ant. 75 ft.)—Granted app. of assignment of license from Muleshoe Broadcasting Inc. to Southwestern Broadcasting Corp. for \$200,000. Seller is headed by Leola Randolph and has no other broadcast interests. Buyer is headed by Thomas Crane, who has no other broadcast interests. Action Nov. 29.

New Stations

Applications

FM's

■ Essex, NY (BPH891012MY)—SMK Enterprises Inc. seeks 101.3 mhz; 487 kw; ant. 803 ft. Address: P.O. Box 967, Burlington, VT 05402. Principal has no other broadcast interests. Filed Oct. 12.

■ Mount Juliet, TN (BPH891012ND)—New Era Communications Group Inc. seeks 106.7 mhz; 3 kw; ant. 328 ft. Address: 1622 Arthur Ave., Nashville 37208. Principal has no other broadcast interests. Filed Oct. 12.

Actions

FM's

■ Woodville, MS (BPH890712MH)—Returned app. of PDB Broadcasting Co. for 95.9 mhz; 3 kw; ant. 328 ft. Address: 623 NW Ave., McComb, MS 39648. Principal is headed by Donald B. Brady and has no other broadcast interests. Action Nov. 29.

■ Marysville, OH (BPH871203NV)—Dismissed app. of Central Broadcasting Co. for 105.7 mhz; 3 kw; ant. 328 ft. Address: 5412 Flintrock Ct., Westerville, OH 43081. Principal is headed by Freeman Edwards and has no other broadcast interests. Action Nov. 16.

■ Dublin, VA (BPED880505OI)—Granted app. of Golden Rule Organization Workshop Inc. for 91.5 mhz; 0.01 kw-h 0.09 kw-v; ant. 1,203 ft. Address: 201 Progress St., Blacksburg, VA 24060. Principal is headed by Virginia L. Baker and has no other broadcast interests. Action Nov. 28.

■ Belle Chasse, LA (BPH870527MB)—Granted app. of First Belle Chasse Media Group for 102.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 26454, New Orleans 70186. Principal is headed by Randolph J. Callender and has no other broadcast interests. Action July 10.

TV

■ Lamar, CO (BPCT870331K5)—Dismissed app. of WPSX-TV Inc. for ch. 12; 1.5 kw-V 0.15 kw-A; ant.

1,312 ft. Address: University Park, PA 16802. Principal is headed by Carl M. Fisher and has no other broadcast interests. Action Nov. 30.

Facilities Changes

Applications

AM's

■ Long Island, AK KABN(FM) 830 kHz—Nov. 9 application for CP to change freq: 840 kHz.

■ Gonzales, CA KCMC(AM) 880 kHz—Nov. 15 application for CP to increase nighttime power to 2.5 kw and daytime to 50 kw.

■ Vernon, CT WCTF(AM) 1170 kHz—Nov. 20 application for CP to increase daytime power to 2.5 kw.

■ Mims, FL WPGS(AM) 840 kHz—Nov. 3 application for CP to increase day power to 10 kw; make changes in antenna system; change city of license to Casselberry, FL; also change TL: on Irone Bridge Rd., 4.0 km E. of Gabriella, FL; 28 37 04N 81 13 31W.

■ Hilo, HI KPUA(AM) 670 kHz—Nov. 13 application for CP to increase day and night power to 50 kw DA-N-U, make changes in antenna system.

■ Watertown, WI WTTN(AM) 1580 kHz—Nov. 24 application for CP to make changes in ant. system, increase night power 0.5 kw; change TL: 0.21 km W. of Hwy EM, 0.95 km N. of State Rte. 109, 2.5 km NE of Watertown, WI; 43 13 18N 88 40 06W

FM's

■ Fairfield Bay, AR KFFB(FM) 106.3 mhz—Nov. 3 application for Mod of CP (BPH880929IB) to change ERP: 15.641 kw H&V; ant.: 879 ft. H&V; TL: near State Hwy. 9 in Rushing, AR.

■ Key West, FL WOZN(FM) 98.7 mhz—Nov. 6 application for Mod of CP (BPH830519AF as Mod) to change ant.: 124 ft. H&V; change to class C1; TL: Junior College Rd. across from dump, Stock Island, FL.

■ Port St. Joe, FL WMTO(FM) 93.5 mhz—Nov. 9 application for Mod of CP (BPH850712U7) to change ERP: 1.3 kw H&V; change ant.: 659 ft. H&V.

■ Crawford, GA 102.1 mhz—Nov. 9 application for Mod of CP (BPH870506KB) to change ERP: 6 kw H&V; change TL: 2.4 km NW of Arnoldsville, GA.

■ Rockmart, GA WTSH-FM 107.1 mhz—Oct. 31 application for Mod of CP (BPH880817IC) to change ERP: 45 kw H&V; change ant.: 518 ft. H&V.

■ Urbana, IL WKIO(FM) 103.9 mhz—Nov. 7 application for CP to change freq: 92.5 mhz; ERP: 20 kw H&V; change to class B1; install DA (per docket 86-252).

■ Pinconning, MI WLFS(FM) 100.9 mhz—Nov. 6 application for Mod of CP to change ERP: 2.6 kw H&V.

■ St. Johns, MI WGOR(FM) 92.1 mhz—Nov. 6 application for CP to change ERP: 4.0 kw H&V; ant.: 400 ft. H&V.

■ Duluth, MN KDNW-FM 90.5 mhz—Nov. 13 application for Mod of CP (BPED880308IA) to change ERP: 1.29 kw H&V; ant.: 803 ft. H&V; change to class C3.

■ Red Wing, MN KWNG(FM) 105.5 mhz—Oct. 26 application for CP to change freq: 105.9 mhz; ERP: 50 kw (H&V); ant. 492 ft.; TL: N. Bluff Rd., 1.2 km E. of intersection with Hwy. JJ, 2.0 km NE of Stockholm, WS; change to class C2 (per docket 87-310).

■ Lincoln, NE KHAT-FM 106.3 mhz—Nov. 6 application for Mod of CP (BPH871110NT) to change ant.: 213 ft. H&V; change TL: Terminal building, 10th and O St., NE.

■ Buffalo, NY WGR-FM 96.9 mhz—Oct. 31 application for CP to change ERP: 24 kw H&V; ant.: 711 ft. H&V; TL: 2077 Elmwood Ave., Buffalo, NY.

■ Frankfort, NY 94.9 mhz—Oct. 13 application for of CP (BPH851204MD) to change ant.: 275 ft. H&V; change TL: E. end of Dutch Hill Rd., Frankfort, NY.

■ Davidson, NC WDAV(FM) 89.9 mhz—Nov. 7 application for Mod of CP (BPED880527IA) to modify DA.

■ Bowling Green, OH WRQN(FM) 93.5 mhz—Nov. 8 application for CP to change ERP: 4.1 kw H&V; ant.: 396 ft. H&V.

■ Chillicothe, OH WFCB(FM) 94.3 mhz—Nov. 2 application for Mod of CP (BPH880708IE) to change ant.: 265 ft. H&V; change TL: Carlisle Hill at Pohlman Rd.

■ Wellston, OH WKOV(FM) 96.7 mhz—Nov. 13 application for CP to change ERP: 16.0 kw H&V; change class to B1; increase ERP; (per docket #88-610).

■ Benton, PA WBNE-FM 95.9 mhz—Nov. 7 application for CP to change ERP: 6 kw H&V; change antenna from nondirectional to directional.

■ Bridgeport, TX KWCS(FM) 96.7 mhz—Oct. 25 application for CP to change ant.: 226 ft.

■ Lubbock, TX KEJS(FM) 106.3 mhz—Nov. 6 application for Mod of CP (BPH831027AL) to change ERP: 50 kw H&V; change ant.: 492 ft. H&V; freq: 106.5 mhz; change to class C2; TL: 2.0 km from Roosevelt, TX, at bearing of 135.7 degree.

■ Staunton, VA WTON-FM 94.3 mhz—Nov. 2 application for Mod of CP (BPH841204MA) to change ant.: 2,338 ft. H&V; change TL: Near top of Elliott Knob, Augusta County, VA.

■ Buena Vista, VA WVLI(FM) 96.7 mhz—Nov. 9 application for CP to change ERP: 10 kw H&V; ant.: 492 ft. H&V; TL: 1.9 km E. of Alto, VA; class: B1 (per docket #88-520).

TV's

■ Ozark, AL WSDW(TV) ch. 34—Nov. 17 application for Mod of CP (BPCT870610KP) to change ERP: 1128 kw (vis); ant.: 465 ft.; TL: Northside of State Hwy 103, 0.7 km E. of Wicksburg, AL; ant: Andrew/ATW30L3-HSP34 (DA)(BT); 31 12 30N 86 36 51W.

■ Riverside, CA KSLD(TV) ch. 62—Nov. 17 application for CP to change ERP: 3720 kw (vis); change ant.: 2,371 ft.; ant: Bogner/BUH24N-C(DA)(BT); 34 11 16N 117 41 55W.

■ Cincinnati Will(TV) ch. 64—Nov. 14 application for CP to change ERP: 5,000 kw (vis); ant.: 1,105 ft.; change TL: approximately 0.2 km SW of intersection of N. Bend Rd. and Winton Rd., Cincinnati; ant: Andrew AGW20HS4-ETO1-64M; (DA)(BT); 39 12 01N 84 31 22W.

■ Klamath Falls, OR KDKF(TV) ch. 31—Nov. 27 amended (BMPCT890606KG) to correct coordinates for station's transmitter location. Correct coordinates are 42 05 52N 121 31 59W.

■ Martinsburg, WV ch. 60—Nov. 16 application for Mod of CP (BPCT870602KK) to change ERP: 3,923 kw (vis) ant.: 1,006 ft.; TL: approximately 3.9 km W. of Nollville, Gerrardstown District, WV.

Actions

AM's

■ Carmel Valley, CA KPUP(AM) 540 khz—Nov. 29 application (BMP890710AD) granted for Mod of CP (BP850531AL) to augment day and night patterns.

■ Riverhead, NY WRIV(AM) 1390 khz—Nov. 28 application (BP890901AF) granted for CP to change TL: to Riverhead Sewage Treatment Plant, Riverside Dr., Riverhead, NY; 40 55 22N 72 38 52W.

■ Woonsocket, RI WNRI(AM) 1380 khz—Nov. 29 application (BP890901AE) granted for CP to make changes in antenna system and correct coordinates to: 42 00 58N 71 29 30W.

■ Welch, WV WELC(AM) 1150 khz—Nov. 30 application (BP890731AC) granted for CP to correct coordinates to: 37 50 01N 81 36 58W.

FM's

■ Barling, AR KPHN(FM) 94.5 mhz—Nov. 28 application (BPH891026ID) returned for CP to change TL: 400 ft. E. of Fort Chaffee Boundary on Backbone Ridge; change to class C2 (per docket #85-156).

■ Port Huron, MI WNFA(FM) 88.3 mhz—Dec. 4 application (BMPED860930IG) granted for Mod of CP (BPE-D830518AB) to correct coordinates; 42 59 36N 82 28 06W.

■ Millville, NJ WBSS-FM 97.3 mhz—Nov. 22 application (BMPH890719IB) granted for Mod of CP (BPH870303IF) to change ant.: 465 ft. H&V; TL: 375 miles S. of Buck Hill Rd. and SR 50 Corbin City, NJ.

■ Winston-Salem, NC WSNC-FM 90.5 mhz—Nov. 28 application (BPED870424MA) granted for CP to change TL: Reynolds Park Rd., Winston-Salem, NC; change ERP: 3 kw H; ant.: 225 ft. H&V and make changes in antenna system; 36 05 24N 80 13 20W.

■ Columbia, SC WNOK(FM) 104.7 mhz—Nov. 30 application (BPH891025IA) granted for CP to install new DA.

■ Austin, TX KHFI-FM 98.3 mhz—Nov. 29 application (BMPH890124IE) granted for Mod of CP (BPH870302MH as Mod) to change ant.: 692 ft. H&V.

■ Ruckersville, VA WXZY(FM) 92.1 mhz—Nov. 22 application (BMPH890509IE) granted for Mod of CP (BPH860102MJ) to change ERP: 1.4 kw H&V; ant.: 482 ft. H&V; TL: 1 mile S. of Ruckersville, VA, on Rte. 616.

TV's

■ Monroe, GA WHSG(TV) ch. 63—Nov. 29 application

(BMPCT890809KE) granted for Mod of CP (BPCT861216GL) to change TL: 9.9 km NE of Lithonia, Rockdale County, GA; 33 44 22N 84 00 14; change ant.: 1,190 ft.; ERP: 5000 kw, ant.: Delectric Communications Inc. TFU-25 (BT).

■ Kalamazoo, MI WLLA(TV) 64—Nov. 30 application (BPCT890404KF) granted for CP to change ERP: 2,500 kw (vis); ant.: 1,000 ft.; TL: Corner of Mullins and Norris Rd. at 5800 Norris Rd., Denton, MI; ant: Jampro/JSM-32/64-90JCR-2EP; 42 34 15N 85 28 11W.

Actions

■ FCC affirms bureau decision concerning KJTT(AM) Oak Harbor, VA (Report MM-435, Mass Media Action). Affirmed decision by Mass Media Bureau denying King Broadcasting Co., licensee of KING(AM) Seattle, recon-

sideration of grant of license to Whidbey Broadcasting Service Inc., for KJTT(AM) Oak Harbor. Action by commission Dec. 4 by MO&O (FCC 89-334).

■ Paramount Communications found to be in compliance with ownership rules; presumption of spousal attribution rebutted (Report MM-436, Mass Media Action). In response to request by Paramount Communications Inc., commission has determined that interests of Ronald L. Nelson, senior vice president and senior financial officer of Paramount, and his wife, Joyce M. Fields, treasurer of Times Mirror Co., are separate for purposes of FCC's crossownership rules. Action by commission Dec. 1 by letter (FCC 89-333).

■ WKCF(TV) Clermont, FL, included in Orlando-Daytona Beach-Melbourne-Cocoa market on waiver basis (Report MM-438, Mass Media Action). Commission has determined that WKCF(TV) ch. 68, licensed to Clermont, FL, should be considered station in Orlando-Daytona Beach-Melbourne-Cocoa, FL, TV market. Inclusion in this market is important for determining extent of exclusivity station may purchase vis-a-vis other stations. If station is not in market, it may not purchase exclusive programming rights against stations in Daytona Beach, Melbourne or Cocoa.

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Action by commission Dec. 5 by MO&O (FCC 89-338).

- **Corydon, IN.** Reopened record and remanded to ALJ case involving competing applications of Corydon Broadcasters Limited and Harrison County Broadcasting Co. for CP for new FM on ch. 299B (107.7 mhz) at Corydon. (MM docket 87-559, by order [FCC 89R-76]; adopted Nov. 28 by Review Board.)
 - **Baton Rouge, LA.** Granted application of Jimmy Swagart Ministries for new noncommercial FM on ch. 203C2 (88.5 mhz) at Baton Rouge; denied competing application of Real Life Educational Foundation of Baton Rouge Inc. (MM docket 88-308 by initial decision [FCC 89D-54]; issued Nov. 22 by ALJ Richard L. Sippel.)
 - **Center Moriches, NY.** Denied appeal by Lefebvre Group of dismissal of Lefebvre's application for CP for new FM on channel 241A (96.1 mhz) at Center Moriches. (MM docket 88-584, by MO&O [FCC 89R-75] adopted Nov. 17 by Review Board.)
 - **Raleigh, NC.** Granted application of Peebles Broadcasting Co. for new FM on ch. 275A (102.9 mhz) in Raleigh; denied competing applications of Rem Malloy Broadcasting, Interactive Media, Free Air Corp., Clear Channel Communications Inc., and Bernard Dawson. (MM docket 88-306 by initial decision [FCC 89D-55]; issued Nov. 28 by ALJ Joseph Chachkin.)
 - **Lebanon, VA.** Denied Murray Communications reconsideration of actions returning his application for FM allotment to Colonial Heights, VA, and subsequent allotment of ch. 297A (107.3 mhz) to Lebanon. (MM docket 85-258, by MO&O [DA 89-1555] adopted Nov. 15 by acting chief, Policy and Rules Division, Mass Media Bureau.)
- ## Allocations
- **Gould, AR.** Effective Jan. 18, 1990, amended FM table by allotting ch. 273A (102.5 mhz) to Gould as its first broadcast service. Filing window opens Jan. 19, closes Feb. 20, 1990. (MM docket 89-285 by R&O [DA 89-1500] adopted Nov. 15 by chief, Allocations Branch.)
 - **Quincy, Shingle Springs and Sutter Creek, CA.** Effective Jan. 22, 1990, amended FM table by substituting ch. 270B1 (101.9 mhz) for ch. 271A (102.1 mhz) at Shingle Springs, and modifying permit of KLIQ(FM) accordingly; substituting ch. 271C2 for ch. 270C2 at Quincy and modifying license of KQNC(FM) accordingly; and substituting ch. 298A (107.5 mhz) for ch. 269A (101.7 mhz) at Sutter Creek. (MM docket 89-62 by R&O [DA 89-1531] adopted Nov. 22 by chief, Allocations Branch, Mass Media Bureau.)
 - **Mexico Beach, FL.** Effective Jan. 19, 1990, amended FM table by allotting ch. 257C2 (99.3 mhz) to Mexico Beach, and conditionally modifying license of WMQA(FM) accordingly. (MM docket 88-222 by R&O [DA 89-1514] adopted Nov. 17 by chief, Allocations Branch, Mass Media Bureau.)
 - **Volcano, HI.** Effective Jan. 19, 1990, amended FM table by allotting ch. 299A (107.7 mhz) to Volcano as its first FM service. Filing window opens Jan. 22, closes Feb. 21, 1990. (MM docket 88-321 by R&O [DA 89-1515] adopted Nov. 20 by chief, Allocations Branch.)
 - **Drakesboro and Madisonville, KY.** Effective Jan. 18, 1990, amended FM table by allotting ch. 295A (106.9 mhz) to Madisonville as its second FM service; and ch. 280A (103.9 mhz) to Drakesboro as its first local service. Filing windows open Jan. 19, closes Feb. 20, 1990. (MM docket 87-34 by R&O [DA 89-1503] adopted Nov. 13 by chief, Allocations Branch.)
 - **Traverse City and Gladwin, MI.** Effective Jan. 22, 1990, amended FM table by allotting ch. 280A (103.9 mhz) as its second FM service; and by substituting ch. 298C2 (107.5 mhz) for ch. 298A at Traverse City, and modifying license of WCCW-FM accordingly. Filing window for Gladwin opens Jan. 23, closes Feb. 22, 1990. (MM docket 88-620 by R&O [DA 89-1533] adopted Nov. 22 by chief, Allocations Branch.)
 - **Greenville and Colonial Heights, TN.** Effective Jan. 18, amended FM table by allotting ch. 290A (105.9 mhz) to Colonial Heights as its first FM service. Filing window opens Jan. 19, closes Feb. 20, 1990. (MM docket 86-237 by R&O [DA 89-1499] adopted Nov. 15 by chief, Allocations Branch.)
 - **Newport, Kingsport, Colonial Heights and Gray, TN.** Effective Jan. 22, amended FM table to allot ch. 225A (92.9 mhz) to Newport; filing window Jan. 23-Feb. 22, (MM docket 86-218, by R&O [DA 89-1518] adopted Nov. 20 by chief, Allocations Branch.)

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SM for leading combo in Reno, Nevada. Needed: Experienced, street wise SM who can lead eight strong sales people to reach achievable goals and carry a list. Retail direct experience a must, strong on motivational skills and training. Send resume to Jerry Gutensohn, KRNO, Box 10630, Reno, NV 89510. EOE.

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TELEVISION

HELP WANTED MANAGEMENT

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.

General sales manager: Midwest 50's market seeks a proven leader with combination of local and national sales management experience. Demonstrated leadership combined with a winning track record and high level of commitment. National rep experience suggested. Send cover letter, resume and salary history to Box N-31. EOE.

General sales manager. Show us your record of new business development, local direct sales increases, and innovative marketing campaigns. Heavy local and national television sales management a must. Resume and details to: Bob Allen, VP and General Manager, KCRG-TV, PO Box 816, Cedar Rapids, IA 52406-0816. EOE. Female and minorities encouraged to apply.

Business manager: SE affiliate needs an experienced self-starter with good administrative skills. Lotus experience a must. Please forward a resume with salary requirements to the attention of Box N-39. EOE.

General sales manager. Top 40 ABC affiliate looking for proven local sales producer. We're looking for the best at producing revenue increases and maintaining a high degree of morale. Send resume and references to Box N-40. EOE.

Marketing director needed for top 30 Southeastern market. ABC affiliate looking for dynamic, creative, experienced, hands-on marketing director to manage promotion, art, community affairs department. Send resume to Box N-41. Confidentiality assured. EOE.

HELP WANTED SALES

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

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,

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.

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.

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.

Local sales manager: Dominant West Texas affiliate seeks a proven sales leader to motivate a team of 6 marketing professionals. Candidates need strong promotional background, degree and/or 3 to 5 years of demonstrated local street experience. Send detailed resume and salary requirements to: General Manager, KLST, PO Box 1941, San Angelo, TX 76902. EOE.

Account executive: Immediate opening for aggressive, experienced account executive at dominant NBC affiliate in Central California market. Send resume to: Local Sales Manager, KSBW-8, PO Box 81651, Salinas, CA 93912. EOE.

KMPH Fox 26, Fresno-Visalia, has an immediate opening for a creative, experienced broadcast salesperson, who is strong on new business development, highly motivated, detail-oriented and desires a very rewarding challenge. Established list and excellent growth opportunities with one of America's strongest independent, a Pappas Telecasting station. Send resume and references to: Steve Vourakis, Retail Marketing Manager, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 1/15/90. An EOE, M/F/H.

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.

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.

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.

Chief engineer: WHSW-TV, Baltimore, MD seeks chief engineer with minimum 3 years UHF transmitter experience. Complete knowledge of satellite systems, computers, control room and studio equipment and operation required for this hands-on position. Immediate opening. Call or write Ken Becker, SM, WHSW-TV, 4820 Seton Dr., Baltimore, MD 21215, 301-358-2400. EOE, M/F.

Director of technical services and support. Telecomm Broadcasting, Inc. (TBI), the leader in the horse racing broadcasting services industry, is seeking an experienced engineer to be responsible for all of TBI's technical support. You will need at least 3 to 5 years of hands-on experience in the troubleshooting and maintenance of transportable C-band video uplinks to a component level. Experience with B-MAC encryption a plus. Strong verbal and leadership skills essential in assisting field station personnel in resolving problems. You will be responsible for implementing and conducting all maintenance related activities for our nationwide network of uplink stations. If you feel you have the technical skills and desire to advance, forward your resume to: Mrs. Helen Hunter, Telecomm Broadcasting Inc., 1930 South Hill St., Oceanside, CA 92054. Fax #: 619-439-8838. EOE, M/F.

Maintenance technician. 4 years experience with studio and ENG equipment necessary. RF experience desirable. Send resume to Myron Oliner, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Maintenance engineer. Hands-on experience repairing studio equipment required. Prefer background with one inch, Beta, switchers, 3/4 inch. No beginners. Don Ready, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93405. 805-541-6666. ext. 7410. EOE.

HELP WANTED NEWS

Weathercaster: One of the top news stations in the Southeast is looking for one of the best weather forecasters in the country to fill position of weekend weathercaster. The person hired will also be the primary evening backup. We're looking for someone who understands meteorology yet knows how to translate it to those who don't. We're equipped with Doppler radar, ColorGraphics and ESD and we're known for our weather forecasting accuracy. Non-returnable tapes and resumes to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE, M/F. Absolutely no calls, please.

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.

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. Kavouras graphics/weather system. Kavouras background and AMS seal helpful, but not required. Tapes, resumes to John Baumgartner, News Director, WTVN-TV, Box 470, Rockford, IL 61105. EOE.

One of the Southeast's top news organizations is 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.

Are you super creative? Medium market Southeast affiliate looking for the world's best assignment editor. Minimum three years experience. Reply Box N-33. EOE. No tapes.

News director: KNTV, San Jose. Need someone with solid background in television news, good management skills and excellent leadership ability. Should have college degree in radio/TV journalism and 8 years of television news production experience with 3 years as news director or assistant news director in medium to major markets. Send resume and references to: General Manager, KNTV, 645 Park Ave., San Jose, CA 95110. EOE.

WJKA-TV, Wilmington, NC has openings for news anchor, 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.

Producer/reporter for quality national-international network-style newscast. Must be able to edit 3/4". Should have knowledge of Mid-East and American Jewish issues. Resume and tape (no calls) to Jewish Television Network News, 9021 Melrose Ave., #309, Los Angeles, CA 90069. EOE.

Meteorologist. WWMT seeking pro with plain personality. No boat rockers. Call Gil Buettner, 616-388-3333, or send tape to 590 W. Maple, Kalamazoo, MI 49008. EOE.

News videographer: Shoot and edit news. Applicants should have two years news experience. Tape and resume to: Steve Hawkins, News Director, WCYB-TV5, 101 Lee St., Bristol, VA 24201. EOE.

General assignment reporter for Western Pennsylvania station. Minimum two (2) years experience reporting, writing, tape editing. Weathercast experience helpful. Equal opportunity employer. Send resume to: Box N-38. No tapes.

Entry level reporter position available. Send resume and tape (tape a MUST) to WOWL-TV, PO Box 2220, Florence, AL 35630. EOE.

WPTF-TV has immediate openings for two top-notch news photographers. If you're interested in working in one of the nicest parts of the US, send us your tape and resume now. Must have 1-2 years experience, a college education, and a STRONG tape. Send to: Kevin Kelly, News Director, WPTF-TV, PO Box 29521, Raleigh, NC 27626. EOE.

Weather anchor/reporter needed at CBS affil in Syracuse. Anchor 3 daily weathercasts and report 3 feature stories per week. At least two years experience required and AMS or NWA seal. Send tape & resume to Graham Robertson, WTVH, 980 James St., Syracuse, NY 13203. EOE.

We want reporters who can write. Blond hair and blue eyes not required. We want reporters who can think. Blue blazers and penny loafers not required. If you are a journalist, please send your resume and tape to: Robert Stoldal, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. We broadcast two and a half hours of news a day so we also want reporters who can work. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: Raleigh's Fox affiliate is seeking a ratings winner to manage programing and related operations. Candidates must be experienced in programing success with strong management, organizational and research skills. Send your resume and salary history to Linda Cochran, GM, WLFL-TV, 1205 Front St., Raleigh, NC 27609. WLFL is a TVX Broadcast Group station and an EOE.

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.

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.

Artist/computer illustrator: WTMJ-TV (NBC), Milwaukee, WI. Highly motivated illustrator/designer needed to produce computer graphics for news, promotion and commercial production. 2D and 3D Artstar experience preferred. Send resume and tape to: Karen Bunde, WTMJ-TV, PO Box 693, Milwaukee, WI 53201. Affirmative action/equal opportunity employer.

WATL-TV, Atlanta. Fox Indy has three openings: 1) "Live" director: for fast paced teleconferencing and public affairs. 2) Audio/editor assist. Speciality in live studio productions. Will train to assist editor in post. 3) Videographer to team with director on remotes, lights, shoot, edit. Minimum of five years experience for all. Send resume and tapes to: WATL-TV-36, Production, Ms. Thorton, One Monroe Pl., Atlanta, GA 30324. EOE.

Graphic designer: The 90's are here! If you're ready to make your mark on the decade and need a fun and innovative setting in which to do it, WMAR-TV is it. This NBC affiliate in Baltimore is looking for a creative, ambitious, team-oriented artist to do computer graphics as well as print design. AVA-3 paintbox experience is preferred. Send your tape and resume to Dave Horner, Art Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

Associate Director for Television Services. Broadcasting & Educational Services (BECS). Western Illinois University. Responsibilities: The individual selected will serve as Executive Producer- Television and, in conjunction with other designated BECS administrative personnel, will arrange the following for locally-originated programing: Pre-production planning with faculty, administrative and community clients; The development of production schedules, scripts, budgets and funding proposals; The selection of studio and location facilities and equipment, as well as of visual and aural resources used for production; Post-production evaluation and reporting. The Associate Director (Executive Producer) will coordinate with BECS engineering and administrative personnel to achieve the highest possible production standards with available resources. He/she will supervise program production activities of all other BECS television personnel and, with them and other appropriate University personnel, select and train student production assistants. The Associate Director (Executive Producer) will be responsible for the visual and aural mixing of live and/or taped studio and/or location television productions. He/she will supervise rehearsals, direct production crews and on-air talent, and, as appropriate, supervise or personally conduct post-production program editing. This position will report to the Director of Broadcasting and Educational Communication Services. Qualifications: Minimum of a Bachelor's degree (graduate degree preferred) with at least five years of progressively responsible television production experience. Must possess excellent skills in leadership, human relations, written and oral communications. Applications, including 5- to 10- minute videotape (3/4") highlighting applicant production skills/accomplishments, written resume, statement of salary history and expectations, addresses and phone numbers of three current employment references, must be delivered no later than January 2, 1990. Send to: Dr. Robert L. Milkman, Director, Broadcasting & Educational Communication Services, Western Illinois University, Memorial Hall 401, Macomb, IL 61455. Western Illinois University is an AA/EEO and encourages applications from women, handicapped and minority candidates.

Videographer/editor wanted for large South Florida production facility. Our reputation is for the highest quality video in town and we intend to keep it that way. We're looking for exceptional lighting, composition, and editing skills. Must have at least 5 years shoot/edit experience, along with the ability to field produce if necessary. Tape and resume to: Jim Duffy, Video Ventures Productions, 16505 NW 13th Ave., Miami, FL 33169. 305-621-5266. EOE.

Director of programing/promotion for a staff of four with a Southeastern group affiliate. Organized strategist who knows audience flow and how to build station's community image. Perfect position for a proven promotion manager ready to move up. Send resume to: Box N-30. EOE, M/F.

Production manager: Supervise staff. Some producing and directing. Send resume to Patty Sluder, WTVO-TV, PO Box 299, Terre Haute, IN 47808. EOE.

Promotion director. Responsible for the concept and production of both news and entertainment promotion and will have supervisory responsibilities. Should have at least 2 years experience in television promotion with emphasis on news promotion. Strong writing and producing skills required and a 4 year degree preferred. Excellent benefit package and quality work environment. Applicants should send resume (No tapes or phone calls, please) to Bud Brown, Creative Services Manager, KOTV, PO Box 6, Tulsa, OK 74101. KOTV is an equal opportunity employer.

Television producer: SD Public Broadcasting seeks TV cultural affairs/arts producer in Vermillion, SD. Supervise production of TV programs; plan & supervise program production for broadcast & non-broadcast programs, including program hosting, scriptwriting, research & development, editing grant research, participation in on-air fundraising, develop budgets for programing areas, compile & distribute information on Cultural Affairs events. Bachelor's degree in Communications with broadcast emphasis or related media field and three years experience in TV production field or combination of education & experience. Minimum \$20,696. Closes December 22, 1989. Send state application form to Bureau of Personnel, 500 East Capitol, Pierre, SD 57501. An equal opportunity employer.

Unusual opportunity: Promotion writer/producer. Seeking promo animal to join our award-winning zoo! Strong writing/producing skills, effervescent personality, ability to think 'outside the cage' for conceptual news series, station image, and program promotion in top 20 market. If not you, send us the name of your best competitor. Box N-42. EOE. No tapes.

Newly created position: Promotion/sales producer to create on-air station promotion AND write/produce sales-marketing videos. If you know what sells, sell us on you. Top 20 market. Box N-43. EOE. No tapes.

SITUATIONS WANTED TECHNICAL

Technical EIC/video engineer. SNV engineer. 16 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior certified for television. For resume and information: 412-264-4756.

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.

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Minority female anchor. Network experience. Superb writing skills. Known to take station to number one. Call 803-873-1402.

Dynamic, young sportscaster seeking small to medium market radio/TV opportunity. College PBP and anchor experience. Knowledgeable with great looks and sense of humor. BA, Communications. Contact Michael Allen, PO Box 643, Balboa, CA 92661.

Young blind sportscaster with R&T, looking for a position as a sports reporter, anchor, writer-researcher. In the Sports Department worked for CBS-TV Sports. Sports-Channel 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.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434; messages: 212-545-5661.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quantel Paintbox artist. 3 years experience. Excellent design, illustration skills. Ampex ADO, Harris DVE, animation experience. Reply Box N-45.

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.

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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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 programing, 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.

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.

California University of Pennsylvania announces a faculty vacancy in the Department of Communication Studies for Fall, 1990. The position is a tenure-track line with a salary that is competitive and commensurate with education and experience. Position 1. Radio/TV Production. This appointment will be made at the rank of Instructor or Assistant Professor. The primary duties will be to teach basic and advanced courses in audio and video production and assist the Coordinator of the TV Studio in scheduling and staffing productions for other University and community groups. Qualifications. The successful candidate will have: 1) An appropriate Masters' Degree (Doctorate preferred), 2) Teaching and professional experience in audio/video production, and 3) A demonstrated commitment to undergraduate teaching. Contact Dencil K. Backus, Chairperson, Department of Communication Studies, California University of Pennsylvania, California, PA 15419-1394. Applicants should submit a letter of application, current curriculum vitae, transcripts and three professional letters of recommendation by February 1, 1990. California University of Pennsylvania is an Affirmative Action/Equal Opportunity Employer actively seeking minority candidates.

Northwestern University: The Department of Radio/TV/Film has a full time, non-tenure track position for a Visiting Writer-In-Residence. This is a 1 year renewable appointment, starting in September 1990, to teach writing in the media at the undergraduate and graduate level, with an emphasis on dramatic narrative formats in film and television. Applicants should be writing professionals with a track record of fiction and/or documentary scripts produced and released commercially or independently. An MFA or PhD is preferred but not required. Some prior teaching experience is necessary. Salary and rank commensurate with qualifications. In order to ensure full consideration, application must be received by January 15, 1990. Send vita, a sample of produced writing, and three letters of recommendation to Michelle Citron, Search Committee, Department of Radio/TV/Film, Northwestern University, Evanston, IL 60208. Northwestern is an Affirmative Action/Equal Opportunity Employer. Hiring is contingent upon eligibility to work in the United States.

Northwestern University: The Department of Radio/TV/Film has a tenure-track position for an Assistant Professor, to start September 1990, with expertise in a combination of the following areas: Broadcast history, radio, cable television, programming and management, international communications, media law and regulation. Applicants must have a PhD, teaching experience, and a demonstrated potential for research and publication in one or more of the areas described above. Salary commensurate with qualifications. In order to ensure full consideration, application must be received by January 15, 1990. Send vita, a sample of published work, and three letters of recommendation to: James Webster, Search Committee, Department of Radio/TV/Film, Northwestern University, Evanston, IL 60208. Northwestern University is an Affirmative Action/Equal Opportunity Employer. Hiring is contingent upon eligibility to work in the United States.

Assistant professor/PBS producer director. Shared between Department of Mass Communications and PBS affiliate KTSC-TV candidate will teach introductory, advanced, documentary television production courses, assist KTSC-TV as producer/director. Qualifications. PhD Communications preferred, MA/MS required. Five years professional television experience, of which three years collegiate-level teaching. Credits as producer/director in radio and television, familiar with technical systems, including post-production. Salary Competitive. Completed applications postmarked on January 15, 1990. Applications: Letter of application; current vitae; three letters of reference to: Ron Weekes, Chair, KTSC-TV, University of Southern Colorado, 2200 Bonforte Blvd., Pueblo, CO 81001-4901. An EO/AA employer.

Ross Beach Chair for Mass Communications, chaired full professor, full-time, tenure track to join a staff of five faculty in R/TV to serve as a leader in teaching and research activities in the area of electronic media. Responsibilities include assisting in established a Master's specialty in non-broadcast video coordinated with the Regents' Educational Communication Center, a federally funded video production and satellite uplink center under construction on campus. Requires PhD and significant research, publication, and professional/academic service. Send letter of application, resume, and three letters of recommendation by February 15 to Dr. Paul Prince, A.Q. Miller School of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

Media news teacher, full time, tenure track, assistant professor. Will teach in Journalism Sequence as the broadcast news specialist. Teach beginning and advanced journalism courses as part of the Journalism option. News outlets include local cable TV and full time student FM. Professional broadcast news experience required. PhD preferred. ABD considered. Send letter of application, resume, and three letters of recommendation by February 15 to Paul Prince, A.Q. Miller School of Journalism & Mass Communication, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. An equal opportunity employer.

Fulltime tenure track appointment in the Department of Mass Communication as a generalist with emphasis in print journalism. Duties begin August 30, 1990. Master's degree in Journalism (PhD preferred) with experience in print media. Teaching experience an asset with broad preparation in a variety of courses. Teach 12 hours per semester and serve as advisor to the campus newspaper. Morningside College is a liberal arts college affiliated with the United Methodist Church, has 1300 students and an expanding communications program. Send letter of application, vita, transcripts and three recent letters of recommendation to: R. Franklin Terry, Vice President for Academic Affairs, 1501 Morningside Ave., Sioux City, IA 51106. Closing date is March 1, 1990. An equal opportunity employer.

EMPLOYMENT SERVICES

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

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

EDUCATIONAL SERVICES

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

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 602-285-1143.

WANTED TO BUY EQUIPMENT

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

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

FOR SALE EQUIPMENT

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

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

FM transmitters CCA 28.500 (1980) Harris FM 20K (1980). CCA FM 20.000DS (1972). RCA BT20E (1976). 35Kw McMartin (1985). 5Kw Gates FM 5G(1967). RCA 5D (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978). RCA BTA-5L (1975). CCA AM 10.000 (1970). Harns MW5A (197681). Gates BC-5P2 (1967). McMartin BA2. 5k (1981). Transcom Corp., 215-884-0888. Fax 215-884-0738.

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

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

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

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

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

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

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

1" editing system, \$16,000. ADO-3000. Sony BVE-900. Cortez 22', motorcoach. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts. 919-977-3600.

Anixter Marx 5-meter transmit/receive C-band satellite dishes, power amplifiers 702-386-2844.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding. 214-422-5487.

Scientific Atlanta, model 8005. 4 6 meter satellite antennas \$2,500. Broadcast quality receivers. SA414 \$1975. 702-386-2844.

Kline tower 645 ft. with two platforms, has been dismantled. 205-322-6666. WBRC-TV

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205-322-6666 WBRC-TV

Satellite Teleport for sale with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land 1-800-328-2546.

Ampex ACR-25B. Six (6) complete machines along with stereo upgrades. Tape and numerous spare parts available also. All six machines still in use. Contact Viacom Networks Group at 516-435-4913 for more information.

Need a tower? Fax your tower height and loading requirements to 504-522-2662. We will offer you a super deal within 24 hours. Phone Lisa. Tower Management Systems. 504-521-8661.

96 - AM/FM transmitters. All powers. All manufacturers. All in stock. All spares. All inst. books. All complete. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. Robert Malany, 214-630-3600. Fax: 214-226-9416.

Harris 9000 automation system. 6 reels. 2 instacart 48's, logging printer, CRT and console. Must move. Brent Harmon, 813-754-9191.

RADIO Help Wanted Management

GENERAL SALES MANAGER

**EXCEPTIONAL OPPORTUNITY
FOR A PRO AT TOP RATED
FAYETTEVILLE, NC FM POWER HOUSE.
EXPANDING CHAIN OFFERS
GROWTH AND OPPORTUNITY.**

**RESUME TO PO BOX 828,
NAPLES, FL 33939-0828
EOE**

Wanted: Aggressive Executive

Major Network has immediate opening for Director of Major Market Sales!

- * Top Dollar Compensation and Generous Benefits
- Including Performance Incentives.
- * Moderate Amount of Major Market Travel.

Requirements:

1. Major Market General Manager or General Sales Manager
2. Sales and Program Oriented Executive
3. Excellent Presentation and Communications Skills

**Send Resume and References To: Box N-15
EOE**

MEMPHIS GM & GSM

Diamond Broadcasting's newest acquisition will be KMPZ, Memphis. We are considering candidates for General Manager and General Sales Manager. Experienced applicants should send cover letter and resume to

**Seth Mason
Diamond Broadcasting
c/o WXRT
4949 W. Belmont Ave.
Chicago, IL 60641**

**All responses will be held in confidence
EOE. No phone calls!**

Help Wanted Programing Production & Others

ADULT CONTEMPORARY LEADER
WNSR, 105FM, NEW YORK CITY
SEEKS TALENTED LEADERS FOR
FUTURE OPENINGS IN
PROGRAMING, SALES, PROMOTION,
PRODUCTION AND SUPPORT.
IF YOU CAN MAKE THINGS HAPPEN
IN THE BIG APPLE
WE WANT TO GET TO KNOW YOU.

SEND RESUME AND APPROPRIATE
SUPPORT MATERIAL TO:

PERSONNEL DIRECTOR, WNSR
WNSR-FM RADIO, 105FM
485 MADISON AVE.,
NEW YORK, NY 10022. The Best Mix!
NO PHONE CALLS PLEASE. EOE.

Situations Wanted Management

IF YOU BELIEVE
QUALITY WINS,
MOMENTUM BREEDS SUCCESS,
TRAINING IS CRUCIAL,
AND TALENT IS A MUST...

39 YEAR OLD AWARD WINNING GM
WITH 17 YEARS MANAGEMENT EXPERIENCE
LOOKING FOR GROUP MANAGER OR
MANAGEMENT WITH EQUITY POSITION.
HOWARD JOHNSON. 505-899-1403

GENERAL MANAGER AVAILABLE

Substantial background as
General Manager
in medium and major markets.
10 years with current company.
Love turnarounds and rebuilds.
Group management and
acquisitions experience.
Excellent references.
Relocate for quality opportunity
in top 75 markets.

Deane Johnson 503-472-1221

Miscellaneous

THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks
The 1988 National Weather Association
Radio contributor of the year.
AMS Seal Certified customized weathercasts...
complete barter
CALL 1-800-722-9847

PLEASE NOTE:

When answering a Blind
Box ad, **DONOT** send
tapes. BROADCASTING
does NOT forward
tapes or other oversized
materials to Blind
Boxes.

TELEVISION Help Wanted Technical

Maintenance Engineer

WWOR-TV, a leading television station with studios
in SECAUCUS, NJ, has an immediate opening for a
Maintenance Engineer.

The qualified candidate must have a minimum of 2
years appropriate technical education plus 3-5 years
maintenance experience in a major market TV station.
Experience should include a solid background in digital
electronics and proficiency in the component level
maintenance of audio/video distribution systems,
switchers, studio and ENG type cameras and videotape
equipment. Knowledge of CMX type editing systems
and computer controlled master control systems desir-
able. FCC General Class License preferred.

Please submit resume to:
Human Resources Department-BC#98.

WWOR-TV

9 Broadcast Plaza, Secaucus, NJ 07096

Equal Opportunity Employer M/F/H/V



Help Wanted News

**CONNECTICUT'S
NEWEST INDEPENDENT**
is looking for some great people
in the following fields:

PROGRAM MANAGER
Min. 1 yr. Ind. Exp.

**NEWS ANCHOR AND
GENERAL ASSIGNMENT REPORTER**
Include 3/4" or VHS tape.

ASSIGNMENT EDITOR/NEWS DIRECTOR
ACCOUNT EXECUTIVES

Agency, Co-op vendor exp. preferred
Send resumes and tapes to:

WTWS TV 26
Skipp Moss
CEO/GM
216 Broad Street
New London, CT 06320
No Calls, Please. EOE



Help Wanted Sales

ACCOUNT EXECUTIVE WANTED

You've read and heard a lot about us...
We're innovative, creative,
aggressive, state-of-the-art,
promotion oriented and...

America's top independent television station.
We're Fox 26 KMPH
flagship station for Pappas Telecasting, Inc.,
located in the heart of sunny Central California.

If you're aggressive, goal oriented,
highly motivated and experienced
in successful sales marketing,
come grow with us.
We have all the tools but,
for this established list,
we need the right person.

Send complete resume and references to:

Rick Bubenik
Agency Marketing Manager
26 KMPH TV
5111 E. McKinley
Fresno, CA 93727

An EO, M/F Employer



SNG Truck Operator

KHJ-TV has an exciting opportunity
for an SNG Truck Operator.
The individual we seek is an ex-
perienced SNG operator with field
maintenance skills, knowledge of RF
Systems and producing ability.

We offer excellent benefits and a
competitive salary commensurate
with experience. If you are highly
motivated and meet the above
requirements, please send a re-
sume to:

KHJ
Attn: Personnel
5515 Melrose Avenue
Hollywood, CA 90038



Equal Opportunity Employer

For Fast Action Use
BROADCASTING'S
Classified
Advertising

Help Wanted Programing
Production & Others

CABLE
Help Wanted Management

ALLIED FIELDS
Help Wanted Technical



TBS Video Marketing Writer/Producer

Turner Broadcasting
is looking for an
experienced individual
to write and produce
commercials and
marketing presentations
for domestic and
international TBS
companies. Strong
writing skills a must.

Send reel and resume to:
David Lawrence
TBS Video Marketing Director
One CNN Center
9th Floor, South Tower
Atlanta, GA 30303
E.O.E.

BAYNEWSCENTER

Bay NewsCenter, an innovative, 24 hour regional news service based in San Francisco, is starting to hire the senior management team needed to launch this new company. We're currently seeking experienced individuals with an entrepreneurial spirit to fill two positions:

NEWS DIRECTOR

Qualified candidates will have 2-3 years television news management experience, either as a small market news director or medium market executive news producer. Must have excellent production skills, sense of journalistic integrity, interpersonal and management skills. Background in and knowledge of cable is helpful. BA/Journalism degree or degree in related field required.

OPERATIONS MANAGER

The ideal candidate will be a small to medium market chief engineer with a good, hands-on knowledge of TV production/news/engineering procedures, along with good interpersonal skills and management ability. Applicants should also have at least a 2 year technical degree. Prior cable experience will be helpful.

Please send resume in confidence to:

Box N-37

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IDB COMMUNICATIONS GROUP, INC.

A LEADING SUPPLIER OF
SATELLITE COMMUNICATIONS SERVICES
SEEKS VIDEO CONTROL CENTER OPERATORS
AND AUDIO CONTROL CENTER OPERATORS
FOR ITS STATEN ISLAND INTERNATIONAL TELEPORT.
CANDIDATES SHOULD HAVE 3-5 YEARS
EXPERIENCE IN SATELLITE OPERATIONS,
OR BROADCAST MASTER CONTROL
IN A MEDIUM-TO-MAJOR MARKET.
SEND RESUME AND SALARY HISTORY TO:



SCOTT SMITH,
DIRECTOR OF OPERATIONS
IDB BROADCAST GROUP, INC.
5 TELEPORT DRIVE
STATEN ISLAND, NY 10311
NO PHONE CALLS, PLEASE. IDB, AN EOE, M/F

Help Wanted Management

STATION RELATIONS REPRESENTATIVE

ASCAP
AMERICAN SOCIETY OF
COMPOSERS, AUTHORS & PUBLISHERS

America's premier music-licensing
Society is expanding its Station
Relations staff. We're looking for
energetic men and women for two
positions in the Northeast and one in
the Mid-South. Our Station Relations
Representatives are in-the-field
liaisons between ASCAP and its radio
licensees. ASCAP provides a car,
expenses, and a full range of benefits
for this position, which entails 80%
travel. Broadcasting experience is a
plus. If you're an excellent
communicator who can work
independently, send your resume and
salary requirements (NO PHONE
CALLS) to:

Jon Marcus
Assistant Director
Radio Licensing
ASCAP
1 Lincoln Plaza
New York, NY 10023
EOE



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Great jobs are available...but do you
know about them? The MediaLine daily
telephone report puts you in touch with
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Lets you be among the first to know...
Instant TV information by phone:

- job openings
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source for industry
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\$1.95 for the first
minute, \$.95 each add'l...
Call Now!



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THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY

\$2 per minute

From any touch tone phone

Miscellaneous

SEXUAL DYSFUNCTIONS STRESS DISORDERS SHYNESS

Intensive half-day/full-day sessions for
busy professionals & executives. REMO
FABBR, JR., M.D., Medical Behaviorist.
(B.A. Harvard, M.D. Yale) 32 Trumbull St.,
New Haven, CT (easy access to airports,
taxis, train). 203-787-4589.

Major credit cards welcome.

Programing Services



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ PO Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Public Notice

PUBLIC NOTICE

The Planning & Priorities and Finance &
Administration Committees of the Na-
tional Public Radio Board of Directors
will meet in open session on Tuesday,
January 16, 1990, beginning at 9:00 a.m.
in the Queen Anne Room of the Monte-
leone Hotel, 214 Rue Royal, New Or-
leans, Louisiana. Subject to amend-
ment, the agendas include: FY 1991
Budget, Affirmative Action Plan, and
Strategic Plan.

Business Opportunity

INVESTMENT OPPORTUNITY OF A LIFETIME FOR SALE BY OWNER WORLD CLASS RECORDING STUDIO IN MID-SOUTH

Two Studio Recording Complex designed by Tom Hindley at a cost in excess of \$1,000,000.00 features over \$300K in State-of-the Art recording equipment. Studio & Mixing rooms ranking among the World's largest. Three years in the making, this 1 1/2 yr. old Top Rated complex offers Pvt. Producers, Jingle Cos. and Independent Labels unsurpassed, perfect sound

**PROPRIETARY CONCERNS
NECESSITATE EARLY DISPOSAL
CALL for Terms at:
318-868-8873 or 318-868-6907**

For Sale Stations

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT SHERWOOD INC.
4171 Dundee Rd., Suite 269, Northbrook, IL 60062
708-272-4970



**FLORIDA
AM/FM COMBO
IN EXPLOSIVE GROWTH
COASTAL COMMUNITY,
C2 WITH TOWER CONSTRUCTION.
SEND FINANCIAL QUALIFICATIONS
WITH INQUIRY.
PRICED TO SELL.
REPLY TO BOX N-20**

NORTHERN CALIFORNIA FM

**Class B, Growth Mkt.
Ratings & cash flow
1.3 mil/terms
By owner, Box N-27**

**CAL COAST COMBO
PROFITABLE CLASS B/5KW AM.
HIGHLY RATED.
QUALIFIED PRINCIPALS ONLY.
NO BROKERS.
SEND FINANCIAL QUALIFICATIONS
WITH INQUIRY.
BOX N-34**

NOTICE OF PUBLIC SALE MINNEAPOLIS - ST. PAUL UHF TV WITH SATELLITE

2770 KW ERP circular polarized on 1500 foot tower located in Big Lake, MN. Full studio facilities in leased building located in St. Cloud, MN. 107 KW ERP (licensed full power) satellite station with 265 foot tower located in Rochester, MN. Six Farinon microwave systems, one microwave tower site, one portable microwave system 13 GHZ. Public sale will occur on December 29, 1989. For complete terms, information packet and inspection, contact Charles Bans at 612-229-2906 or 2300 World Trade Center, 30 East 7th St., St. Paul, MN 55101-4904.

For Sale Stations Continued

SOUTHEAST FM TOP 100 MKT

**6kw - C-3 proposal pending.
Nice facility - well equipped.
\$2 million cash - principals only.
Box N-44.**

**CLASS A FM CP
for sale by owner
SW MISSOURI - Lamar.
\$20,000.00
417-345-2119 Day
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Mike Husmann, PO Box 875,
Buffalo, Missouri 65622.**

H.H.I., S.C. FM

FOR SALE BY OWNER

50,000 Watts

Offers accepted thru December 31

**For Information
Respond to:**

**P.O. Box 6133
Hilton Head Island, S.C. 29938
Fax # (803) 686-3270**

FLA. Coastal C3	2.0M
ALA. Class A	1.7M
S.C. Coastal C2	1.7M
(owner financing)	
GA. Class A Good C.F.	1.4M
ALA. Class A	325K

**FLA. and ALA. FM CP's
The Thorburn Company
314 Bay Circle,
Cumming, Georgia 30130
Phone 404-781-8740
Bob Thorburn, President**

EARLY DEADLINE NOTICE

**DUE TO CONSECUTIVE MONDAY HOLIDAYS, THE FOLLOWING
DEADLINES ARE EFFECTIVE:**

For the Jan. 1, 1990 issue: Deadline is Dec. 22, 1989

For the Jan. 8, 1990 issue: Deadline is Dec. 29, 1989

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Media

Appointments at Daniels & Associates, brokerage and investment banking unit of Daniels Communications, Denver: **Phillip J. Hogue**, president, to chairman; **Brian Deevy**, senior VP, to president and COO; **Timothy David**, senior VP, to executive VP; **Bill Daniels**, founder and chairman, remains chairman of Daniels Communications.



Marc Kaye, president and general manager, KNUA(FM) Bremerton, Wash. (Seattle), joins co-owned WDAE(AM)-WUSA(FM) Tampa, Fla., in same capacity. **Shelly Owens**, VP and controller, KNUA succeeds Kaye.

Michael A. Liff, VP, general manager, WPGH-TV Pittsburgh,

joins KABB(TV) San Antonio, Tex., in same capacity.

Gary Conard, president and general manager, KGEO(AM)-KGFM(FM) Bakersfield, Calif., joins WFBG-AM-FM Altoona, Pa., in same capacity.

Elena Nachmanoff, talent agent, N.S. Bienstock, New York, joins NBC there as director of talent recruitment and development for NBC News, NBC Sports, NBC Television Stations and NBC Cable.

Jack Sabella, VP and general manager, Traffic Central Sales, San Francisco, joins Multimedia Radio, Milwaukee, as regional VP.

Sales and Marketing

Whitney Goit II, senior VP, sales and marketing, Arts & Entertainment, New York, named executive VP, sales and marketing.

Harriet Seittler, VP, marketing, MTV, New York, named senior VP, marketing.

Ed McGrady, senior art director, W.B. Doner, Baltimore, joins Earle Palmer Brown & Spiro, Philadelphia, as executive art director.

Thomas Tardio, chief financial officer and VP of administration, Rogers & Cowan, Los Angeles, named executive VP.

Richard Leet, national director of marketing, Cycle Sat, Minneapolis-based television commercial distributor, named VP of sales for national accounts.

Benjamin E. Wooding, VP, Jason Grant, Providence, R.I.-based ad agency, joins FitzGerald & Company Inc., Cranston, R.I.-based advertising and public relations firm, in same capacity.

Appointments at National Cable Advertising: **Andrew Ward**, account executive, Boston, to sales manager, Chicago; **Bruce Raisner**, account executive, Boston, to sales manager, San Francisco; **Bill Hammer**, group sales manager, Storer Communications, New York, to account executive there; **Susan Gould**, account executive, FNN, New York, to same capacity there; **Laurie Wells**, media manager, Ehrig and Associates, Seattle, to account executive, Boston.

Jeff Dinetz, local sales manager, WQHT(FM) New York, named general sales manager.

Cara Cagliano, national sales manager, WCIX(TV) Miami, named general sales manager. **Isidro Gonzalez**, national account executive, Univision, Miami, joins WCIX as local account executive.

Gloria M. Smith, account executive, WBBF(AM)-WBEE-FM Rochester, N.Y., named general sales manager.

Lisa P. Darnell, general sales manager, WEAL(AM)-WQMG(FM) Greensboro, N.C., joins WHJX-FM Jacksonville, Fla., in same capacity.

Jim Gustafson, general sales manager, KFBI-AM-FM Wichita, Kan., joins KZSN-AM-FM there in same capacity.

Larry Dauer, marketing consultant, KSDK(TV) St. Louis, named local sales manager.

Mark Winkler, sales manager, TeleRep, Los Angeles, joins KWGN-TV Denver as national sales manager.

Lauren Devlin, account executive, MMT, New York, joins Petry there in same capacity. **Marc Croghan**, account executive, WTOG(TV) St. Petersburg, Fla. (Tampa), joins Petry, Chicago, in same capacity.

Andy Lipset, media buyer-planner, Vitt Media International, New York, joins HNWH, New York-based division of The Interep Radio Store, as account executive. **Julie Gonzalez**, sales receptionist-sales assistant, HNWH, New York, named administrative assistant to president.

John Petty, account executive, WXON(TV) Detroit, joins WJBK-TV there in same capacity. **Denise McManus**, general sales manager, WTWV(FM) Des Plaines, Ill. (Chicago), joins WJBK-TV as account executive.

Risa Little, sales manager, KAFF-AM-FM Flagstaff, Ariz., joins KNAZ-TV there as account executive.

Georgia Luke, account executive, WFBG-AM-FM Altoona, Pa., named general sales manager. **Carol Qualls**, account executive,

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35
(6 mos. term must be prepaid)

(International subscribers add \$20 per year)

☐ **Yearbook '89** (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by MASTERCARD or VISA, phone toll free 1-800-638-7827

Name _____ ☐ Payment enclosed
Company _____ ☐ Bill me
Address _____ Home? Yes ☐ No ☐
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature _____ Are you in cable TV operations ☐ Yes
(required) ☐ No

For renewal or address change
place most recent label here

KGEO(AM)-KGFM(FM) Bakersfield, Calif., joins WFBG-AM-FM in same capacity.

Programing

Appointments at Fox Broadcasting Company, Los Angeles: **Bob Bibb**, VP, on-air promotion and creative marketing, and **Lewis Goldstein**, VP, on-air promotion and special projects, have each signed long-term agreements to exclusively produce motion pictures and novels for television for *Fox Night at the Movies*; **David Janollari**, director of development, *Nederlander Television*, New York, to director of comedy development; **Robert Greenblatt**, creative executive, *Lorimar Film Entertainment*, Los Angeles, to director of drama development.



Nealon



Shaker



Naiman

Appointments at MTV and MTV Networks, New York: **Liz Nealon**, VP, international, MTV, to senior VP, MTV international programing; **John Shaker**, senior VP, Eastern division, MTV Networks, to senior VP, special projects, MTV Networks; **Russ Naiman**, VP, syndication sales, MTV Networks, to senior VP, syndication sales, worldwide.

Howard Shapiro, senior VP, law and administration and general counsel, *Playboy Enterprises*, Chicago, Ill., named executive VP.

Lance Evans, director of dramas based on fact, CBS, New York, joins *Turner Network Television*, Los Angeles, as director of program development. **Jennifer Levine**, associate, comedy development, *Columbia Pictures Television*, Los Angeles, joins *Turner Network Television* there as manager of program development.

Julia Halperin, director of acquisitions, *ITC Entertainment*, Studio City, Calif., joins *Saban International*, Burbank, Calif., in same capacity.

Carla Singer, freelance producer, Los Angeles, joins *Robert Greenwald Productions* there as VP, television, and executive producer.

Thomas J. Taylor, of counsel, *Sinclair Tenenbaum & Co.*, Beverly Hills, Calif., joins *Act III Productions*, Los Angeles, as VP, business affairs.

John Reith, director of corporate audit, *Columbia Pictures Entertainment*, Los Angeles,

Second City fete



Former FCC Chairman **Newton Minow** (r) greets **Henry "Brick" Meers** at a celebration honoring Meers last Wednesday evening in Chicago upon his retirement (after 10 years) as board chairman of noncommercial *WTTW(TV)*-*WPMT(FM)*. (Meers is managing director of *Merrill Lynch Capital Markets*.) Creation of the **Henry W. Meers Fund for Television Excellence** was announced at the event.

les, named VP and director, corporate audit.

John Huncke, VP of business and legal affairs, *ITC Productions*, Studio City, Calif., named executive VP of business and legal affairs.

Margo Rudman, manager, affiliate marketing, *Showtime Networks*, New York, joins *Viacom Networks Group* there as director, marketing and administration, business development.

Steven Gray, executive director, noncommercial *KUHT(TV)* Houston, joins *Public Broadcasting Service*, Alexandria, Va., as director of program scheduling.

Tim Krass, marketing manager, *Prime Ticket Network*, Los Angeles, named VP, marketing and affiliate relations.

Appointments at *Mizlou Sports News Network*, New York: **Kevin Christopher**, sports anchor, *Turner Broadcasting*, Atlanta, to studio anchor; **Terry Chick**, anchor, *Sports Latenight* and *NFL Preview*, CNN Sports, Atlanta, to studio anchor; **Ed Berliner**, sports anchor, *WCIX(TV)* Miami, to studio anchor; **Wally Bruckner**, sports anchor, *WWBT(TV)* Richmond, Va., to studio anchor; **Kevin Roach**, producer, *ABC News*, New York, to coordinating producer.

Appointments at *WABC-TV* New York: **Joseph Cook**, production supervisor, *WTNH-TV* New Haven, Conn., to production manager; **Michael Kaye**, engineering supervisor, *WABC-TV*, to operations manager; **Patricia Liguori**, director of research, *Capcities/ABC National Television Sales*, New York, to director of research.

Chris Johnson, director of operations, *KZTV(TV)* Corpus Christi, Tex., joins noncommercial *KMNE-TV* Albuquerque, N.M., in same capacity.

Jim Chittick, broadcast sales representative,

MMT Sales, Troy, Mich., joins *Group W Satellite Communications Corp.*, Detroit, as account executive.

Neil Strow, account executive, *Major League Baseball Productions*, New York, joins *Cabletelevision Advertising Bureau* there as manager of local research.

Mark Gray, account executive, *KKCS-FM* Colorado Springs, joins *Satellite Music Network*, Dallas, as regional affiliate manager, sales. **Melinda C. Davis**, sales director, *Starplex Amphitheatre*, Dallas, joins *Satellite Music Network* as regional consultant, sales.

Tom Bigby, president, *GTB Broadcasting*, Dallas-based group owner, joins *WIP(AM)* Philadelphia as program director.

Victoria G. Regan, director of creative services, *WTAE-TV* Pittsburgh, named director of programing.

Steve Street, program director, *WOLL(FM)* West Palm Beach, Fla., joins *WJYO(FM)* Mount Dora, Fla. (Orlando), in same capacity.

Thomas Milligan, independent video producer, Ithaca and Syracuse, both New York, joins noncommercial *WSKG(TV)* Binghamton, N.Y., as program producer.

Bob Laurence, VP of national programing, *Noble Broadcasting*, San Diego, adds duties of acting program director, *KBZR(AM)*-*KBEQ-FM* Kansas City, Mo.

Appointments in programing department, *WAGE(AM)* Leesburg, Va.: **Todd James**, production director-afternoon air personality, named program director-afternoon air personality; **Byron Schrecker** (air name, *Byron Kerr*), public affairs director/midday air personality, to public affairs director/morning air personality; **Lisbeth Sabol**, part-time announcer, to production director/midday air personality.

Jim Kerr, morning air personality, *WPLJ(FM)* New York, joins *WYNY(FM)* there in same capacity.

Bonnie Grice, fine arts editor and classical announcer-producer, noncommercial *WKSU-FM* Kent, Ohio, joins noncommercial *KUSC(FM)* Los Angeles as morning air personality.

David Scott, late afternoon air personality, *WAXY(FM)* Fort Lauderdale, Fla., named morning air personality.

Joe Pasquali, air personality, *WUSQ-AM-FM* Winchester, Va., will retire from his on-air duties, but will remain with station as host, *Toast and Coffee* talk show, and in public relations.

William P. Edwards, assignment editor, *KTVY(TV)* Oklahoma City, joins *The University of Oklahoma Television and Satellite Services*, Norman, as media production assistant.

News and Public Affairs

Joe Angotti, senior VP of news, *NBC*, New York, will take up to one year leave of absence "to do research and maybe write book," according to network spokeswoman.



Hermann

Cleve Hermann, reporter, KFWB(AM) Los Angeles, announces his retirement. He has been with station since early 1950's.

Appointments at ABC News: **David Glodt**, director of news coverage for Europe, Middle East and Africa, London, to executive produc-

er, *This Week with David Brinkley*; **Deborah Leff**, senior producer, *Nightline*, to same capacity, *World News Tonight with Peter Jennings*; **Kathryn Christensen**, senior editor-features, *The Wall Street Journal*, New York, to senior producer, *World News Tonight with Peter Jennings*; **David Tabacoff**, director of national news coverage, to senior producer, *Nightline*, New York; **Bob Haberl**, producer, Rome, to senior producer, *Nightline*, London; **Ned Warwick**, news director, WPVI-TV Philadelphia, succeeds Glodt; **Mimi Gurbst**, Northeast bureau chief, succeeds Tabacoff.

Robert E. Sullivan, news coordinator, Worldwide Television News, New York, named New York bureau chief and news director, Americas.

Virgil L. Teter Jr., executive producer, local programs, KUSA-TV Denver, joins KWTX-TV Waco, Tex., as VP for news.

Appointments at WTOP(AM) Washington: **Judy Taub**, news director, to part-time news editor; **Mike Rushlow**, news editor, succeeds Taub; **Dave Johnson**, sportscaster, WNAV (AM) Annapolis, to same capacity; **Claire Meyerhoff**, morning news anchor, WTRG(FM) Rocky Mount, N.C. (Raleigh), to news anchor.

Maria Barrs, communications production director, United Way, St. Louis, joins KSBW(TV) Salinas, Calif., as managing editor.

Tim Gray, afternoon news anchor, WSUB (AM) New London, Conn., joins WPRI-TV Providence, R.I., as associate news producer.

Stacy Hutchins, Washington correspondent, Gillett Group, joins Hearst Broadcasting there in same capacity.

Huel Perkins, anchor and reporter, KSDK(TV) St. Louis, joins WJBK-TV Southfield, Mich. (Detroit), as anchor.

Appointments in news department, WTVR-TV Richmond, Va.: **Carolyn Presutti**, state capital and "live eye six" reporter, named weekend news anchor; **Roger Harvey**, reporter-anchor, Florence, S.C., succeeds Presutti as "live eye six" reporter; **Suzanne Kennedy**, general assignment reporter, WBTW(TV) Florence, S.C., to Chesterfield County reporter.

Tom Hason, managing editor and anchor, KOMA-TV Rapid City, S.D., joins KRDO-TV as weekday co-anchor.

Lorraine V. Quinton, news director-anchor, WSVI(TV) St. Croix, V.I., joins WIBW-TV Topeka, Kan., as morning and midday anchor-medical reporter.

Vanessa C. Green, deputy clerk's assistant, Civil District Court, New Orleans, and recent graduate, Loyola University there,

joins Newsfeed, Group W, Washington, as production assistant.

Technology



Bluestein

Amy Bluestein, supervisor, program production, network entertainment, NBC, West Coast, Burbank, Calif., named director of program preparation, operations and technical services.

Glenn F. Higgins, VP and general manager, Comtech Antenna Systems, St. Cloud, Fla., named president.

Joseph Widoff, director of business affairs, Corporation for Public Broadcasting, Washington, joins Advanced Television Test Center, Alexandria, Va., as deputy executive director, finance and administration. **John G. McCurdy Jr.**, assistant director of engineering, WJLA-TV Washington, joins Advanced Television Test Center as manager, equipment and facilities.

Promotion and PR

Geoff Calnan, partner, Cassidy Calnan Worldwide, Los Angeles, joins Fox Broad-

casting Company there as VP, on-air promotion, succeeding Bob Lewis and Lewis Goldstein (see "Programming"). **George Oswald**, director, corporate creative services, Fox Broadcasting Company, Los Angeles, named VP, corporate creative services.



Gates Lynch

Patricia Gates Lynch, former Ambassador to Madagascar and Federal Republic of Comoros, joins Radio Free Europe/Radio Liberty, Washington, as director of corporate affairs.

Sharon Baker, program publicist, Columbia Pictures Television, Los Angeles, named manager, publicity.

Constance J. Beck, executive director, Central Ohio Marketing Council, Columbus, joins Warner Cable Communications there as director of community relations.

Sandra D. Colony, director, corporate communications department, Manhattan Cable TV, New York, named VP.

Michael Malone, producer, on-air promotion, WGN-TV Chicago, named supervisor, on-air promotion.

John Michaeli, manager, Stoorza, Ziehaus & Metzger, Los Angeles, joins DIC Animation City Inc., there as VP, publicity and advertising.

Rosey Moreno, news director, WKTK(FM)

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| ☐ b. MSO (two or more Systems) | ☐ 8. Cable TV Component Manufacturer |
| ☐ 2. Cable TV Contractor | ☐ 9. Cable TV Investor |
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| ☐ 4. SMATV or DBS Operator | ☐ 11. Law Firm or Government Agency |
| ☐ 5. MDS, STV, or LPTV Operator | ☐ 12. Program Producer or Distributor |
| | ☐ 13. Advertising Agency |
| | ☐ 14. Educational TV Station, School or Library |
| | ☐ 15. Other <input type="text"/> |

(Please describe)

Crystal River, Fla. (Gainesville), named director of promotion and community relations.

Beverly Dorn-Steele, promotion assistant, noncommercial WTVI(TV) Charlotte, N.C., named promotion coordinator.

Pat Argue, development manager and grants coordinator, noncommercial WSKG(TV) Binghamton, N.Y., named promotion manager. **Beth Casey-Roe**, sales coordinator, WSKG, named development manager.

Allied Fields

Doug Wills, public affairs consultant and speechwriter, COMSAT Corp., Washington, joins National Association of Broadcasters there as manager of media relations.

Roanne O. Robinson, executive assistant to president, National Cable Television Association, Washington, named assistant director for industry affairs.

John C. Wang, research engineer, office of engineering and technology, FCC, Washington, elected to fellow of Institute of Electrical and Electronics Engineers, New York.

Monica Shaffer, executive VP and partner, Biederman, Kelly & Shaffer, New York-based advertising agency, nominated president of International Radio & Television Foundation there.

Jeffrey James, data analyst, show maintenance department, Nielsen Media Research, New York, named analyst, press relations.

Robert W. Carroll, editor for copyright and syndication sales, Toronto Sun Corp., Canada, joins UPI, Washington, as manager of news photos and graphics.

Elected members, Television Bureau of Advertising, New York: **Cliff Brown**, general manager, WDAM-TV Laurel, Miss. (Hattiesburg); **Bud Carey**, president, Times Mirror Broadcasting, New York; **Phil Jones**, president, Meredith Broadcasting Corp.,

What is...?



Jeopardy! host Alex Trebek strikes a casual pose during a contestant search at WJLA-TV Washington, which carries the program. Over 200 Washington-area residents were selected to participate in the search, drawn from the over 20,000 postcards the station received.

Des Moines, Iowa; **Jack Oken**, president, MMT Sales, New York; **Shelly Schwab**, president, MCA Television Enterprises, New York.

Deaths

John F. Monroe, 93, Wisconsin broadcast and cable executive, died Dec. 12 at Bradford Terrace Nursing Home, Milwaukee, after brief illness. Monroe built and was president of several stations and two cable systems. In 1955 he built WSWW(AM) Plattville, Wis., and served as president until he sold station in 1972. He built WCWC(AM) Ripon, Wis., in 1957 and sold station four years later. In 1964 he built WMIR(AM) Lake Geneva, Wis., and continued to serve as president until his death. He purchased WRCO-AM-FM Richland Center, Wis., in

1967 and served as president until his death. He moved into cable in 1971 when he built Southern Wisconsin Cable, Lake Geneva, and added Ripon Cable Co., which he built in 1977. He served as president of both cable systems until his death. He is survived by his daughter, Margaret, and son, John Jr.



Novins

Stuart Novins, 75, former correspondent, CBS News, New York, died Dec. 7 of respiratory failure at his home in Middlebury, Vt. Novins began his broadcasting career at small Boston station soon after graduating from Boston College. He joined CBS Radio in 1939 as reporter-producer and in 1940 became director of news and special events for CBS-owned WEEI(AM) Boston. He joined army in 1941 and spent five years in service. He rejoined CBS Radio in 1946 as program writer for Columbia Pacific Network, and same year was named director of special events. He transferred to New York in 1951 as associate producer of public affairs, and then became director of public affairs for CBS Radio in 1953. In 1955 he resigned his administrative duties and became CBS News correspondent and moderator of *Face the Nation*, position he held until 1960. He retired in June 1975 and moved to New Mexico, where he taught journalism at University of Albuquerque until 1981. He is survived by his wife, Dee, daughter, Leslie, and son, Larry.



Bodnar

John Bodnar, 47, program director and afternoon air personality, WASH-FM Washington, died of cancer Dec. 6 at Alexandria Hospital, Alexandria, Va. Bodnar worked as air personality in New York, Atlanta and Chicago before moving to Washington in 1975 to join WASH-FM in same capacity. He was with station for nine years before joining WMAL(AM) there as air personality. He later moved to WPKX-FM Washington as morning air personality. He rejoined WASH-FM in January 1986 and was named program director in 1988. He gave up his on-air duties this September when he became ill. He is survived by his wife, Suzanne.

Richard C. Gallop, 51, managing director, Allen & Co., New York-based investment banking firm, and former president and chief operating officer, Columbia Pictures Industries, New York, died Nov. 23 in New York of brain tumor. Gallop joined Columbia Pictures Industries, then corporate parent of Columbia Pictures, as senior VP and general counsel. He was named chairman of motion picture division in 1983 and served in this capacity for two years. He also served as president and chief operating officer of CPI from 1983 to 1986. He left CPI in Oct. 1986 to join Allen & Co. He is survived by his wife, Ann, and two sons.

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BIB's Forbes: Directing radio's war of the words

When Malcolm S. (Steve) Forbes was asked seven years ago to become a member of the Board for International Broadcasting, he decided to accept the invitation despite misgivings about whether he would have the necessary time. For in supervising Radio Free Europe and Radio Liberty—the radios that serve as surrogate stations for the countries of Eastern Europe and the Soviet Union—the BIB, Forbes thought, was involved in something “whose influence was unmeasurable.” He believed the radios were engaged in a contest in which the U.S. went “head to head” with the Communist world in terms of ideas. As a member of the third generation to own and edit *Forbes* magazine, one of the country's oldest and most prestigious business publications, the challenge was irresistible. It seemed, Forbes said, “a unique” way to make a public service contribution. Forbes did not know the half of it.

For now, four years after he was elevated to the position of chairman of the board, Forbes sees the ideas of the Communist world and those who had advanced them in full retreat. And the climate in which RFE/RL operate has changed. Not only have the Soviets and Eastern bloc countries ceased jamming Western radio stations, officials of East bloc countries are showing up on RFE/RL programs. And the radios, in addition to the usual budget of news shows and interviews, are lacing their schedules with programs designed to help their listeners transform their countries into capitalist-style democracies, with programs, for instance, on how to move from a command- to a market-oriented economy.

The BIB, which was established in 1973, and its radios are not claiming all of the credit. Other Western radio and television stations, including those in West Germany, have been sending their messages eastward for years. Mikhail Gorbachev certainly has been a factor. And, finally, it was the people of Eastern Europe themselves who had the courage to rise up and say, “Enough.” Still, Forbes believes the radios played a critical role, “in preserving the countries’ sense of identity and cultural history.” The radios were, Forbes says, “more than a news service; they were the keepers of the flame.” And he quotes with pride Solidarity leader Lech Walesa’s comment when asked, during his visit to Washington last month, on the importance of RFE to the Solidarity movement: “What would the earth be without the sun?”

Forbes, when he is not presiding over the BIB, serves as president and chief operating officer of Forbes Inc. and deputy editor in chief of *Forbes* magazine. And he appears to handle those various assignments not only with skill but with the kind of easy-



MALCOLM STEVENSON FORBES JR.—chairman, Board for International Broadcasting, Washington; president and chief operating officer, Forbes Inc., and deputy editor in chief of *Forbes* magazine; b. July 18, 1947, Morristown, N.J.; BA, Princeton University, 1970; *Forbes* magazine, 1970 to present, beginning as researcher, moving to writer, and elected president and chief operating officer, August 1980, and deputy editor in chief, April 1982; joined BIB board in 1983; BIB chairman since September 1985; m. Sabina Beekman, June 19, 1971; children—Sabina and Roberta, 16; Catherine, 12; Moira, 10; Elizabeth, 2.

going nature one might not expect of someone with his background. Gene Pell, the former NBC News correspondent whom Forbes lured from his post as director of the Voice of America to serve as president of RFE/RL, speaks of Forbes’s “self-deprecating sense of humor; there’s not an ounce of pretense about the man.” And sure enough, asked about his rapid rise to the top of his company, the 42-year-old Forbes says, “Hard work, sheer ability and 51% [his family’s] will get you far.” But his record indicates there is substance to the man.

While in Princeton during the turbulent 60’s, Forbes and a couple of colleagues felt the old-fashioned, free-market, private-enterprise philosophy to which they owed allegiance (Forbes describes himself specifically as from the “incentive-oriented” school) was not being given its due, even on the campus presumed to be the playground of the pampered. So in 1968 they began publishing *Business Today*, a quarterly designed, as a biography of Forbes puts it, “to give students a balanced perspective of the business world.” It became the most popular magazine published by students for students, and is produced to this day by Princeton University undergraduates.

At *Forbes*, he writes a one-page editorial

for each issue of the biweekly, reviews every piece that goes into the magazine, and is responsible on the administrative side for such areas as policy and circulation, purchasing and promotion. But the young Forbes is said to be still in the shadow of the “overwhelming presence” of his father, the chairman, chief executive officer and editor in chief. He is also “different from his father—you won’t find him driving a motorcycle with Elizabeth Taylor on the back seat,” as one staffer put it. But he is, the staffer also said, an economist “of some range.” Forbes certainly seems to have a knack for spotting economic trends. He is a four-time winner of the Crystal Owl, which is presented annually by USX (formerly U.S. Steel Corp.) to the reporter making the most accurate economic forecasts for the coming year. Forbes is the only reporter to have won the award more than once in its 45-year history.

And at BIB, Forbes seems to be carving out a reputation for himself that is not in anyone’s shadow. To one Capitol Hill staffer who monitors the affairs of the radios, Forbes is doing an “excellent job.” He is apparently a welcome relief from Frank Shakespeare, the former RKO executive who had invited Forbes to join the BIB and whose departure for Lisbon and the U.S. ambassador’s residence there in 1985 created the vacancy Forbes was named by the White House to fill. The staffer recalls Shakespeare as an extreme conservative who would “preach the conservative line” and interfere with the operations of the radios on a daily basis. “Morale,” the staffer said, “was horrible.” Forbes, on the other hand, “is more of a traditional chairman,” the staffer said. “He nudges the radios in a direction, but leaves the daily operations to the president [of RFE/RL]. Forbes and Pell seem to form a good team.”

Perhaps it is because Forbes is not really a bureaucrat but is more a man of the private sector that he can look ahead to the day when the job he holds could be reduced in its scope, if not made obsolete. He notes that the radios function as surrogate stations for populations whose totalitarian governments denied them access to journalistically sound reporting about conditions in their countries. But the totalitarian governments seem to be headed for the dustbin of history. So what of RFE/RL? “If democracy is allowed to take root and if Soviet forces withdraw, and if those countries truly become independent,” Forbes says, “the day could come when we could say, ‘Mission accomplished.’ That’s what we’re aiming for.” Of course, that is easier said with respect to countries that have been dominated by the Soviet Union than to the Soviet Union itself, Forbes notes. “Still,” he says, “that’s our aim.” And in its achievement, *Forbes*, the magazine of Wall Street, would have had a hand. ■

Health and Human Services Secretary Louis Sullivan last week called for "some form of restrictions" on advertising of alcoholic beverages. Sullivan's remarks were made at White House conference on drunk driving where he also criticized broadcasters. Stations must give alcohol advertisers "less leeway. Let these station managers come down on the side of children," said Sullivan. "Isn't it time that we had advertising that celebrated sobriety?" HHS secretary asked. Sullivan's remarks seemed to catch White House by surprise. According to White House source, administration has no position on issue nor is it aware of any HHS plans to pursue ad ban or seek restriction of beer and wine commercials. HHS spokesman Bob Schmermund told BROADCASTING Sullivan was not endorsing ban on beer and wine ads. "We are in a review stage, where we go has yet to be determined," said Schmermund. But he also said Secretary feels strongly about issue of alcohol promotion and advertising and "clearly feels it needs to be looked at." According to reports, Sullivan in response to question, said he thought it was worthwhile to explore with NFL, idea of restricting beer and wine ads during broadcast of games. Val Pinchbeck, NFL director of broadcasting, noted that NCAA called for tighter restrictions on beer commercials in its new basketball tournament contract (BROADCASTING, Nov. 27), and that focus is now on other sports. In general, he said: "What we do is in the limelight and various people with an interest in what we do will, from time to time, raise issues like this. Obviously, part of our job is to talk to those people." Sullivan's comments did not sit well with NAB. "It is regrettable Secretary Sullivan completely ignored all scientific evidence, showing no link between TV advertising and the nation's tragic drunk driving problems," said NAB President Eddie Fritts.

Line of succession at INTV

David L. Donovan, legal adviser to FCC Commissioner James Quello, will join the Association of Independent Television Stations in January as VP for legal and legislative affairs. He succeeds James B. Hedlund who was recently named INTV President (BROADCASTING, Dec. 4). Donovan joined the FCC in 1983 as an attorney-adviser in the policy and rules division of



the Mass Media Bureau and two years later was named legal assistant to the chief of that bureau. He then served as interim adviser for mass media issues to former Commissioner Patricia Diaz Dennis. He was named to his current position at the FCC in January 1987.

Television's sphere of influence

White House Chief of Staff John Sununu sees the "immediacy of television" as a factor in the judgment of President Bush's critics, in the media and elsewhere, that the President has been unduly cautious in reacting to events, like those in Eastern and Central Europe. Since "we are all real-time witnesses to the major changes that are taking place," Sununu said in remarks at the National Press Club, "there is a tendency to feel that there has to be an almost instantaneous response to everything that takes place." He added: "The images that come forward evoke emotions and a desire for instant response, instant gratification, instant policy. It is a very tempting thing as politicians within the Beltway see what is happening, in their quest for theater, to come up with snap conclusions on how to handle this." But the President, Sununu indicated, would not be stampeded. "In the real business of foreign policy, if you're trying to do it in a responsible way," he said, "the one thing the President understands is that you don't get extra credit for running out and doing it immediately on television."

Fritts said broadcasters have contributed "extraordinary financial resources toward a public education campaign on drug and alcohol abuse."

TVX Broadcast Group said last week that **Paramount Communications** had acquired preferred and common stock, warrants and debt previously owned by Salomon Brothers for total consideration approximating \$145 million. Purchase gives Paramount ownership of roughly 19% of TVX's outstanding common stock and option to obtain, through conversion of other securities, up to 83%. To be named directors are Mel Harris, president of Paramount Television Group; Mike Hope, executive VP of Paramount, and Robert Pisano, executive VP and general counsel of Paramount Entertainment. TVX president and chief executive officer, John Trinder, said that independent TV station group would finish year roughly \$11 million ahead on revenue over 1988, and added that positive cash flow would be 34% over budget.

Another busy end of week for station trading. Among deals:

- **KKOB-AM-FM Albuquerque, N.M.**, was sold by Fairmont Communications Corp. to National Media Ventures for \$20 million. Seller is headed by Frank D. Osborn and is licensee of three AM's and four FM's. Buyer is headed by George Fritzinger, former owner of KFAC-FM Los Angeles and Pug Winoker, financier. KKOB(AM) is fulltimer on 770 khz with 50 kw. KKOB-FM is on 93.3 mhz with 21.5 kw and antenna 4,150 feet above average terrain. Broker: Gary Stevens & Co.
- **WKXI(AM)-WTYX(FM) Jackson, Miss., KNAN(FM) Monroe, La., and WSOK(AM)-WAEV(FM) Savannah, Ga.** was sold by Love Broadcasting to Opus Communications Group for \$11 million (includes \$500,000 note). Seller is headed by James S. Love III and also owns WLOX(TV) Biloxi, Miss., and KDRV(TV) Medford, Ore. Buyer is headed by Tom Birch and Ray Quinn and also owns WWAV(FM) Fort Walton Beach, Fla. WKXI is fulltimer on 1300 khz with 5 kw day and 1 kw night. WTYX is on 94.7 mhz with 100 kw and antenna 1,117 feet above average terrain. KNAN is on 106.1 mhz with 100 kw and antenna 1,050 feet above average terrain. WSOK is fulltimer on 1230 khz with 1 kw and WAEV is on 97.3 mhz with 100 kw and antenna 1,000 feet above average terrain. Broker: Americom Radio Brokers.
- **KHEY-AM-FM El Paso** sold by Jim Phillips to Ragan Henry for \$8,425,000. Seller has no other broadcast interests. Buyer currently owns five AM's and 10 FM's. KHEY(AM) is fulltimer on 690 khz with 10 kw. KHEY-FM is on 96.3 kw with 100 kw and antenna 1,390 feet above average terrain. Broker: John Barger.

Capital Cities/ABC last Friday (Dec. 15) **adopted shareholders' rights plan**, designed to bolster role of company's board of directors in case of hostile bid for company. Plan would allow shareholders, who will receive one right for each share of common stock owned, to purchase additional Capital Cities/ABC stock, or in certain cases, stock of acquiring company, at half market value price. Announcement said that Berkshire Hathaway, which already owns roughly 19% of stock, would be exempted from 20% ownership by outsider rule that would trigger rights. Thomas S. Murphy, chairman and chief executive officer, said it is unaware of any current takeover attempt.

Hilmer I. Swanson, senior staff scientist at Broadcast Division of Harris Corp., Quincy, Ill., **will receive NAB's annual Engineering Achievement Award**, association's engineering conference committee announced last week. Swanson is being recognized for development of pulse modulation techniques and digital modulation for AM radio transmitters. NAB credits Swanson's advancements, which have been built into AM transmitters built by Harris and several other manufacturers worldwide, with saving broadcasters millions of dollars in power expenses over several years. Award will be presented on April 3 at annual engineering luncheon during NAB convention in Atlanta.

Texas Rangers baseball team last week finalized new three-season (1990-92) TV rights agreements with both KTVT(TV) Fort Worth, Tex., and Home Sports Entertainment. Flagship for Rangers' 15-station regional broadcast network since 1984, KTVT will expand schedule from 64 to 65 away games, and will, for first time, add home games—eight in 1990 and 1991 and 10 in 1992—usually province of local cable. Ed Trimble, Gaylord Broadcasting Co. VP and GM of station, said team will help KTVT pick home games most assured of high attendance and so not likely to lose dollars at stadium gate. Regional cable sports channel HSE, which claims 1.5 million subscribers in Texas and four other states, will carry up to 60 home games as it has since 1983. All parties declined to reveal value of either deal.

Comcast Cable President Robert Clasen has moved to London to head up company's new international division, whose interests include UK joint ventures with telco U.S. West. Comcast has named Thomas Baxter, former senior VP of operations, as president to replace Clasen, overseeing company's 2.5 million subscriber operations.

Five months after it ejected second Voice of America correspondent in connection with coverage of student uprising in Beijing, **Chinese government has invited Voice of America to send full-time correspondent to cover that country.** Foreign ministry called in VOA's stringer, Heidi Chay, last week to say it had approved application of VOA correspondent Stephanie Mann Nealer for accreditation. She has been with service since 1978 and has covered Eastern Asia. Decision on application—on file for several months—came without advance notice, but some observers were tying it to visit to Beijing earlier this month of national security adviser Brent Scowcroft and Deputy Secretary of State Lawrence S. Eagleburger. Admission of new VOA correspondent and cessation of jamming of VOA broadcasts, begun by China at time of student uprising last spring, were said to be among items on agenda U.S. officials followed in talks with Chinese officials. Chinese had complained about VOA coverage when it ejected first Al Pessin, in June, and Mark Hopkins, in July. In formal statement accompanying announcement of deci-

sion on acceptance of Nealer's application, Foreign Ministry asked VOA to "do its best in its reporting to be factual and objective so as to contribute to the enhancement of understanding between the two peoples of China and the United States and the improvement of the development of relations between the two countries."

National Association of Public Television Stations appointed South Carolina Educational Television public information director **John Lawson** to newly created director of national affairs for NAPT. Credited with establishing and expanding South Carolina legislative support for SCETV, and experienced as state coordinator for two presidential campaigns there, Lawson will develop strategies to demonstrate value of public TV to U.S. Congress, White House and federal agencies.

Board of trustees of noncommercial WNET-TV New York, elected Henry R. Kravis chairman and Richard I. Beattie and Mrs. Felix Rohatyn vice chairmen. Three new officers, all current members of board, will assume positions on May 1, 1990. Kravis is founding partner of merchant banking firm of Kohlberg Kravis Roberts & Co.

Western TCI on Satcom satellite

Western Tele-Communications Inc. (WTCI) joined the new age of pre-launch commitments to future satellite capacity in a big way last week, agreeing to occupy 12 of 24 C-band transponders aboard GE Americom's next-generation Satcom C-1 satellite.

Four regional cable sports services partly owned by WTCI parent company Tele-Communications Inc. and five superstations, all currently delivered via GE Americom's Satcom FIR satellite, will be transferred to Satcom C-1, once the latter is launched in early 1991.

The agreement, which runs through the year 2000 (three years shy of the satellite's 12-year design life), also includes options to expand services, according to Robert Lemming, executive vice president of WTCI. "We have been pleased with the service GE is providing us and have been impressed with their flexibility and responsiveness to our growing needs for regional services," Lemming added in a prepared statement.

Terms of the deal were not disclosed, but the cost of the capacity aboard Satcom C-1 would likely fall well under the \$8 million-\$12 million-per-transponder range of purchases and leases announced earlier this year (BROADCASTING, July 17). The lower cost would result from the fact that C-1 is designed to serve as in-orbit backup to GE's primary cable birds, Satcoms C-3 and C-4, meaning that capacity on Satcom C-1 was almost certainly leased to WTCI in the form of preemptible, unprotected transponders. National cable services that have purchased transponders aboard C-3 or C-4—including Viacom's Showtime, MTV and Nickelodeon—would move to and preempt the WTCI transponders should C-3 or C-4 fail in orbit.

The block of services due to transfer from FIR to C-1 contains four regional cable sports services—Denver-based Prime Network, Houston-based Home Sports Entertainment, Tallahassee, Fla.-based Sunshine Network and San Francisco-based Pacific Sports Network—four of the "Denver Five" superstations marketed by TCI-owned home dish distributor Netlink—ABC affiliate KUSA-TV, NBC affiliate KCNC-TV, KMGH-TV and KWGN-TV, all licensed in Denver—and superstation WGN-TV Chicago, a service so far sold exclusively to home dish subscribers by Netlink (Tulsa-based United Video sells WGN-TV to cable).

Editorials

All roads lead to Washington

The bad news tended to eclipse the good last week at the Western Cable Show in Anaheim, Calif. Almost certain reregulation was a universally sobering restraint in what otherwise should have been a good season. The ambitions of broadcasters to share in cable's basic revenues were being greeted with incredulity and anger. The new alliances cable had sought to forge in the Fifth Estate appeared to be distant indeed.

The process is far from complete, but cable was circling the wagons last week. It seemed more and more an industry resigned to going it alone—including, in the worst case scenario, separating itself from broadcasting with an A/B switch, the telepolitical equivalent of the Berlin Wall.

But as more than one speaker pointed out in Anaheim last week, cable's fundamentals remain sound. Its penetration continues to grow, as do its services and revenues. Its operating margins are high atop sturdy cash flows. But its fundamental downsides are steady, too. Like the over-air system whose fortunes it has changed, it too is subject to technological challenge—from DBS, MMDS and telcos, to name an obvious three. It also, more than most, is subject to the capital markets, which are made uneasy by what they hear from Washington.

In the near term, it is to Washington that cable must turn to dispel the new uncertainty that clouds its future. It must deal both with Congress and the broadcasters if an effective solution is to be found. It is in the interest of the parties and the public to begin the process of accommodation, and conciliation, as soon as possible—past and present recriminations aside.

Forewarned

With the new year fast approaching, one resolution broadcasters should make—and keep—is to be on watch for state advertising taxes, particularly taxes on services that are extended to advertising. When state legislatures return to work next year, most will be looking for new ways to keep budgets balanced or make dents in escalating deficits. If past is prologue, state governments will come up with increasingly more novel ways to target the deep pockets in and around the Fifth Estate for help in defraying the cost of their mismanagement or miscalculation.

According to a spokesman for the American Advertising Federation (which monitors state activity and helps battle ad taxes through the State Advertising Coalition, which it co-funds with the Association of National Advertisers and the American Association of Advertising Agencies), several states have tried to pass or are contemplating a tax on advertising. Contributing to concern is the multi-state tax commission—in which about a third of the states participate—that drafts guidelines for revenue-raising initiatives. According to the AAF, one of those drawing up the guidelines is the Stanford professor who consulted Florida on its aborted ad tax initiative.

In Kentucky, for example, where the school financing system has recently been invalidated, the governor has suggested that a tax on advertising might be an attractive untapped revenue resource, the sort of trial balloon that must be quickly punctured. To that end, the AAF is currently working with the press and broadcast associations in the state to set up a meeting with the governor and state finance executives at which they will present evidence—including the lessons of Florida's failed tax—of the general economic disincentive represented by an ad tax).

In Massachusetts—whose economic woes have received na-

tional play due largely to the prominence of its governor—the speaker of the house and majority leader have reportedly been considering extending their sales tax on services to advertising. That route has numerous pitfalls, one of which benefits broadcasters indirectly. A tax extended to services is a wide net that in theory—and at least in the case of Florida, in practice—applies to a wide range of transactions, including legal services. With the lawyers on the wrong end of that stick, it becomes a far less attractive revenue source.

Oklahoma, which was reportedly looking for alternative financing of its educational system, came close to adopting a services tax that included advertising before the proposal was dropped at the end of last month.

In a move that threatened national broadcasters as well as local, Oregon earlier this year tried, and fortunately failed, to pass a law making broadcast networks liable for state income tax (the idea reportedly had its seeds in the above mentioned multistate commission). The state concluded that the networks have an "economic presence" in Oregon in proportion to the number of viewers they have there. Thus, if 2% of a network's viewing came from Oregon, the network would have had to pay income tax on 2% of its revenue.

Such attempts to milk the media have thus far been checked. Undoubtedly, the new decade will bring undreamed of inventiveness by strapped states. We encourage Fifth Estaters to remain on their guard.

High praise

In this era of epidemic glasnost, there is the temptation to speculate on the continued usefulness of broadcast services such as Radio Free Europe and Radio Liberty. We know, because Steve Forbes, chairman of the Board for International Broadcasting, which oversees those services, did such speculating in this week's "Fifth Estater" (see page 119).

If the day comes when Eastern European governments have truly freed their presses, RFE/RL would indeed seem redundant. It should be noted, however, that the services have helped sow the seeds of their own destruction—"mission: accomplished" is how Forbes would characterize that day. The Fifth Estate should share Forbes's pride in the comment of Polish labor leader Lech Walesa when asked of the importance of Radio Free Europe to Solidarity: "What would the Earth be without the sun?"



Drawn for BROADCASTING by Jack Schmidt

"So that's what happened to all our LED's."